

Local Tobacco Retail Licensing in Monroe County

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Tobacco Prevention Program Manager



Point of Sale

The primary location for **promotion and marketing** of tobacco products



Point of Sale

Builds **brand familiarity**, creates **positive associations**, and displays **enticing offers**



Point of Sale

Strong influence on health behaviors relating to **use initiation** and **relapses after quit attempts**



Point of Sale

Higher prevalence rates of tobacco use when retailers are located near schools



Point of Sale

A primary cause of youth tobacco use



Point of Sale

Existing Regulations **insufficient** to ensure retailer compliance with current restrictions and **do not include Electronic Nicotine Delivery Systems (ENDS)**



Tobacco Retail Licensing (TRL)

A Policy Tool

- Can require all businesses obtain/maintain a license from the city or county government
- Ability to implement and enforce a variety of restrictions to reduce access and exposure to tobacco products
- Address youth vaping epidemic
- Addressing health inequities is a promising potential use of TRLs
- Annual fees produce sustainable programs that permit regular enforcement

Success Stories

Alachua County, FL

- License required for tobacco and ENDS-only retailers
- Restriction of tobacco sales to retailers more than 1,000 ft. away from district schools
- Requirement for vape shops to obtain the local TRL
- Increase in local minimum legal sales age to 21

Resources and Technical Assistance

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