

The background is a light blue gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The main title is centered in the upper half of the page.

# CALIFORNIA TOBACCO CONTROL PROGRAM

OVERVIEW & RESOURCES & COLLABORATION OPPORTUNITIES



**WELCOME TO CALIFORNIA  
AMERICA'S NON SMOKING SECTION**

SMOKE-FREE PUBLIC PLACES SINCE 1995.



# CA LAW

The sale of **tobacco products** including e-cigs is **prohibited** to persons **under 21**.

Learn more at [TobaccoFreeCA.com](http://TobaccoFreeCA.com)

For **FREE** help in quitting call **1-800-NO-BUTTS**



**PREVENT  
A LIFETIME  
OF ADDICTION**

©2016 CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

Social  
Norm  
Change

## E-CIGS: BIG TOBACCO'S NEW BEST FRIEND.

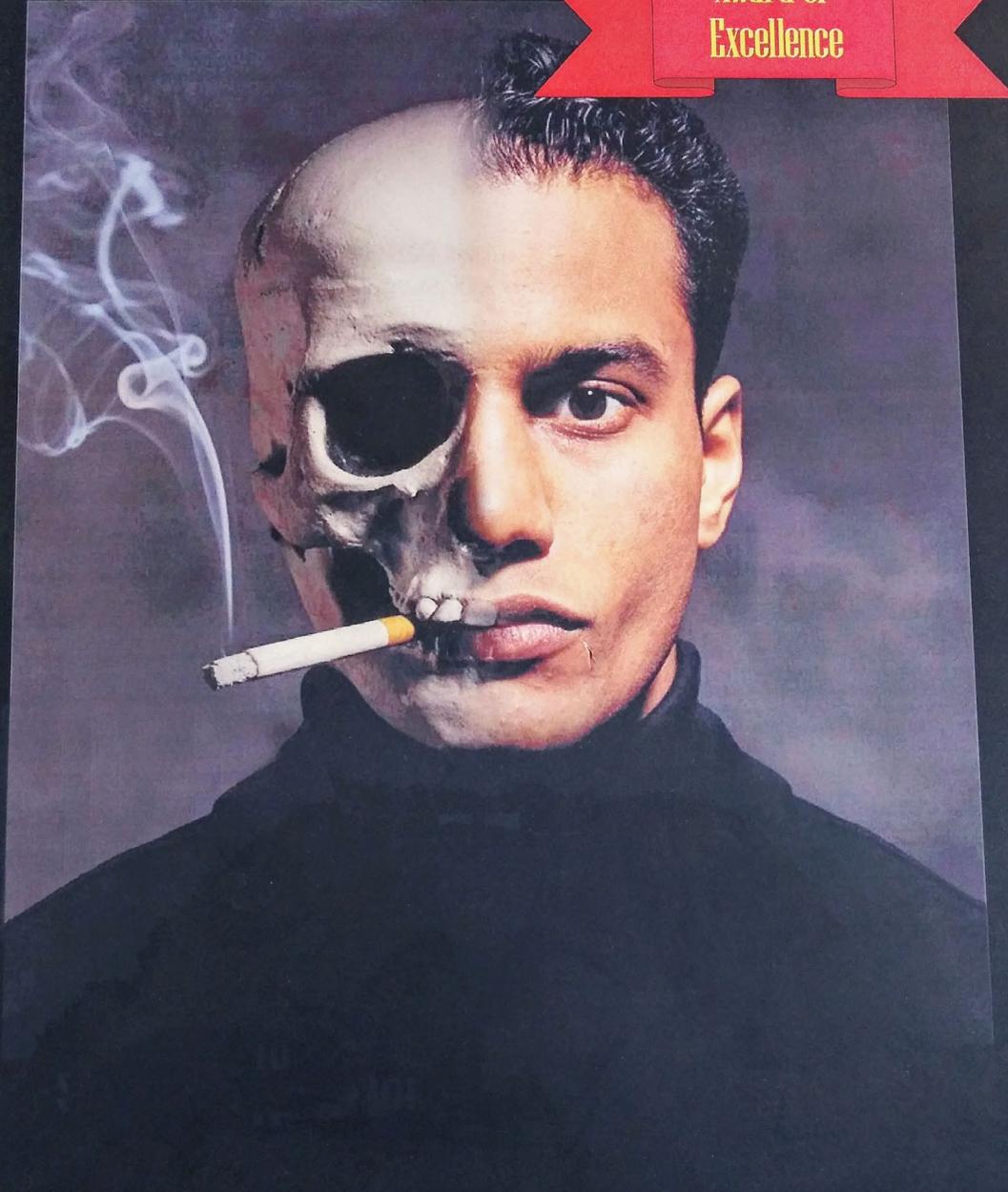
 [StillBlowingSmoke.org](http://StillBlowingSmoke.org)

