



HEALTHIER HUMBOLDT:

Moving Forward from Flavored Commercial Tobacco

In Spring of 2022, Tobacco-Free Humboldt visited 54 stores that sold tobacco to understand the products they sold. Lessons from those visits can prepare Humboldt to succeed without the sale of flavored tobacco products.



HUMBOLDT'S STORES HAVE DIVERSE PRODUCTS!

Humboldt's stores sell more than tobacco, even in the most rural areas.

- 98%** surveyed sold healthy beverages
- 85%** sold toiletries and over-the-counter medications
- 65%** sold automotive supplies
- 56%** sold produce as well as gifts or jewelry.

ONLY 37% OF STORES SOLD VAPING PRODUCTS.

61% of tobacco advertising inside stores was for flavored products.

Because the majority of youth start using nicotine products via a flavored product, the law California voted in 2022 to reduce flavored tobacco availability is a win for youth.



TOBACCO SALES

All 54 stores sold tobacco (cigarettes, cigar products, chew, etc.). 98% of stores sold non-flavored products, which are still legal to sell.

81% of stores sold little cigars/cigarillos/cigar wraps. These may be the most enticing products for youth because of their low cost – some may be under \$2, which is cheaper than some candy bars!



HELP FOR MOVING FORWARD

Resources for business owners looking to expand their profit margins or grow their business network since moving away from flavored tobacco sales:

- **Eureka Chamber of Commerce**
eurekachamber.com
Anyone in Humboldt County can join
707.442.3738
- **McKinleyville Chamber of Commerce**
mckinleyvillechamber.com
For businesses in and around McKinleyville specifically
707.839.2449
- **Women's Business Center at Jedi**
wbcjedi.org
530.926.6670
- **Small Business Development Center**
northcoastsbdc.org
707.445.9720
- **State – California Office of the Small Business Advocate**
 - ▶ Learn the basics of e-commerce at calosba.ca.gov/business-learning-center/grow
 - ▶ Find funding that includes grants, incentives, and financing at calosba.ca.gov/funding-grants-incentives/financial-incentives
- **Federal – US Small Business Administration**
 - ▶ US SBA provides business counseling and funding programs in addition to other services at sba.gov
(Find the closest office to Humboldt at sba.gov/district/san-francisco).



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