



COUNTY OF ALPINE
Health and Human Services
Public Health Department
Nichole Williamson, Director
Dr. Richard Johnson, Public Health Officer

Press Release

FOR IMMEDIATE RELEASE

October 4, 2019

Contact: Nora Esders, Health Educator
Alpine County Health Department
Tobacco Control Program
nesders@alpinecountyca.gov
(530)694-2235 ext. 242

Youth Tobacco Purchase Survey: No Tobacco Products Sold to Minors in Alpine County

Alpine County, CA- On September 26, 2019, the Alpine County Tobacco Control Program conducted its annual local survey of retailers and their compliance with California's Tobacco 21 law. This law is meant to protect young people under the age of 21 from accessing tobacco and vaping products in retail environments.

The survey involves having a trained youth investigator attempt to purchase a tobacco product at each retail location in the county, while under the supervision of two adult chaperones. The stores are also checked for the required signs including the 1-800-5 ASK-4-ID sign posted near the register and the "No Tobacco & E-Cigs Under 21" decal on their window.

Besides displaying the proper signage, all California tobacco retailers are required to train their employees to ask for identification for any person who appears to be under the age of 27, and to refuse sale to any person under the age of 21.

Both of the currently open tobacco retailers in Alpine County, the Markleeville General Store and Lake Alpine Resort, can be congratulated for their compliance with the law that protects the health of our youth. Each clerk followed the proper procedures by asking for identification and refusing to sell to the youth investigator. Both clerks were courteous and conscientious while upholding the Tobacco 21 law.

With the current epidemic of teen vaping, it is more important than ever that retailers do their part to protect youth from tobacco products. As of 2018, the Centers for Disease Control reports 20.8% of high schoolers vape and the numbers continue to grow. With flavors like cotton candy and cinnamon breakfast cereal, vaping e-liquids are enticing to young people and can lead to a lifelong addiction to nicotine. Law-abiding tobacco retailers are pivotal in the fight against youth tobacco use.