



Santa Cruz Police Department  
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**FOR IMMEDIATE RELEASE**

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**Attorney General Becerra Awards Santa Cruz Police Department \$463,000 to  
Combat Illegal Tobacco Use Among Minors**

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

**Santa Cruz** – Today, the City of Santa Cruz Police Department was awarded \$463,000 in state grant funding from California Attorney General Xavier Becerra to combat the illegal sale of cigarettes and tobacco products to minors. The grants, \$37.5 million in total, were distributed to 71 local entities throughout the state. They will fund operations, retailer training programs, the installation of signage, youth outreach, tobacco retail license inspections, training for sworn personnel, and other activities.

"We are excited to receive and deploy this grant with concrete solutions, prevention activities and enforcement expertise in combatting tobacco use among today's youth, Santa Cruz Police Chief Andrew Mills, said. "This grant will lead to impactful changes to educate children and teens about the dangers of smoking and tobacco products as well as deliver broader enforcement efforts in our community."

"Tobacco remains a very serious public health concern," **said Attorney General Becerra.** "These grants will provide additional tools to law enforcement to help educate kids about the dangers of smoking. The grants will also help local communities enforce laws against selling tobacco products to minors. These grants are an important step toward reducing illegal sales and building a healthier California."

Proposition 56 (Prop. 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. Prop. 56 specifically allocates \$30 million of revenue to be distributed annually by the California

Department of Justice to local law enforcement agencies for the support and hiring of peace officers for various activities, including investigations intended to reduce the illegal sale of tobacco products to minors.

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. The recipients are among different cities, counties, school districts and sheriff/police departments [click here](#) to see grant recipients.

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### **ABOUT SCPD**

The Santa Cruz Police Department (SCPD) is committed to working in partnership with the community to enhance public safety, prevent crime, enforce laws and protect the rights of all people through innovative problem-solving approaches. A progressive, professional organization, SCPD officers are dedicated to conducting themselves with the highest ethical standards and the department is accountable to the community. SCPD has 94 sworn officers and 29 civilian staff to protect and serve Santa Cruz's 64,000 residents and millions of annual visitors. Learn more at [www.santacruzpolice.com](http://www.santacruzpolice.com).

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