**WAKE UP**

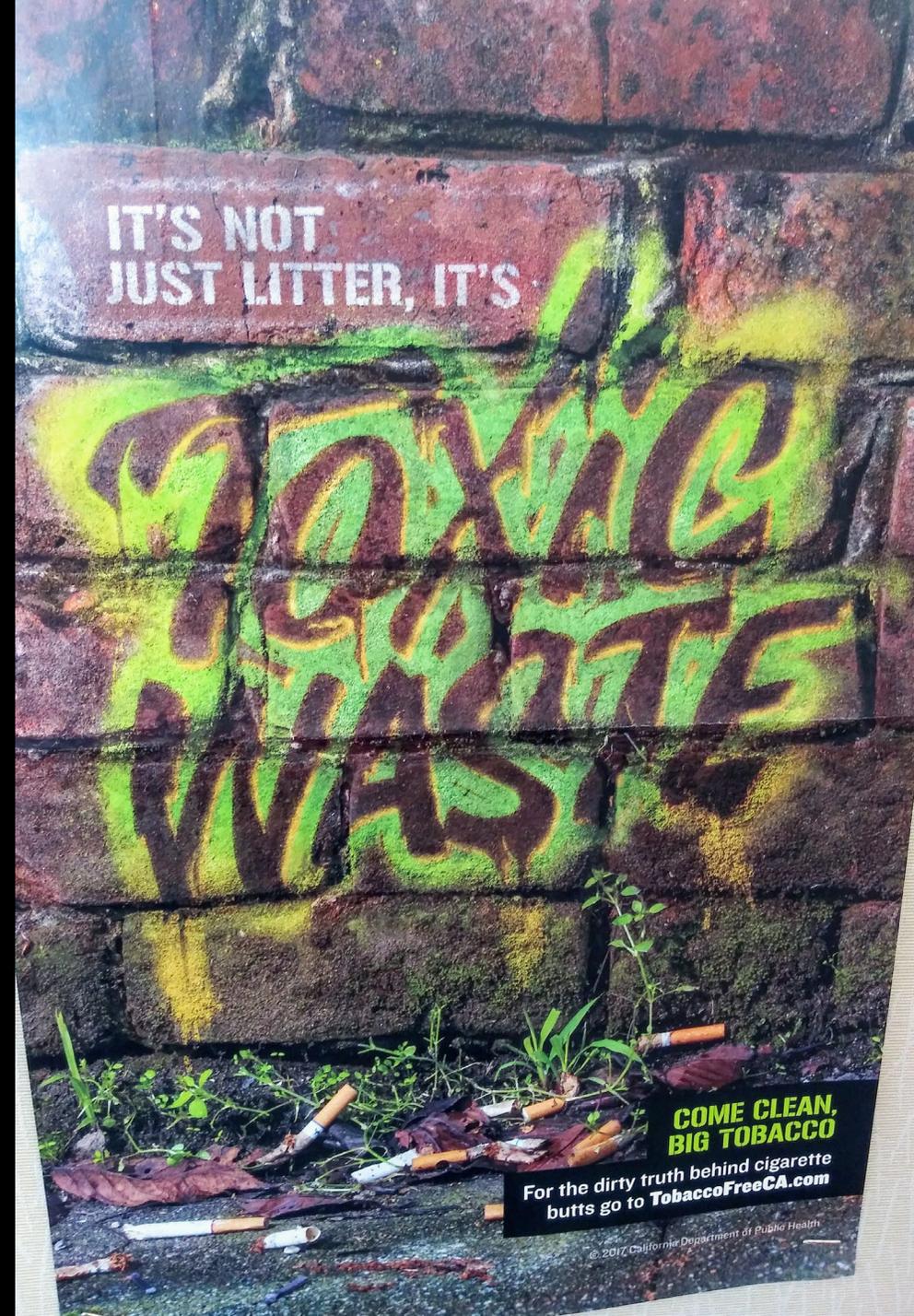
© 2016 California Department of Public Health

