

**MEMORANDUM**  
**PLACER COUNTY HEALTH AND HUMAN SERVICES**  
**Community Health, Clinics, and Animal Services**

**TO:** Honorable Board of Supervisors

**FROM:** Richard J. Burton, M.D., M.P.H.  
Placer County Health Officer and Director of Health & Human Services  
Mark Starr, D.V.M., M.P.V.M., Director of Community Health, Clinics, and Animal Services

**DATE:** June 21, 2011

**SUBJECT:** Tobacco Control Revenue Allocation Agreement for FY 2010-13

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**ACTION REQUESTED:**

Request the Board to take the following actions:

- a. Approve a Tobacco Prevention Program revenue allocation agreement with the California Department of Public Health for the period from July 1, 2010 through June 30, 2011 in the amount of \$150,000;
- b. Authorize the Department of Health and Human Services to sign the FY 2010-11 allocation agreement, subsequent Tobacco Prevention Program revenue allocation agreements for FYs 2011-12 and 2012-13, and any amendments thereto.

**BACKGROUND:**

Placer County has received California Department of Public Health, Proposition 99, Tobacco Tax Initiative funds since FY 1989-90. Proposition 99 mandates expenditures of health education funds allocated to Local Lead Agencies for objectives which include: 1) counteract pro-tobacco influences in the community; 2) reduce exposure to secondhand smoke and increase the number of smoke-free public spaces, worksites, schools, and communities; 3) monitor compliance of tobacco retailers; and 4) promote tobacco cessation services.

Since 2002 the Tobacco Prevention Program has been a part of Placer County's Consolidated Contract with the California Department of Public Health. However, in April 2011 the State required that this program move out of the Consolidated Contract and into a traditional State-to-County Revenue Allocation Agreement. The State has been holding up approval of Placer's Consolidated Contract because the fiscal nature of the Tobacco Prevention Program was not consistent with the other programs in the Consolidated Contract. Moving the program out of the Consolidated Contract will limit the administrative efficiencies the County enjoys through its inclusion, but not doing so jeopardizes the entire consolidated agreement. It is estimated that the cost of the efficiencies lost, such as fiscal processing and contract oversight, totals nearly \$15,000. As a result, less funded time will support the direct services to county residents.

During FY 2009-10, the program accomplished a number of significant outcomes including successfully gaining support from 47 restaurants throughout Placer County to adopt voluntary smoke-free outdoor dining policies, working with 48 tobacco retailers to voluntarily decrease tobacco advertising in their stores, conducting youth purchase surveys among 78 tobacco retailers, and expanding its Tobacco Coalition membership to include a more diverse membership with varied perspectives on tobacco-related issues. For the three year period of July 1, 2010 through June 30, 2013, Tobacco Prevention Program objectives include researching the viability of tobacco and litter-free parks in unincorporated areas of Placer County, creating a youth coalition addressing tobacco issues that affect young people, and introducing smoke-free concepts to multi-unit housing complexes in the greater Auburn area.

**FISCAL IMPACT:**

The total allocation for FY 2010-11 is \$150,000. No County General Fund match is required. This revenue is included in the Department's FY 2010-11 Final Budget. Preliminary allocations for FYs 2011-12 and 2012-13 are planned at \$150,000 per year. A copy of this agreement is on file with Clerk of the Board for review.

