



# LASSEN COUNTY

## Health and Social Services Department

- **HSS Administration**  
1445 Paul Bunyan Road  
Susanville, CA 96130  
(530) 251-8128
- **Grants & Loans Division**  
1445 Paul Bunyan Road  
Susanville, CA 96130  
(530) 251-2683
- **Behavioral Health**  
555 Hospital Lane  
Susanville, CA 96130  
(530) 251-8108 / 8112  
**Chestnut Annex**  
1400-A & B Chestnut Street  
Susanville, CA 96130  
(530) 251-8112
- **Patients' Rights Advocate**  
1616 Chestnut Street  
Susanville, CA 96130  
(530) 251-8322
- **Public Health**  
1445 Paul Bunyan Road  
Susanville, CA 96130  
(530) 251-8183
- **Environmental Health**  
1445 Paul Bunyan Road  
Susanville, CA 96130  
(530) 251-8183
- **Public Guardian**  
720-A Richmond Road  
Susanville, CA 96130  
(530) 251-8337
- **Community Social Services**  
**Lassen WORKS**  
P. O. Box 1359  
720 Richmond Road  
Susanville, CA 96130  
(530) 251-8152  
**Business & Career Network**  
1616 Chestnut Street  
Susanville, CA 96130  
(530) 257-5057  
**Child & Family Services**  
1445 Paul Bunyan Road  
Susanville, CA 96130  
(530) 251-8277  
**Adult Services**  
720 Richmond Road  
Susanville, CA 96130  
(530) 251-8158
- **HSS Fiscal**  
P. O. Box 1180  
Susanville, CA 96130

**Date:** June 8, 2017

**To:** Aaron Albaugh, Chair  
Lassen County Board of Supervisors

**From:** Melody Brawley, Director  
Health & Social Services

**Subject:** Update from Public Health Department Tobacco Use Reduction Program on Lee Law

### Background:

The Lee Law refers to California Business and Professions Code 25612.5. Enacted in 1994, the Lee Law requires off-sale alcohol and tobacco retailers to abide by a set of public health and safety standards to protect surrounding neighborhoods and communities from problems associated with alcohol and tobacco sales.

Public Health Program Coordinator Michael Peery will present information about the signage provisions of the Lee Law, the community problems the law was intended to address, and the goals of the local Tobacco Use Reduction Program in regard to signage.

### Fiscal Impact:

None. Report only.

### Action Requested:

Receive report.



# Store Front Advertising

Tobacco Use Reduction Program

## What is the Lee Law?

- The Lee Law refers to California Business and Professions Code 25612.5, enacted in 1994.
- Only 33% of window space can be covered with advertising or signs.
- The interior of the store cannot be blocked by advertisements.

## The Problem

- Youth exposure to alcohol and tobacco advertising increases the risk of youth alcohol and tobacco consumption.
- Large numbers of window signs on stores contribute to crime, violence, and an uninviting environment.

## Project Goals

- Promote compliance with the Lee Law.
- Reduce window advertising coverage from **33% to 15%**.