“Fumar es Una Decisión de Vida o Muerte”  
1990

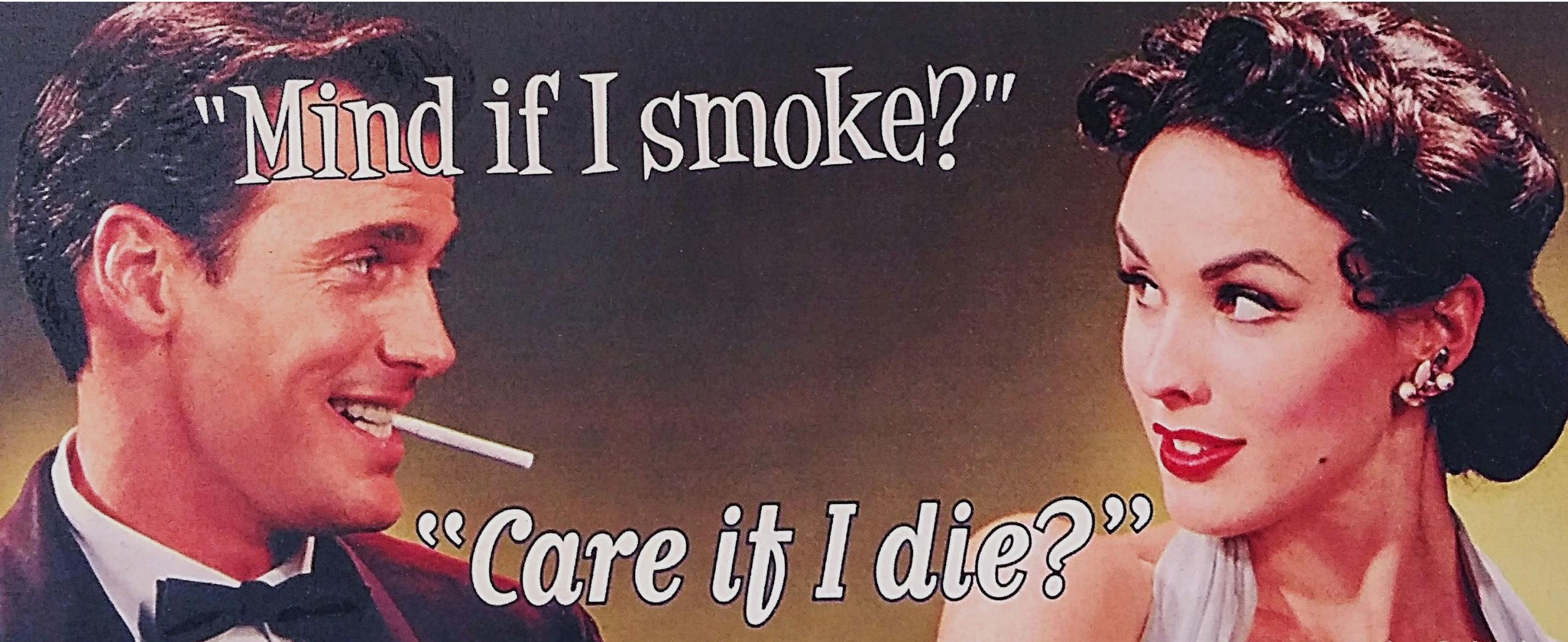
Award of  
Excellence



Social  
Norm  
Change



## Social Norm Change

A vintage-style photograph of a man and a woman. The man, on the left, is wearing a dark tuxedo jacket, a white shirt, and a dark bow tie. He is smiling and looking towards the woman, with a lit cigarette in his mouth. The woman, on the right, is wearing a light-colored, possibly white or light blue, dress. She has dark, wavy hair styled in a classic 1940s fashion and is looking back at the man. The background is a soft, out-of-focus green and yellow.

"Mind if I smoke?"

"Care if I die?"

# POLICY, SYSTEMS & ENVIRONMENTAL CHANGE

 **City of Santa Ana Tobacco Retail License**  
City of Santa Ana Ordinance No. 2729

**Application for Tobacco Retail License**  
Mail to: P.O. Box 1981 M-97  
Santa Ana, CA 92702  
(714) 245-8004  
Fax: (714) 245-8007

This Application is for:

<input type="checkbox"/> New Permit	<input type="checkbox"/> Re-issuing a Revoked Permit
<input type="checkbox"/> Annual Renewal	<input type="checkbox"/> Change of Ownership
<input type="checkbox"/> E-Cigarettes ONLY	
Discontinue sale of tobacco products (please complete application and sign below)	

