



Smoke-Free Colusa County Newsletter

The Smoke-Free Colusa County Subcommittee, part of the Colusa County Partners for Health, aims to improve the health of Colusa County residents through education and promotion of a tobacco-free lifestyle.

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Stronger enforcement for California's Flavored Tobacco Retail Law



Effective January 1, 2024, Assembly Bill (AB) 935 (Chapter 135, Statutes of 2023) strengthens the California flavored tobacco products retail law, Senate Bill (SB) 793,

by establishing the California Department of Public Health (CDPH) as the primary state enforcement agency, increases penalties for retailers who do not comply with the law, and changes the definition of a retail location.

What is the law?

On November 8, 2022, California voters upheld the state law, SB 793, prohibiting a tobacco retailer, or any of the tobacco retailer's agents or employees, from selling, offering for sale, or possessing with the intent to sell or offer for sale, most flavored tobacco products including flavored e-cigarettes and menthol cigarettes, as well as tobacco product flavor enhancers in retail locations.

On October 7, 2023, Governor Newsom signed into law AB 935, strengthening the enforcement of the flavored tobacco retail law and broadening the definition of a retail location.

New penalties for retailers not in compliance with the law

An enforcing agency may assess civil penalties against any person or entity that violates the flavored tobacco law according to the schedule of civil penalties prescribed in paragraph (1) of subdivision (a) of Section 22958 of the Business and Professions Code, as follows:

1. a civil penalty of four hundred dollars (\$400) to six hundred dollars (\$600) for the first violation;
2. a civil penalty of nine hundred dollars (\$900) to one thousand dollars (\$1,000) for the second violation within a five-year period;
3. a civil penalty of one thousand two hundred dollars (\$1,200) to one thousand eight hundred dollars (\$1,800) for a third violation within a five-year period;
4. a civil penalty of three thousand dollars (\$3,000) to four thousand dollars (\$4,000) for a fourth violation within a five-year period;
5. a civil penalty of five thousand dollars (\$5,000) to six thousand dollars (\$6,000) for a fifth violation within a five-year period.

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- For more information regarding California's Flavored Tobacco Retail Law please visit:
<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/Pages/CAFlavorTobaccoLaw.aspx>

- Tobacco retailers contact the Public Health Department (TEP) for further information regarding the California Flavored Tobacco Retail Law.
- For more information regarding tobacco education, prevention or awareness, please contact Colusa County's Tobacco Education program at (530) 458-0391.

Colusa County Partners for Health Meeting

The next Colusa County Partners for Health meeting will be announced to those subscribed to the e-mail list. Please e-mail mariza.manson@countyofcolusa.com to receive updates on meetings and coalition activities.

Resources

Interested in a meeting or community presentation to learn more about secondhand smoke, thirdhand smoke, tobacco marketing towards youth, or the Colusa County Tobacco Education Program?

Contact us directly to schedule an appointment:

Colusa County Tobacco Education Program Contact:

Mariza Manson

Phone: (530) 458-0391

<http://www.countyofcolusa.org/tobaccoeducation>



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