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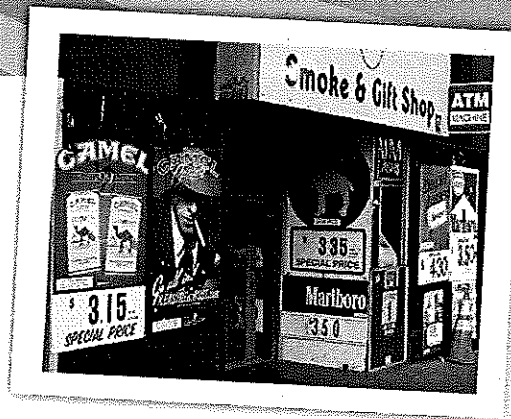


TURF is a diverse group of youth advocates who will champion a tobacco control policy to create a healthier San Francisco.

WHAT TURF DOES

TURF members are developing legislation to address the saturation of tobacco retailers in low-income communities. These are communities where there is a large population of immigrants, people of color, and youth, the vast majority of whom lack the resources and advocacy skills to overturn harmful practices that damage their community's health. TURF's goal is to enact a policy that will limit the density of tobacco retailers and cap the number of tobacco stores allowed to operate in San Francisco.

The TURF team is currently conducting action research projects, including: maps; surveys; literature reviews; and interviews with researchers, professors, attorneys, public health professionals, local tobacco retailers and community organizers.



WHY THIS IS IMPORTANT

The majority of tobacco retailers in San Francisco are concentrated in the low income neighborhoods that are home to the most marginalized and disadvantaged populations.

Through political advocacy and participatory action research, TURF is empowering young people to take ownership of their communities and to make changes in the political system to improve their environment.


HOW YOU CAN SUPPORT TURF


On the Internet: "Like" us on Facebook and follow and spread our updates; watch and share our videos

In Your Community: Express your support for the TURF team and get your organizations, friends, neighbors and local political officials to endorse our campaign!

CONTACT

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 www.facebook.com/turfsf

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 YOUTH LEADERSHIP INSTITUTE



TURF is a program of the Youth Leadership Institute made possible with funding from the Tobacco Free Project of the San Francisco Department of Public Health.

REMINDE SAN FRANCISCO THAT THE HEALTH OF OUR PEOPLE SHOULD COME BEFORE PROFITS!

TOBACCO USE REDUCTION FORCE

Youth Advocates



Jesus Sicairos, 19 | Mission

has been involved with tobacco prevention work since his early teens through YOATSF and TURF. Aside from his interests in health and politics, he studies as a personal trainer and chef at City College of San Francisco, and paints murals throughout the City.



Amanda Trescott, 21 | Sunset

was born and raised in San Diego and moved to San Francisco to pursue her Bachelor's Degree in Health Education at San Francisco State University. Aside from her internship with TURF, she's also a full-time employee in retail.



Brianna Hines, 18 | Oceanview

is a student at City College of San Francisco. Brianna came to TURF through her participation in the All Stars Project. She brings experience with youth-led policy, having lobbied in Sacramento for bills crafted by youth through YMCA's "Youth and Government".



Janakaye Cruz, 17 | Downtown

is a first generation Filipina-American and can speak Tagalog. She is active in her church and at Lowell High School, and volunteers with Aim High's summer program. Janakaye strives to become a pediatrician so she can protect the health of children.



LeeAnn Crisman, 20 | Sunset

is a third generation San Francisco native and is currently attending City College of San Francisco. LeeAnn aspires to teach children, a career she connected with while she was a member of Abraham Lincoln High School's Teacher Academy.



Luisa Sicairos, 20 | SoMa

is a first generation Mexicana American, fluent in Spanish. Luisa has led tobacco prevention work for the past six years through YOATSF and TURF. She is pursuing a career in social work, currently studying at City College of San Francisco.



Malaysia Sanders, 18 | Bayview Hunters Point

has been advocating for safer schools and neighborhoods since her early teens. She's currently in the "Youthworker to Teacher Pathway" and "Jumpstart" programs at City College of San Francisco. She plans to become a teacher in the SF public schools.



Richard Rodrigo, 20 | Visitacion Valley

immigrated to San Francisco from the Philippines and is a student at City College of San Francisco. Richard is studying to becoming a college counselor. His passion for justice and goodness in society led him to join TURF.