**Business Information**

Business Name: \_\_\_\_\_  
Business Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
Business Mailing Address: \_\_\_\_\_  
California State Board of Equalization Cigarette and Tobacco License #: \_\_\_\_\_

**Owner Information**

#1 Owner/Operator Name: \_\_\_\_\_ Home/Cell Number: \_\_\_\_\_ Drivers License: \_\_\_\_\_  
#2 Owner/Operator Name: \_\_\_\_\_ Home/Cell Number: \_\_\_\_\_ Drivers License: \_\_\_\_\_

**ANNUAL TOBACCO PERMIT FEE—\$635.00**

**Please submit payment to CITY OF SANTA ANA—TOBACCO ORDINANCE with your application**

A Tobacco Retail License from the City of Santa Ana is required before retailing any tobacco, tobacco products, or paraphernalia, and is contingent upon the observance of ALL federal, state, and local tobacco laws. Selling tobacco without a license is a serious offense, and could result in substantial penalties including fines and the denial of future City of Santa Ana Tobacco Retailing Permits. Permits are issued to fixed addresses only, and each address requires a separate permit. The term of a permit is one year beginning April 1 and ending on March 31 of the following year.

I state that the information given on this form is true and correct.

Owner(s): \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Permit/License Number: \_\_\_\_\_ FOR OFFICE USE ONLY

Payment: \_\_\_\_\_ Effective Date: \_\_\_\_\_  
Date Rec'd: \_\_\_\_\_



# 4 PROGRAM PRIORITY AREAS

- REDUCE EXPOSURE TO SECONDHAND SMOKE
- PROMOTE TOBACCO CESSATION
- LIMIT TOBACCO PROMOTING INFLUENCES
- REDUCE THE AVAILABILITY OF TOBACCO



# LOCAL PROGRAMS



# WHY COLLABORATE?

TOBACCO USE IS ASSOCIATED WITH:

- PERIODONTAL DISEASE
- TOOTH LOSS
- ORAL AND PHARYNGEAL CANCER



# DENTAL SETTING IDEAL FOR TOBACCO CESSATION

- FREQUENT NATURE OF DENTAL VISITS
- REGULAR DENTAL EXAM INCLUDES SCREENING FOR EFFECTS OF TOBACCO
- EASILY INTEGRATED WITH OTHER PREVENTION MESSAGING DURING DENTAL ENCOUNTERS



# ORAL HEALTH PLAN ALIGNMENT WITH TOBACCO

- INCREASE THE ENGAGEMENT OF DENTAL PROVIDERS IN HELPING PATIENTS TO QUIT USING CIGARETTES AND OTHER TOBACCO PRODUCTS (OBJECTIVE 2.G)
- INTEGRATE TOBACCO USE CESSATION COUNSELING AND ORAL CANCER ASSESSMENT AS PART OF DENTAL AND PRIMARY CARE VISIT PROTOCOLS (STRATEGY 2.6)

# TOBACCO/ORAL HEALTH COLLABORATION OPPORTUNITIES

## WIDE RANGE OF OPTIONS WHERE THE RUBBER MEETS THE ROAD

- ✓ SHARING RESOURCES & INFORMATION
- ✓ PARTICIPATING ON COALITIONS
- ✓ COLLABORATING ON NEEDS ASSESSMENTS
- ✓ PROMOTING [WWW.NO BUTTS.ORG](http://WWW.NO BUTTS.ORG) 1-800-NO-BUTTS
- ✓ CROSS-REFERRALS
- ✓ SHARING MEDIA BUYS
- ✓ COLLABORATING ON MEDIA MESSAGES
- ✓ PROVIDER & COMMUNITY EDUCATION



# EXAMPLES OF TOBACCO/ORAL HEALTH COLLABORATION

- MEET WITH LLA PROJECT DIRECTOR TO IDENTIFY POSSIBLE AREAS FOR COLLABORATION
- CONDUCT A SURVEY OF DENTAL OFFICES TO ASSESS READINESS TO IMPLEMENT TOBACCO CESSATION COUNSELING OR TO REFER PATIENTS TO THE CALIFORNIA SMOKERS' HELPLINE
- WORK WITH LLA PROJECT DIRECTOR TO CREATE AN INVENTORY OF TOBACCO CESSATION RESOURCES AND PROVIDE DENTAL OFFICES WITH RESOURCES



