



Office of Communications  
City of Beverly Hills  
455 N. Rexford Dr.  
Beverly Hills, CA 90210-4817  
[www.beverlyhills.org](http://www.beverlyhills.org)

For Immediate Release  
June 14, 2018  
Contact: Therese Kosterman  
(310) 285-2456

## **Beverly Hills Awarded \$300,000 Grant to Conduct Outreach and Awareness Campaign to Reduce Smoking and Tobacco Use**

*Beverly Hills among 71 local government agencies awarded a total of \$37.5 Million in grants to reduce illegal sales of tobacco products to minors and youth*

**Beverly Hills, CA** – The City of Beverly Hills has been awarded \$305,810 in state grant funding to combat the illegal sale of cigarettes and tobacco products to minors. The grant is part of \$37.5 million in funding that will be distributed to 71 agencies throughout the state for training programs, signage, youth outreach, tobacco retail license inspections and other activities.

"I am thrilled that Beverly Hills has been recognized for efforts to reduce smoking in the community," said Mayor Julian Gold, MD. "Most smokers start young and these grants will help us educate kids so they never start smoking and provide additional tools for enforcing laws against selling tobacco products to minors."

Proposition 56, the California Healthcare, Research and Prevention Tobacco Tax Act of 2016, was approved by voters in November 2016. Effective April 2017, it raised the cigarette tax by \$2.00 per pack, with an equivalent increase on other tobacco products.

This year's Prop. 56 grant recipients will use the state dollars to fund different anti-smoking campaigns and projects including new training and educational materials for officers and tobacco sellers to reduce illegal sales of tobacco products to minors, and law enforcement operations targeted at retailers selling to minors.

Specifically, the City will receive funding for:



Office of Communications  
City of Beverly Hills  
455 N. Rexford Dr.  
Beverly Hills, CA 90210-4817  
[www.beverlyhills.org](http://www.beverlyhills.org)

- Developing and implementing a comprehensive no-smoking awareness campaign to increase compliance through outreach and education;
- Developing and implementing a comprehensive no-smoking signage program by installing signs in the public right-of-way, parks, and/or other municipal facilities; and
- Expanding the City's existing Ambassador Program to include one Ambassador fully dedicated to soft enforcement and outreach of City tobacco and no-smoking restrictions.

In order to promote healthy living and to improve the quality of life in Beverly Hills and at the recommendation of the Health and Safety Commission, the City has enacted several no-smoking policies. In 2017 alone, the City prohibited smoking in all public rights-of-way such as roadways, sidewalks and alleys, unless actively travelling, expanded the outdoor dining area no-smoking buffer zone from 5 feet to 20 feet, and prohibited smoking in all multi-unit residences. And now, tobacco retailers must obtain a City permit for each location where tobacco products are sold.

For more information on City smoking regulations, visit [beverlyhills.org/smoking](http://beverlyhills.org/smoking) or call (310) 285-1014

##