

## Limiting “Teen-Friendly” Cigars: What Communities Can Do

Cigars, little cigars, and cigarillos are often among the first tobacco products that teens use.<sup>1</sup> Commonly sold individually or in small packages, these products are often low-priced and flavored like candy, making them especially attractive to young people. Cigarettes are regulated by state and federal law and cannot be flavored or sold individually,<sup>2</sup> but cigar products—which pose similar health risks—are not subject to the same regulations.

Selling cigars individually makes them cheaper and easier for youth to buy. Some little cigars and cigarillos are packaged for individual retail sale, and others are taken out of their original packaging and sold individually by the retailer. To reduce youth access to these flavored, inexpensive tobacco products, a community may want to eliminate the sale of individual cigars or those sold in packages of small quantities.<sup>3</sup>

### Restricting the Sale of Cigar Products

Cigar products are not currently regulated either by the federal Family Smoking Prevention and Tobacco Control Act or by the Master Settlement Agreement reached between certain tobacco companies and states. Because of this, a community may want to address sales of single cigars and cigarillos through a local law.

One way a community can limit the sale of cigar products is in conjunction with a tobacco retailer licensing (TRL) law. PHLP has model ordinance language requiring a minimum pack size for little cigars, which is designed to be “plugged into” a TRL ordinance, but PHLP staff can also draft stand-alone legislation for any community that wants to create this restriction outside of a TRL law.

The goal of the model “Plug-in” is to limit the availability of cheap, often flavored cigar products that are attractive to youth. The model Plug-in offers communities language that would make it illegal to:

- Sell individually packaged cigars
- Open a package of cigars and sell them individually
- Sell sealed packages that contain fewer than a certain number of cigars (this could ban two-packs, three-packs, or five-packs, depending on the city’s preference)

These restrictions would apply to all cigars, so some cities may want to exempt “premium” cigars when crafting a new law to ban the sale of single cigars; this would allow the sale of more expensive individual cigars, which are not typically consumed by youth and are not usually fruit- or candy-flavored. There are several ways to create an exemption to allow the sale of individual premium cigars if one is necessary—the chart on the next page explores the pros and cons of each.



*Cigarillos and little cigars come in fruit and candy flavors and are often hard to distinguish from candy.*



## Possible Exemptions for “Premium” Cigars

Exemption Type	Advantages	Disadvantages	Considerations
<p><b>By Tobacco Product Description:</b> Describe what a premium cigar is (e.g., a cigar “wrapped in whole leaf tobacco”) and then allow the sale of any tobacco product meeting this description</p>	There would be no locations in the community where the cheap “little cigars” could be purchased	<p>The exemption must specifically describe the products being exempted so it isn’t accidentally overbroad</p> <p>Could be hard for enforcement personnel to tell which cigar products fit the law’s definition of “premium”</p>	A comprehensive list of banned (or exempted) products based on the descriptions in the law should be created and consistently updated to aid in enforcement
<p><b>By Business Type:</b> Allow certain types of retailers, such as tobacco lounges or cigar bars, to sell cigars</p>	Easy to enforce because it is clear which types of businesses can sell single cigars	Youth may still be able to obtain individual flavored little cigars if the retailers exempted from the law sell cheap tobacco products in addition to premium cigars	Could be combined with one of the price-based exemptions to prevent the sale of nearly all cheap individually sold cigar products
<p><b>By Retail Price:</b> Allow the sale of cigars above a certain retail price (with language allowing adjustments for inflation)</p>	Enforcement would be straightforward: any cigar sold individually at a price below the established minimum is a violation	Would only ban cigar sales below a certain price, but retailers could sell cigars above that price, though the high prices would probably remove much of the demand for the little cigars and cigarillos	Combining this exemption with another, such as an exemption by product description or by business type, would create a more meaningful exemption than one based on retail price alone
<p><b>By Wholesale Price:</b> Allow the sale of single cigars above a certain wholesale price (with language allowing adjustments for inflation)</p>	Because the wholesale prices for little cigars and cigarillos are low, banning cigars sold below a certain wholesale price would ban most, if not all, of the single little cigars and cigarillos currently on the market	Enforcement would be slightly harder: enforcement personnel would have to review the retailer’s purchase invoices to determine the wholesale price	<p>Because the wholesale price is not set by the retailer, the retailer can’t mark up the individual cigar prices to meet the minimum dollar amount set in the ordinance</p> <p>The model law includes language requiring retailers to make invoices available to enforcement personnel</p>

The Model TRL Ordinance and this Plug-in, including the actual language for the exemptions, are available on the PHLP website. If you would like help adapting this model for your community, please contact us at [www.phlpnet.org/tobaccoquestions](http://www.phlpnet.org/tobaccoquestions).

<sup>1</sup> Center for Disease Control and Prevention, Department of Health and Human Services, *Youth Risk Behavior Surveillance—United States, 2009*, June 4, 2010, Table 34. *MMWR* 2010;59(SS-5):1-142. Available at [www.cdc.gov/mmwr/pdf/ss/ss5905.pdf](http://www.cdc.gov/mmwr/pdf/ss/ss5905.pdf).

<sup>2</sup> 21 C.F.R. § 1140.14(d).

<sup>3</sup> It is legal for a community to completely ban the sale of all cigar products or all tobacco. Contact PHLP if you are interested in pursuing such a policy.