Setting Limits On Tobacco Retail Permits In San Francisco

Youth advocates from the Tobacco Use Reduction Force (TURF), a project of Youth Leadership Institute (YLI), propose new legislation to protect the city's health by minimizing the harmful effects of exposure to tobacco retail establishments. This proposal will reduce the serious disparity in tobacco exposure, easing the impact on vulnerable communities by leveling the playing field across all supervisorial districts.

WHY ADDRESS TOBACCO RETAIL OUTLETS?

Tobacco harms our city's health and affects us all

- Tobacco use is the leading preventable cause of death for San Franciscans.¹
- The cost of tobacco-related disease and death in San Francisco is close to \$500 million a year.²
- Low-income communities and communities of color face greater exposure to tobacco than more affluent communities.³
- Higher exposure to tobacco products results in increased youth smoking rates.⁴ Residents of neighborhoods with high concentrations of tobacco retailers are statistically at greater risk of tobacco related disease and death. (see Novak et al and Chuang et al)
- Throughout San Francisco, over 60% of tobacco retailers are within a thousand feet of schools.⁵ A recent California study links greater density of tobacco outlets to higher youth smoking rates.⁶

Over-concentration of tobacco retailers normalizes the use of tobacco

- San Francisco has over 1,000 retailers selling tobacco and other cigarette products.⁷
- San Francisco's most disadvantaged neighborhoods are disproportionately impacted by high tobacco retail density. The six supervisorial districts with the highest proportions of tobacco retailers by population also have the lowest median household incomes in the city:
 - District 3 - North Beach and Chinatown
 - District 5 - Western Addition and Haight-Ashbury
 - District 6 - Tenderloin, South of Market
 - District 9 - Mission and Portola
 - District 10 - Bayview Hunters Point and Visitation Valley
 - District 11 - Excelsior, Ingleside, and Oceanview
 African American and Latino residents are more likely to live in districts with the highest density of tobacco retailers.⁸

1. Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. *JAMA* 2004; 291:1238-45.

2. In 1999, the economic costs of smoking in California were estimated to be \$475 per resident or \$3,331 per smoker, for a total of nearly \$15.8 billion in smoking-related costs. [Max, W, Rice D. P., Zhang, X., Sung H-Y, & Miller, L. (2002). The Cost of Smoking in California, 1999. Sacramento, CA: California Department of Health Services.] In 1999, the economic costs of smoking in California were estimated to be \$475 per resident or \$3,331 per smoker, for a total of nearly \$15.8 billion in smoking-related costs (1999 dollars). Max W, Rice DP, Zhang X, Sung H-Y, Miller L. The Cost of Smoking in California, 1999. Sacramento, CA: California Department of Health Services, 2002. Those same costs in 2008 would be \$690 per resident or \$4,924 per smoker.

3. Vorhees, C. Cigarette Sales to African-American and White Minors in Low-Income Areas of Baltimore. *American Journal of Public Health*, 1997, 650-654

4. Novak, S.P., Reardon, S.F. et al, 2006. Retail tobacco outlet density and youth cigarette smoking: a propensity-modeling approach. *Am J. Public Health* 96, 670-676. Chuang, J. Effects of neighbourhood socioeconomic status and convenience store concentration on individual level smoking. *J Epidemiol Community Health*, 2005; 59: 568-573

5. "Supervisory and Planning Districts and Schools, Tobacco Outlet counts in San Francisco". S.F. Dept. of Public Health, 2011.

6. Henriksen L et al. 2008. See also Chapman S and Freeman B: Regulating the tobacco retail environment: beyond reducing sales to minors. *Tob Control* 2009. 18(6): 496-501.

7. San Francisco Department of Public Health and the Tobacco Free Project, 2012.

8. "San Francisco Socio-Economic Profile, 2005-2009 American Community Survey", San Francisco Planning Department; Office of the Treasurer-Tax Collector, City and County of San Francisco; San Francisco Department of Public Health, Tobacco Free Project.

STRONG PUBLIC SUPPORT FOR LIMITS ON TOBACCO RETAILERS

The public supports setting limits on the number of cigarette retailers in San Francisco. In 2009 survey of San Francisco residents, 83% supported limits on stores selling cigarettes in low-income communities with large populations of children and youth. A survey of San Francisco residents, conducted in April 2012, shows over 80% supporting legislation to gradually reduce the number of stores selling cigarettes and tobacco products in the city.

Research conducted by the Tobacco Use Reduction Force and YLI in Fall 2009 and Spring 2012.

