

Reducing Youth Access to Tobacco and Nicotine Products

Fairfax Town Council
January 12, 2026



Marin County Health & Human Services
20 N San Pedro Rd
San Rafael, CA 94903
<https://www.marinhhs.org/tps>

Marin: A Public Health Leader in Tobacco Prevention

- Across Marin, County HHS, [Smoke-Free Marin](#) and [Youth](#) coalitions, and local city/town councils:
 - ✓ Adopted smoke-free rules
 - ✓ Made flavored products illegal
 - ✓ Ended tobacco sales at stores with pharmacies



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And Yet...

Health and Financial (CA):

- Smoking – 40k deaths/year
- Smoking costs: \$18 billion/year
- \$1 spent on tobacco control, healthcare costs fell \$231.

Health Disparities:

- Adults in poverty & LGBTQ+ youth
- Black Americans
- Low-income communities



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1 Pack of Cigarettes
= ~22mg of Nicotine

1 JUUL Pod
= ~41.3mg of Nicotine

1 Vuse Pod
= ~90mg of Nicotine

1 Elf Bar
= ~650mg of Nicotine



AMOUNT OF NICOTINE IN

~20

CIGARETTES

AMOUNT OF NICOTINE IN

~37

CIGARETTES

AMOUNT OF NICOTINE IN

~82

CIGARETTES

AMOUNT OF NICOTINE IN

~590

CIGARETTES

Vapes are Addicting a New Generation

IT'S NOT YOUR PARENTS' NICOTINE PRODUCTS

Nicotine affects young brains.

In Marin:

- **About half** of 11th graders admit to vaping
- **One third** regularly use nicotine products
- Nearly three fourths of 11th graders say it's “easy” to get vapes!



**Just 2 of 388 vapes collected
last year in schools (per MCOE)**

Oral Nicotine Pouches (“ONPs”)

ONPS ARE SMALL WHITE SACHETS OF NICOTINE POWDER

Health Concerns:

- High nicotine content
- Easy to hide
- Misleading [claims](#)
- US vape sales up 200%; teen use up 60%
- Dual use by youth:
 - Most use pouches and smoke
 - About half of pouch users also vape



Photo Credit: Truth Initiative



Photo Credit: Getty Images

Highlights of *Your* Proposed Ordinance

1. Set minimum price of \$12 for tobacco items
2. Set minimum pack size for cigarettes, small cigars, and smokeless tobacco
3. End vape and heated smoking system sales
4. **End nicotine pouch sales**
5. End discounts and coupons
6. Auto-increase price by \$1 every 2 years



Enforcement, Cessation, and Education

1. Enforcement:
 - County contract with sheriff's office
2. Cessation (Quit) Resources:
 - [Marin HHS Tobacco Prevention webpage](#)
3. Education:
 - Marin's outreach
 - Youth/families
 - Priority populations



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[KickItCA.org](https://www.kickitca.org)

Conclusion

For questions or additional information:

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