*Brightly packaged cigar products are attractive to youth because of their fruit and candy flavors and their very low prices.*

*The Technical Assistance Legal Center is a project of Public Health Law & Policy (PHLP). PHLP is a nonprofit organization that provides legal information on matters relating to public health. The legal information provided in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state. This material was made possible with funds received from the California Department of Public Health under contract #09-11182.*

**HCHY**  
**HAYWARD**  
**COALITION**  
FOR HEALTHY YOUTH

FOR MORE  
INFORMATION &  
MEETINGS SCHEDULES

Please contact:

Francesca Lomotran

HCHY Facilitator

Prevention Specialist/Community Organizer  
Community Program of Horizon Services, Inc.

TEL 510.885.8744

FAX 510.885.1848

EMAIL francesca.lomotran@hsmail.org

PARA MÁS INFORMACIÓN  
SOBRE NUESTRO  
PROGRAMA Y REUNIONES

Por favor contactarse con:

Francesca Lomotran

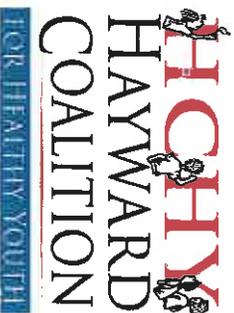
Facilitador de HCHY

Especialista de Prevención/Organizador Comunitario  
ComunPac, un Programa de Horizon Services, Inc.

TEL 510.885.8744

FAX 510.885.1848

DIRECCION ELECTRONICA:  
francesca.lomotran@hsmail.org



1558 B STREET, SUITE 201  
HAYWARD, CA 94541

510.885.8743  
510.885.1848

TEL  
FAX

HAYWARD *Coalition*  
FOR HEALTHY YOUTH

*Coalition* DE HAYWARD  
PARA UNA JUVENTUD SALUDABLE



A LEADER IN  
PROMOTING A SAFE  
AND HEALTHY COMMUNITY  
FOR OUR YOUTH

LÍDER EN LA PROMOCIÓN DE  
UNA COMUNIDAD SEGURA  
Y SALUDABLE PARA NUESTRA  
JUVENTUD

## VISION

Hayward Coalition for Healthy Youth (HCHY) will be recognized as the leader in promoting positive community conditions that lead to our City being a safe and healthy environment for all youth to fully realize their educational, professional and personal potential.

HCHY encompasses broad community collaboration, and sets the standard for actively providing opportunities for youth to lead, advocate for change, and promote positive outcomes.

## MISSION

To support the health and well-being of youth.

We build city-wide community partnerships to:

- Maximize high quality resources and services;
- Influence community-wide change,
- Provide recommendations to community leaders, stakeholders and policy makers; and,
- Promote healthy community norms and accountability

## VISIÓN

La Coalición de Hayward para una Juventud Saludable (HCHY) será reconocida como líder en fomentar las condiciones positivas de la comunidad que lleven a nuestra Ciudad a tener un ambiente seguro y saludable para toda nuestra juventud y en el que puedan realizar su máximo potencial educativo, profesional y personal.

La HCHY abarca una amplia colaboración comunitaria y establece las normas que proporcionan oportunidades para que nuestra juventud activamente dirija, abogue por cambios, y promueva resultados positivos.

## MISIÓN

A apoyar la salud y el bienestar de la juventud. Nosotros establecemos alianzas comunitarias en nuestra ciudad para:

- Maximizar recursos de alta calidad y servicios;
- Influir cambios a través de la comunidad;
- Proporcionar las recomendaciones a líderes comunitarios, interesados, responsables de formular política y;
- Promover normas y responsabilidades para una comunidad saludable.

## FOCUS:

- School & Community Violence
- Alcohol, Tobacco and Other Drugs
- Sexual Activity
- Mental Health
- Nutrition
- Physical Activity

## JOIN US IF YOU WANT TO:

- Help build city-wide community partnerships
- Create a healthier Hayward for our youth

## ENFOQUE:

- Violencia en las Escuelas y la Comunidad
- Alcohol, Tabaco y Otras Drogas
- Actividad Sexual
- Salud Mental
- Nutrición
- Actividad Física

## ÚNASE A NOSOTROS SI USTED QUIERE:

- Ayudar a establecer alianzas comunitarias a través de la ciudad
- Crear una Hayward saludable para nuestra juventud

## OBJECTIVES

We build partnerships with the Hayward community to:

- Promote collaboration and partnering among individuals and organizations in Hayward who represent its multiple and diverse sectors.
- Provide youth leadership opportunities
- Measurable reductions in school and community violence; and alcohol, tobacco and other drug related problems
- Influence community wide changes

## OBJETIVOS

Nosotros establecemos alianzas con la comunidad de Hayward para:

- Promover la colaboración y asociación entre individuos y organizaciones en Hayward, quienes representan sus múltiples y diversos sectores.
- Proporcionarle a la juventud oportunidades de liderazgo
- Reducciones mensurables de violencia en las escuelas y la comunidad; y problemas relacionados al alcohol, tabaco y otras drogas
- Influir cambios a nivel comunitario

## PARTNER LIST/ LISTA DE SOCIOS

Hayward residents, CommPre, El Comité Comunitario de CommPre, Hijos del Sol, Hayward Youth Commission, Hayward Unified School District, Cal State University East Bay, Chabot Community College, Project Eden, Lincoln Child Center Kinship, Eden Youth & Family, HPD Youth & Family Services, Family Paths, The Kids Breakfast Club, Community Resources for Independent Living, Eden Medical Center, St. Rose Hospital, Tiburcio Vásquez Health Center, Kaiser Permanente, Hayward Police Department, Hayward Library & Neighborhood Services, Hayward Area Recreational Department, Hayward Planning Commission, Hayward City Council, City of Hayward Mayor Michael Sweeney, Hayward City Council Member Mark Salinas, Alameda County Office of Education