PROPOSED LEGISLATION

TURF is proposing to add to and amend San Francisco's Health Code, Section 19, to achieve the following:

- Establish a cap on the number of tobacco retail permits the city issues, by district
- Over time, create a more even distribution of tobacco retail permits across all supervisorial districts
- Through attrition, gradually reduce the number of tobacco retail permits citywide
- For new permits, limit proximity to schools and other tobacco retail outlets

TURF NEEDS YOUR SUPPORT

The Tobacco Use Reduction Force (TURF) seeks your organization's support in protecting the city's health by minimizing the negative effects of exposure to tobacco outlets.

Our organization wishes to support the Tobacco Use Reduction Force (TURF):

- The TURF program has permission to use our name as an endorser of this policy.
- We will communicate with our membership and ask their support for this policy which would protect the public health of all San Franciscans
- We will commit spokespersons, youth, and other concerned parties for hearings, press conferences, community forums, and/or other related campaign activities upon request.
- Another way our organization intends to support the policy: _____

(Organization) _____ endorses the Tobacco Use Reduction Force's policy campaign because we want to protect the health of all San Franciscans by creating a more equitable environment with fewer tobacco permits.

Organization: _____

Contact person: _____ Title: _____

Address & Zip Code: _____

Email: _____ Phone Number: _____

Date: _____

Please fill out endorsement form and return to Catherine-Mercedes Judge, TURF Program Coordinator

Email to cmjudge@yli.org

Fax to (415) 836-0071, attn: Catherine

For more information about this proposal, the TURF team or YLI, please contact Catherine-Mercedes Judge, Program Coordinator, at (415) 836-9160 ext. 245 or cmjudge@yli.org

For more information about the Youth Leadership Institute, please visit www.yli.org

Resolution to Support Setting Limits to the Number of Tobacco Retail Permits in All Supervisorial Districts in San Francisco

WHEREAS, Evidence shows that greater exposure to stores that sell tobacco is strongly linked to higher smoking rates and tobacco-related harms¹; and

WHEREAS, The costs of tobacco-related disease and death are close to \$500 million each year for San Francisco²;

WHEREAS, Higher tobacco retail density encourages smoking by making cigarettes more accessible and available, by normalizing tobacco use, and through increasing environmental cues to smoke.³

WHEREAS, Higher exposure to tobacco products results in increased youth smoking rates⁴; and

WHEREAS, Research shows that the greater the exposure to tobacco outlets, the more likely a neighborhood is at risk for tobacco related death and disease, specifically low-income communities⁵; and

WHEREAS, San Francisco residents are not impacted equally by exposure to tobacco retail outlets; and

WHEREAS, San Francisco's most disadvantaged neighborhoods are disproportionately impacted by high tobacco retail density. The six supervisorial districts with the highest proportions of tobacco retail by population (3, 5, 6, 9, 10, and 11) also have the lowest median household incomes in the city. African American and Latino residents are more likely to live in districts with the highest number of outlets.⁶

WHEREAS, Youth continue to have ready access to tobacco in San Francisco, and the most recent California Healthy Kids Survey data of the SFUSD revealed that 51% of 9th graders thought it was "fairly easy" or "very easy" to obtain cigarettes⁷; and

¹ See Novak, S. P., Reardon, S.F., Raudenbush, S. W., & Buka, S. L. (2006). Retail tobacco outlet density and youth cigarette smoking: a propensity modeling approach. *American Journal of Public Health*, 96, 670-676; Chuang, J-C., Cubbin, C., Ahn, D., & Winkleby, M. A. (2005). Effects of neighbourhood socioeconomic status and convenience store concentration on individual level smoking. *Journal of Epidemiology and Community Health*, 59, 568-573; Henriksen, L, Feighery, E. C., Schleicher, N. C., Cowling, D. W., Kline, R. S., & Fortmann, S. P. (2008). Is adolescent smoking related to the density and proximity of tobacco outlets and retail cigarette advertising near schools? *Preventive Medicine*, 47, 210-214.; and Leatherdale, S. T, & Strath, J.M. (2007). Tobacco Retailer Density Surrounding Schools and Cigarette Access Behaviors Among Underage Smoking Students. *Annals of Behavioral Medicine*, 33(1), 105-111. Chapman S, Freeman B: Regulating the tobacco retail environment: beyond reducing sales to minors. *Tob Control* 2009. 18(6): 496-501.

