

Tobacco Retail Licensing (TRL)

Facts about Pueblo TRL

What is it?

Retailers will be required to obtain a local 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:

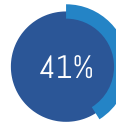
- Helps enforce tobacco point-of-sale laws.
 - Provides an accurate list of tobacco retailers for inspection.
 - Funds retailer education, administration of licenses, and enforcement.

Why consider it?

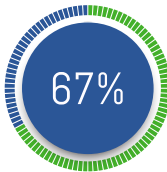
Licensing sends a message to retailers that the community is serious about protecting the health of local youth and preventing addiction to tobacco and nicotine products. Local tobacco retail licensing creates a fair playing field among all tobacco retailers, ensuring the retailers are held to the same standard.



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



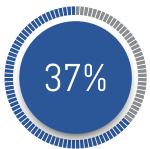
Of Pueblo students have tried an electronic vapor product.



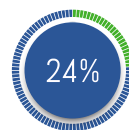
Of students in Pueblo County were NOT refused from buying tobacco products due to their age.



Of students tried vapes before age 18.



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



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

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 TRLs, including the City of Pueblo.

Questions? Email neun@pueblocounty.us or rodriguezth@pueblocounty.us