



Del Norte Youth Create Momentum for TRL

INTRODUCTION

On September 13, 2022, the Del Norte County Board of Supervisors unanimously adopted a comprehensive Tobacco Retail Licensing (TRL) policy. Congratulations to NorCal 4 Health, a program of the California Health Collaborative, and the tobacco prevention partners in rural Del Norte County who collaborated to make this happen! The model policy includes a ban on pharmacy sales, product placement restrictions, retailer density limits, and a ban on new retailers within 500 feet of youth-friendly locations.

INITIAL RESISTANCE

By mid-2022, NorCal 4 Health Project Director Amber Wier had worked hard with Del Norte County Public Health Department's vibrant youth coalition for more than a year to encourage Crescent City to adopt a TRL. Staff and tobacco partners engaged decision-makers through Ad Hoc committees, held a joint-jurisdictional meeting between the city of Crescent City and the Del Norte County Board of Supervisors, and had one-on-one meetings between concerned youth and many key officials. Despite all their hard work, the opposition from local retailers and concerns of "government overreach" halted any progress on a TRL ordinance.



"Burring After Party" Marketing/Targeting Special Populations. Submitted by Jennifer

YOUTH ADVOCATES TAKE ACTION: BORN TO BREATHE

Not willing to give up the fight, NorCal 4 Health continued to engage the youth advocates by organizing a youth media festival: Born to Breathe. The festival showcased media submissions from Del Norte, Humboldt, and Mendocino counties. Youth submitted 2D and 3D art pieces (paintings, drawings, graphic designs, and sculptures), spoken word and audio, and video. The video category seemed the most popular medium, with multiple entries ranging from quick 10-second TikToks to 1-2-minute videos on topics like the environmental impact of commercial tobacco, youth marketing/targeting, health effects, and other anti-commercial tobacco messages.



A RURAL COMMUNITY SUCCESS STORY



"The Change"
Mental Health.
Submitted by Fiona

A virtual awards ceremony highlighted the youth media work. State Senator Mike McGuire was the keynote speaker and officials from each of the four counties attended as speakers and award presenters.

"We really wanted

our young people that entered the media contest to know that their voices were important and were actually being heard by their elected officials,"

recalled JoAnn Saccato, NorCal 4 Health Community Engagement Coordinator for Lake and Mendocino counties.

BORN TO BREATHE MAKES A DIFFERENCE

Del Norte County Supervisor Valerie Starkey attended the Born to Breathe festival and reached out to NorCal 4 Health and Del Norte County Tobacco Project staff—she felt inspired to bring a TRL proposal back to the Board of Supervisors after watching the documentary. Del Norte County legal staff then reviewed model policy language and put forth the comprehensive Tobacco Retail License policy. The ordinance was passed unanimously within months of the youth media festival.

Del Norte County's TRL is proof that collaboration, persistence, creativity, and, most importantly, empowered youth advocates can join to protect our communities from dangerous tobacco and nicotine products in California.

BORN TO BREATHE SHOWCASE

- » View the 2022 NorCal 4 Health submissions gallery: <https://norcal4health.org/born-to-breathe-gallery>
- » Watch the NorCal 4 Health documentary film, "NorCal Youth Voices": <https://norcal4health.org/born-to-breathe>



Born to Breathe Youth Showcase retractable banner

BORN TO BREATHE BANNER

This large retracting banner features several showcase entries including QR codes that link to video entries and the documentary, which continues to inspire and motivate neighboring communities throughout the region. It is available for partners to use at tabling events and for giving community presentations. Reach out to [Amber Weir](#) for more information!