² In 1999, the economic costs of smoking in California were estimated to be \$475 per resident or \$3,331 per smoker, for a total of nearly \$15.8 billion in smoking-related costs. [Max, W., Rice D. P., Zhang, X., Sung H-Y, & Miller, L. (2002). *The Cost of Smoking in California, 1999*. Sacramento, CA: California Department of Health Services.] In 1999, the economic costs of smoking in California were estimated to be \$475 per resident or \$3,331 per smoker, for a total of nearly \$15.8 billion in smoking-related costs (1999 dollars). Max W, Rice DP, Zhang X, Sung H-Y, Miller L. *The Cost of Smoking in California, 1999*. Sacramento, CA: California Department of Health Services, 2002. Those same costs in 2008 would be \$690 per resident or \$4,924 per smoker.

³ Henriksen L et al. 2008. See also Chapman S and Freeman B: Regulating the tobacco retail environment: beyond reducing sales to minors. *Tob Control* 2009. 18(6): 496-501. See also Chuang, J. et al. 2005, and Novak et al 2006.

⁴ Novak, et al. 2006

⁵ Chuang, Et al. 2005

⁶ "San Francisco Socio-Economic Profile, 2005-2009 American Community Survey", San Francisco Planning Department; Office of the Treasurer-Tax Collector, City and County of San Francisco; San Francisco Department of Public Health, Tobacco Free Project.

⁷ Wested. (n.d.). *California Healthy Kids Survey San Francisco County Main Technical Report Report 2010-111* Retrieved on April 18, 2012 <http://chks.wested.org/reports/search>.

Resolution to Support Setting Limits to the Number of Tobacco Retail Permits in All Supervisorial Districts in San Francisco

WHEREAS, A recent California study shows that student-smoking rates are higher for schools that had tobacco outlets within a thousand feet of the school⁸; and

WHEREAS, In San Francisco over 60% of tobacco retail outlets are within a thousand feet of schools⁹; and

WHEREAS, Reducing the concentration of tobacco outlets with permits to sell tobacco, particularly in more vulnerable communities, can reduce smoking rates and decrease tobacco related harms;¹⁰ and

WHEREAS, The Institute of Medicine—the US' *premier* advisory body on health policy—recommends regulations to reduce the number and density of tobacco outlets to reduce tobacco-related disease and death¹¹; and

WHEREAS, Amending and adding to Article 19 in the San Francisco City and County Health Code to limit the number of tobacco permits available to a supervisorial district to 5 for each 10,000 residents in that district will significantly limit exposure to tobacco outlets and reduce harms to youth and community residents in all San Francisco Districts,

NOW THEREFORE BE IT RESOLVED, in order to protect the health of all San Francisco residents the San Francisco Youth Commission supports in concept reducing the disproportionate exposure of tobacco caused by higher tobacco density in areas with high numbers of people of color, low income residents, and youth by setting a limit on the number of tobacco retail permits that applies to all supervisorial districts.

⁸ See Leatherdale, S. T., & Strath, J.M. (2007). Tobacco Retailer Density Surrounding Schools and Cigarette Access Behaviors Among Underage Smoking Students. *Annals of Behavioral Medicine*, 33(1), 105-111; and Henriksen, L et al 2008.

⁹ "Supervisory and Planning Districts and Schools, Tobacco Outlet counts in San Francisco". S.F. Dept. of Public Health, 2011.

¹⁰ Novak, S. P., Reardon, S.F., Raudenbush, S. W., & Buka, S. L. (2006). Retail tobacco outlet density and youth cigarette smoking: a propensity modeling approach. *American Journal of Public Health*, 96, 670-676; Henriksen, L, Feighery, E. C., Schleicher, N. C., Cowling, D. W., Kline, R. S., & Fortmann, S. P. (2008). Is adolescent smoking related to the density and proximity of tobacco outlets and retail cigarette advertising near schools? *Preventive Medicine*, 47, 210-214.; Chan, Wing C., and Scott T. Leatherdale. (2011). Tobacco Retailer Density Surrounding Schools and Youth Smoking Behaviour: A Multi-level Analysis. *Tobacco Induced Diseases* 9.1, 9.; Lipperman-Kreda, Ph.D., Sharon, Joel W. Grube, Ph.D., and Karen B. Friend, Ph.D. (2011) Local Tobacco Policy and Tobacco Outlet Density: Associations With Youth Smoking. *Journal of Adolescent Health*

¹¹ Institute of Medicine (IOM). *Ending the Tobacco Problem: A Blueprint for the Nation*. Washington DC: National Academies Press. 2007.