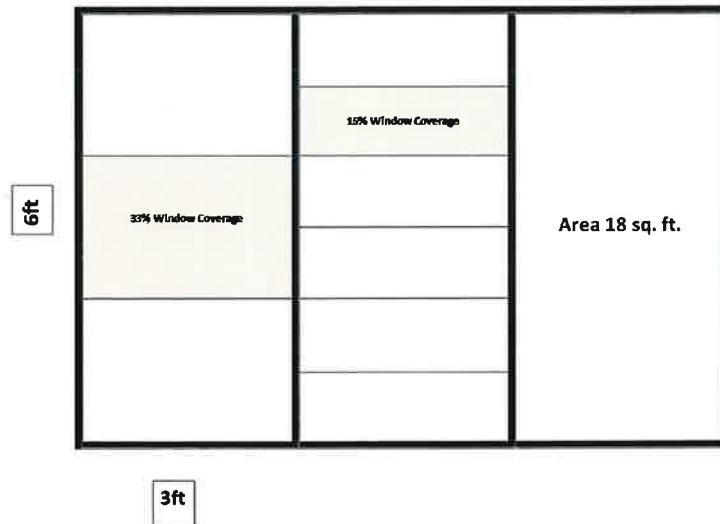
## Local Retailer



## Local Retailers

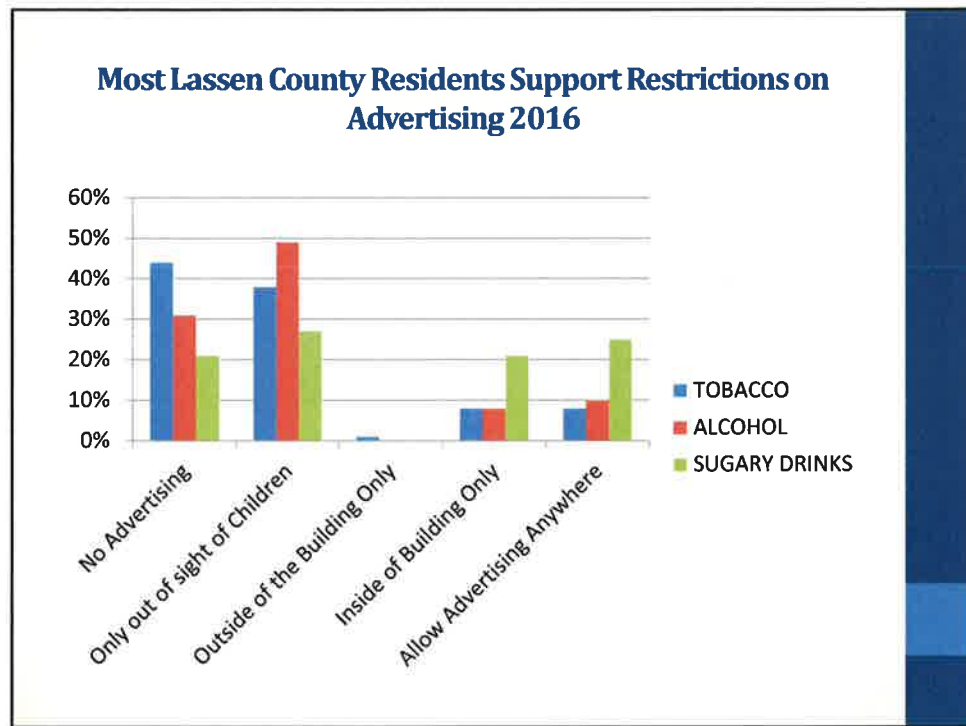


## Example Window



## Tobacco Use 2016

What we know...	Lassen	CA
% of Adults who smoke cigarettes	20.5%	12.7%
% of Youth that use any tobacco	22.7%	13.8%
Number of youth for every 1 store that sells tobacco	145	267



# **Tobacco Use Reduction Program**

## **Store Front Advertising**

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Lassen County Public Health's Tobacco Use Reduction Program is always working towards making Lassen County a tobacco and smoke-free environment. Currently, our focus is on providing education and working with local governance to strengthen the Lee Law to include businesses licensed to sell tobacco.

The Lee Law, California Business and Professions Code 25612.5, requires off-sale alcohol retailers to abide by a set of public health and safety standards to protect surrounding neighborhoods and communities from problems associated with alcohol sales.

In California retailers are permitted to only have 33% of their windows covered by advertisements of any type. This law is in place to protect our youth from over exposure to alcohol and tobacco products. Also, window signage must be placed so that law enforcement personnel can have a clear and unobstructed view of the interior of the store, including the cash registers. Not only is the Lee Law protecting our youth from over exposure to dangerous advertising, but it also protects the store and customer from any incidents that could occur if all the windows were covered.

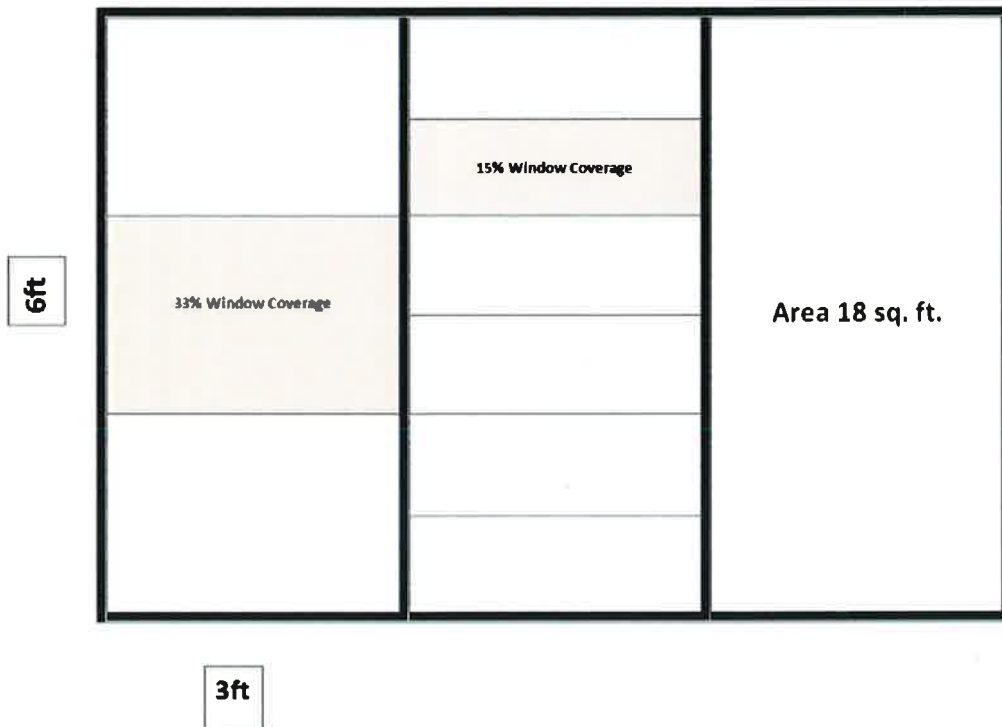
Where did the Lee Law originate? In the early 1990's civil unrest broke out in South Central Los Angeles following the Rodney King Trial. As a result of the rioting, 1,100 buildings were burned down (including 200 liquor stores), 55 people were killed, and 1,000 people were injured. Karen Bass and Sylvia Castillo led a campaign to prevent many of the liquor stores from being rebuilt, reform the practices of those that remained, and promoted economic growth. Barbara Lee, state assemblywomen, worked with this group to enact the Lee Law reforms, for her efforts the law was named after her.