# RESOURCES

## CALIFORNIA TOBACCO CONTROL BRANCH

CTCB Home

Program Priorities

Program Overview

Legislative Mandate

Program Budget

Contact Information ▶

Tobacco Education and  
Research Oversight  
Committee ▶

Tobacco Control Funding  
Opportunities &  
Resources

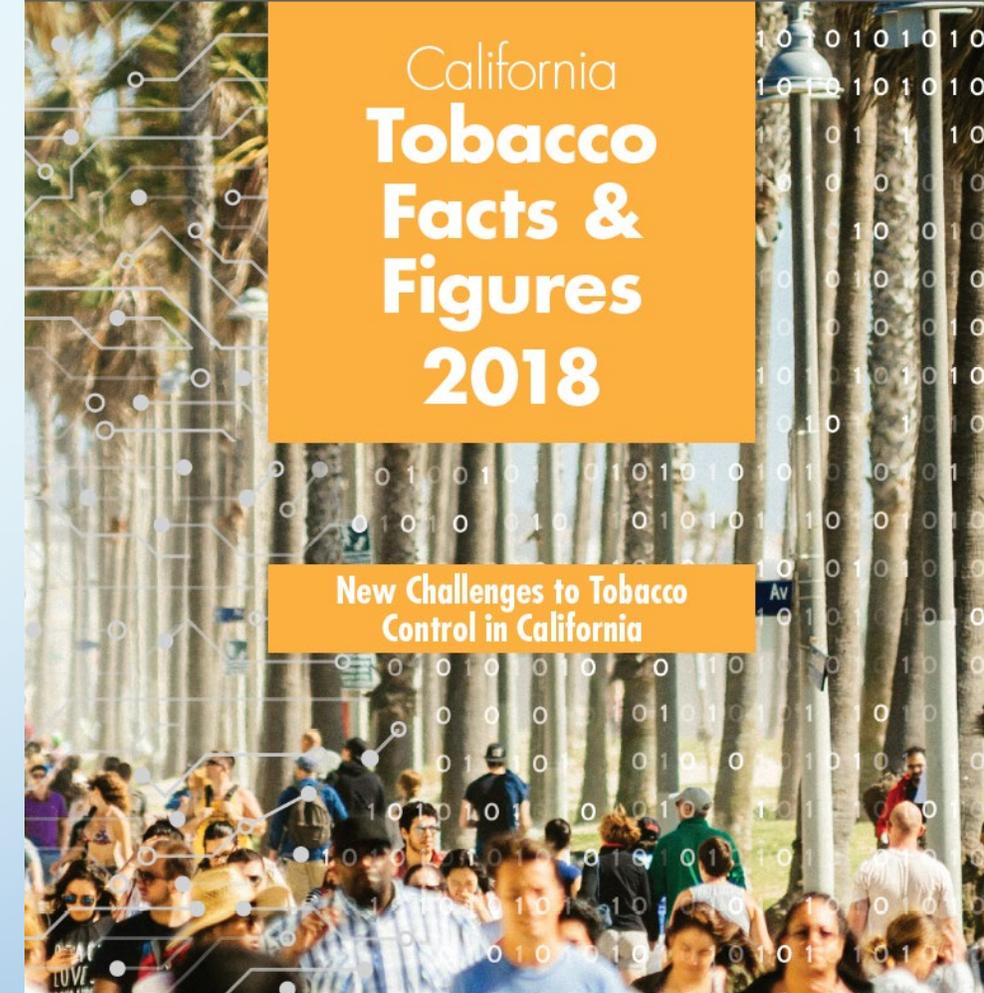
### California Tobacco Control Program



The California Tobacco Control Branch leads statewide and local health programs, services promote an environment truly-free of tobacco.

## California Tobacco Facts & Figures 2018

### New Challenges to Tobacco Control in California



- CALIFORNIA TOBACCO CONTROL PROGRAM WEBSITE

[HTTPS://WWW.CDPH.CA.GOV/PROGRAMS/CCDPHP/DCDIC/CTCB/PAGES/  
CALIFORNIATOBACCOCONTROLBRANCH.ASPX](https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/PAGES/CALIFORNIATOBACCOCONTROLBRANCH.ASPX)

# RESOURCES, CONT.

- TOBACCO-FREE CA [HTTPS://TOBACCOFREECA.COM/](https://TOBACCOFREECA.COM/)

TOBACCO FREE CA

Topics CA Story Get Involved Resources Contact

SECONDHAND SMOKE IS TOXIC.

