



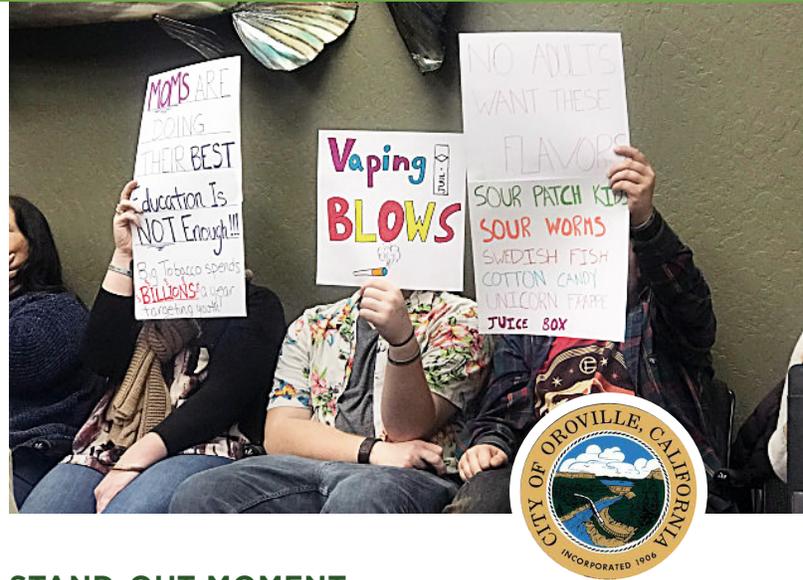
# Oroville Votes to Protect Youth

## INTRODUCTION

In early 2020, the city of Oroville took a stand to protect youth. On January 21, each City Council member voted to ban the sale of flavored tobacco—**Oroville became the first rural town north of Sacramento to adopt such a ban with no exemptions.**

## OVERCOMING CHALLENGES

At the time, tobacco control had taken a backseat. Facing huge financial challenges, Oroville thought about using commercial cannabis sales to boost its economy. This idea tore apart the community and drew attention away from the issue of flavored tobacco. To support the flavor ban, California Health Collaborative (CHC) and Butte County Public Health (BCPH) staff used a careful approach and focused on building strong relations with Oroville’s elected officials and city staff. While these efforts took some time, they were needed to keep the issue on the agenda. Also, CHC and BCPH staff stayed in touch with supporters to make sure they were ready to argue for the ban at the right time. When the time came for the second reading of the flavored tobacco ban, there was a strong showing of support from the town—many spoke during the public comment period.



## STAND-OUT MOMENT

In November 2019, the City elected a new council member who was quickly in favor of the ban. In a meeting with CHC and BCPH staff, this member said his teenage son could help present the issue to the council. The teen’s strong viewpoint not only cemented his father’s support but won strong support from the other council members as well.

**Oroville’s ban proves that rural communities can pass strong tobacco policies and shows the power of building strong relationships.**