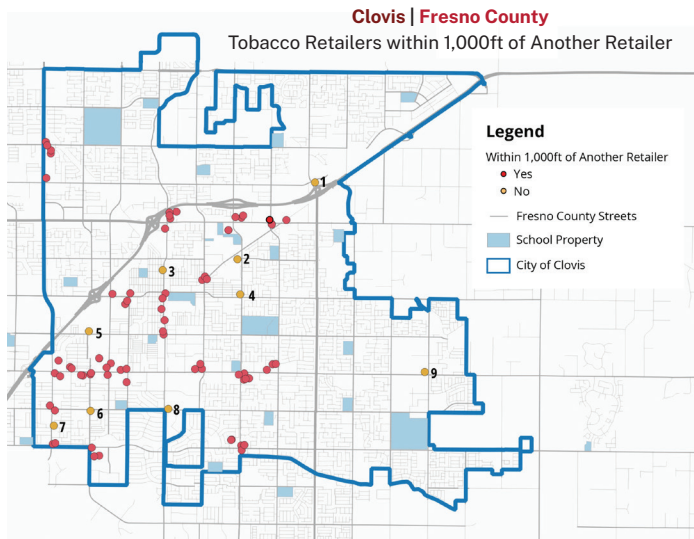


# Clovis Tobacco Retail License (TRL): Ensuring Best Tobacco Sale Practices

## Clovis Tobacco Retail Landscape

**89% of 80 tobacco retailers** are within 1,000 feet of another retailer.<sup>2</sup>



**When more tobacco retailers are in close proximity to each other, residents' health suffers and youth are more likely to start smoking.**<sup>3</sup>

## Tobacco Sales to Underage Youth Decoy Operation



**2 out of 11 Clovis tobacco retailers** sold tobacco to someone underage.<sup>1</sup>

## How does a TRL Work?

In May 2024, the City of Clovis passed an ordinance that will require tobacco stores to obtain a tobacco retail license (TRL). Requiring a TRL to sell tobacco is a simple yet powerful tool to keep youth from using tobacco. When stores are required to have a license, they are monitored more closely, and there are fewer illegal sales to minors.



Limiting the total number of tobacco stores in your community.



Require a minimum distance between retailers.



Limit retailers' proximity to areas populated by youth such as schools and parks.



Help tobacco retailers understand and comply with tobacco policy.

***“This policy really pays homage to those who have lost themselves to tobacco. Thank you for protecting the youth.”***

–Clovis Youth

### Sources:

1. API PACT Clovis Young Adult Tobacco Purchase Survey 2024.
2. California Tobacco Health Assessment Tool (n.d.). Accessed 11/2024. <https://cthat.org/>.
3. Counter Tobacco. Licensing, Zoning, And Retailer Density. <https://countertobacco.org/policy/licensing-and-zoning/#pane-osc-tabs-unique-id-1-5e6907df8996f>.

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**API PACT**  
PROGRAM

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