PROTECT YOUR FAMILY >

INSIGHTS ✎ IDEAS

# RESOURCES, CONT.

- TOBACCO EDUCATION CLEARINGHOUSE OF CALIFORNIA [HTTPS://WWW.TECC.ORG/](https://www.tecc.org/)

Call us at (800) 258-9090

Material Sub

**tecc** Tobacco Education Clearinghouse of California

**New You Can Quit Chew**

Simple, attractive fact card with detailed information about the California Smokers' Helpline services including telephone counseling, self-help materials, and online help. Includes the phone number, website and hours of operation.

Also available for adults in Spanish (J102), Vietnamese (J964), Korean (J962), Traditional Chinese (J963), and Simple Chinese (J964). Rack cards available for teens (J104).

**You Can Quit Chew. We Can Help!**

CALIFORNIA TOBACCO CHEWERS HELPLINE 1-800-662-8887

Call us at (800) 258-9090

Material Submission Help Contact Us Sign In Register

**tecc** Tobacco Education Clearinghouse of California

HOME CATEGORIES PRODUCT TYPES

## DOWNLOAD YOUR FAVORITE MATERIALS NOW

Contact Us With Any Questions At 1-800-258-9090

- Tobacco and your Pregnancy
- Protect yourself and your family from secondhand smoke
- got fresh air? got fresh air?
- Healthy Moms, Healthy Kids. Madres Sanas, Niños Sanos.
- Protect Your Family from secondhand smoke

# TAKE CHARGE

Call for FREE help to quit smoking  
**1-800-662-8887**

[www.nobutts.org](http://www.nobutts.org)



# RESOURCES, CONT.

- LOCAL TOBACCO CONTROL PROJECTS (LLAS)
- CALIFORNIA SMOKERS' HELPLINE

**SMOKERS' HELPLINE 1-800-NO-BUTTS**

Search all products...

**FREE MATERIALS AND RESOURCES FOR QUITTING SMOKING**

Tobacco Users Friends & Family Health Care Providers Behavioral Health Professionals More ▾

Home > Health Care Providers

**BROWSE BY**

- CE Courses
- Flyers
- Guides
- Patient Fact Sheets
- Posters
- Provider Fact Sheets
- Rack Cards
- Signs-Stickers-Banners
- Toolkits
- Wallet Cards
- Website Banners

**HEALTH CARE PROVIDERS** Sort by: Alphabetically, A-Z

11 x 17 Poster-Top 10 Tips to Quit Smoking (Download)

2015 California Tobacco Facts and Figures

8.5 x 11 Flyer-Top 10 Tips to Quit Smoking (Download)

8.5 x 11 Flyer-Top 10 Tips to Quit Smoking (Print Version)

English | Español | 中文 | Tiếng Việt Nam | 한국어

HOME FREE SERVICES FREE MATERIALS FREE TRAINING ABOUT US

CALIFORNIA SMOKERS' HELPLINE 1-800-NO-BUTTS

SIGN UP FOR: Telephone Counseling Texting Program Provider Referral Chat Now

800-987-2908

**You Can Quit Smoking. We Can Help!**

We offer free telephone counseling, self-help materials, and online help in six languages to help you quit smoking.

[Learn More](#)

Our free texting program gives timely, useful tips and you can ask questions too!

[ENROLL ONLINE](#)

# RESOURCES, CONT.

- CALIFORNIA ORAL HEALTH TECHNICAL ASSISTANCE CENTER, UCSF

[HTTPS://ORALHEALTHSUPPORT.UCSF.EDU/  
TOBACCO-CESSATION](https://oralhealthsupport.ucsf.edu/tobacco-cessation)

*Tobacco Cessation and many other topics*

Tobacco Cessation Home

General Information

Tobacco Products & Their Health Effects

Public Education and Community Outreach

Prevalence/Trends in CA

Regulations/Laws in CA

Dental Professionals

Behavioral Counseling

Special Populations

Pharmacology

Training Materials

Dental Team's Role

Video 5 A's Approach

# CONTACT INFORMATION

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CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

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(916) 449-5506

WEBSITE:

[HTTPS://WWW.CDPH.CA.GOV/PROGRAMS/CCDPHP/DCDIC/CTCB/PAGES/CALIFORNIA  
TOBACCOCONTROLBRANCH.ASPX](https://www.cdpd.ca.gov/PROGRAMS/CCDPHP/DCDIC/CTCB/PAGES/CALIFORNIA_TOBACCOCONTROLBRANCH.ASPX)