We want to make Lassen County safe for our future generations. Our region is known to have high rates of tobacco use. By cleaning up our storefront advertising we can help protect our youth from overexposure to alcohol, tobacco, and junk food. Our Project goal is to reduce

### **3 Problems the Lee Law Addresses**

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- Youth exposure to alcohol, tobacco, and junk food advertising increases the risk of youth alcohol, tobacco, and junk food consumption and problems associated with those risks.
- Large numbers of window signs on liquor/tobacco stores contribute to crime, violence, neighborhood blight and other nuisance activities, particularly when they block a clear view into the stores.
- Improve overall appearance of Lassen County by implementing stricter policies on storefront advertising. Improve the state policy of 33% allowed retail window coverage to 15%.



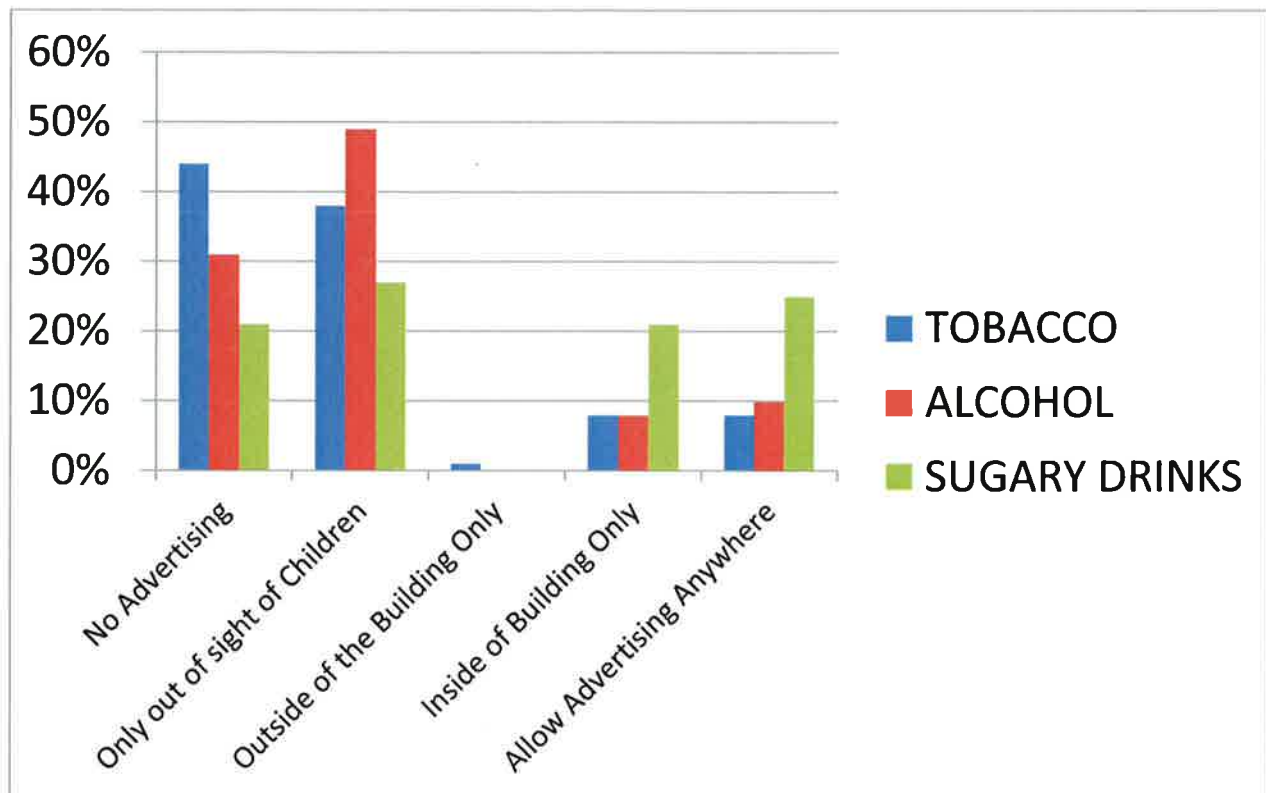
## Tobacco Use in Lassen County

What we know...	Lassen	CA
% of Adults who smoke cigarettes (2016)	20.5%*	12.57%
% of Youth that use any tobacco (2016)	22.7%	13.8%
Number of youth for every 1 store that sells tobacco	145	267
Number of Tobacco Retailers (2016)	34	-

Data Source:  
<http://healthystoreshealthycommunity.com/counties/lassen/>



## Most Lassen County Residents Support Restrictions on Advertising 2016



Contact Information:

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Tobacco Program Coordinator

Lassen County Public Health

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