

# Tobacco Retail Licensing (TRL)

## Facts about Pueblo TRL

### What is it?

Licensing requires retailers to obtain a license to sell tobacco products and follow all tobacco laws. Retailers who do not follow the laws will pay fines and lose the ability to sell tobacco products. It also:

- Helps enforce tobacco point-of-sale laws.
  - Provides an accurate list of tobacco retailers for inspection.
  - Funds retailer education, administration of licenses, and enforcement.

**Local TRL policies can further decrease youth access to and use of tobacco products such as:**



Updating local code to meet the minimum sales age of 21.



Requiring placement of tobacco products in various places of stores and requiring minimum age for retail clerk.



Restricting age of entry to tobacco only retailers.



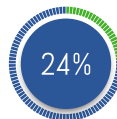
Prohibiting the sale of tobacco products through vending machines.  
Prohibiting the sale of tobacco products near youth-serving facilities.

### Why consider it?

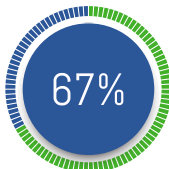
Licensing sends a message to retailers that the community is serious about protecting the health and protection of youth from tobacco products and addiction. Local tobacco retail licensing creates a fair playing field among all tobacco retailers, ensuring the retailers are following the law.



Of students felt it would be easy to get electronic vapor products if they wanted.



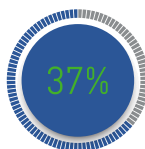
Of students used an electronic vapor product in the past 30 days.



Of students in Pueblo County were NOT refused from buying tobacco products due to their age.



Of students tried vapes for the first time before age 18.



Of students used vapor products because friends or family members used them.

## Retail licensing effectiveness:

- A study in 2019 suggested that areas where ordinances are the most restrictive had lower odds of youth purchasing or using tobacco products (Astor et al., 2019).
- A larger study that was published in 2020 found evidence to suggest the more tobacco retail stores there are in an area contributes to smoking behaviors among youth (Marsh et al., 2021).
- Tobacco retail licensing laws requiring compliance checks has been known to decrease sales to minors. Compliance checks measures rates of refusal to sell and identification checks (Feltmann et al., 2022).

## Pueblo isn't alone...

36 Colorado communities have local tobacco retail licensing ordinances, including the City of Pueblo.

Pueblo County passing a local TRL policy will ensure that the entirety of the City and County of Pueblo is covered, and actively preventing youth access to tobacco products (CDC, 2023).

## Want more information?

For more information about the topic:

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- Tobacco Free Colorado Website

### References:

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Marsh, L., Vaneckova, P., Robertson, L., Johnson, O. T., Doscher, C., Raskind, G. I., Schleicher, C. N., & Henriksen, L. (2021). Association between density and proximity of tobacco retail outlets with smoking: A systematic review of youth studies. *Health & place*, 67, 102275. <https://doi.org/10.1016/j.healthplace.2019.102275>

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