



Reach Within to Embrace Humanity

## Malibu Rotary Club Surfwriter

August 3, 2011

Official Newsletter of the Rotary Club of Malibu

Malibu Rotary Club President (2011-2012) Kevin Boling

Edited by Dr. John W. Elman

Pictures by Dr. John W. Elman and Debra Levi

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- The next Malibu Rotary Club regular meeting will be held 7:30 a.m. Wednesday, August 10<sup>th</sup> in the Fireside Room of Pepperdine University in Malibu. Speaker will be **Rotary District Governor Brad Robinson**. This will be a club assembly in which the District Governor and members of the Malibu Rotary Club will share what each is doing to help humanity.
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  - Malibu Rotary Club Website: [www.MalibuRotary.org](http://www.MalibuRotary.org)
  - Rotary International Website: [www.Rotary.org](http://www.Rotary.org)
  - Rotary District 5280 Website: [www.rotary5280la.org](http://www.rotary5280la.org)
  - Rotary District 5280 "Rotarians Doing Business With Rotarians" Website: <http://yp5280.org/>
  - [RI President \(2011-2012\)](#) Kalyan Banerjee
  - Rotary District 5280 Governor (2011-2012): Brad Robinson
  - Assistant Governor for Malibu Rotary Club: Kevin Smith
  - Rotary District Newsletter—see it on Rotary District 5280 site or click [here](#)

## Debra Levi and Teddy Sloan of the Valley Community Clinic Talk About Youth Tobacco Prevention in Malibu



**Debra Levi** and **Teddy Sloan** work of the Valley Community Clinic, which services the healthcare needs of uninsured in the San Fernando Valley. They have also been working with several Malibu organizations, including schools and a group called Alliance To Keep Kids Tobacco Free of Malibu to keep kids away from tobacco. They had some startling statistics to report to the Malibu Rotary Club during their presentation August 3<sup>rd</sup>.

Each Day in the United States, approximately 4,000 adolescents ages 12-17 try their first cigarette. 3 out of 4 adult smokers start before the age of 18. Nicotine

addiction in kids is very different than in adults, taking hold within weeks or days of initial smoking. The Centers for Disease Control and Prevention found that the younger a person is when they start smoking, the more difficult it is to quit

1/3 of all youth smokers will eventually die prematurely from diseases caused by smoking

21.6% of 9<sup>th</sup> to 12<sup>th</sup> graders in Los Angeles County who smoke reported directly purchasing their cigarettes from stores or gas stations. Research has shown that only *educating* store owners and clerks about illegal tobacco sales does not reduce tobacco sales to minors.

### **Youth Access to Tobacco in Malibu**

A youth tobacco survey conducted in Malibu in 2011 found that **37.5%** of Malibu retailers were willing to sell cigarettes to a minor!

This rate is nearly 5 times higher than the statewide youth tobacco sales rate of 7.7%

### **How can we Reduce Youth Access to Tobacco?**

- One way is to support local tobacco control policies that reduce youth access to tobacco. One such policy that has proven to be effective is a local tobacco retail license (TRL).

### What is TRL?

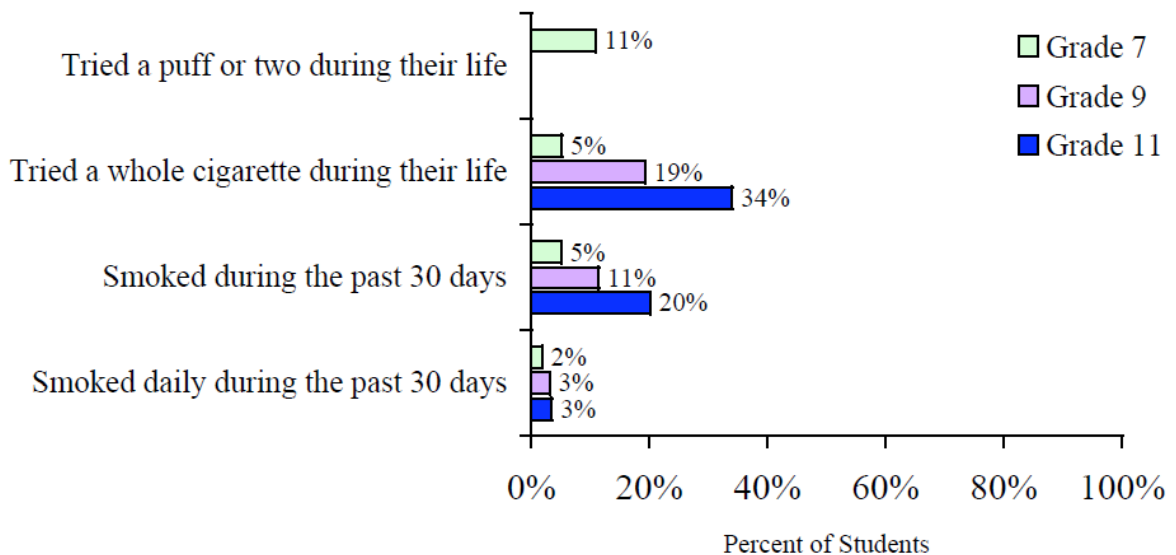
- Requires all retailers who choose to sell tobacco to obtain a local license and renew it annually
- Annual license fee is set high enough to fund an effective **enforcement** program
- Coordination of tobacco regulations, so that a violation of local, state, and federal tobacco law violates the terms of the license
- Fines and penalties, including suspension and revocation of the license for selling to minors

### Who Has a TRL?

- 86 jurisdictions throughout California have adopted a strong TRL, including 33 in L.A. County
- Some cities in the region include Santa Monica, Beverly Hills, Culver City, Calabasas, El Segundo, Los Angeles, (South) Pasadena, and the County of Los Angeles

### California Healthy Kids Survey Key Findings Spring 2009 for Santa Monica/Malibu School District

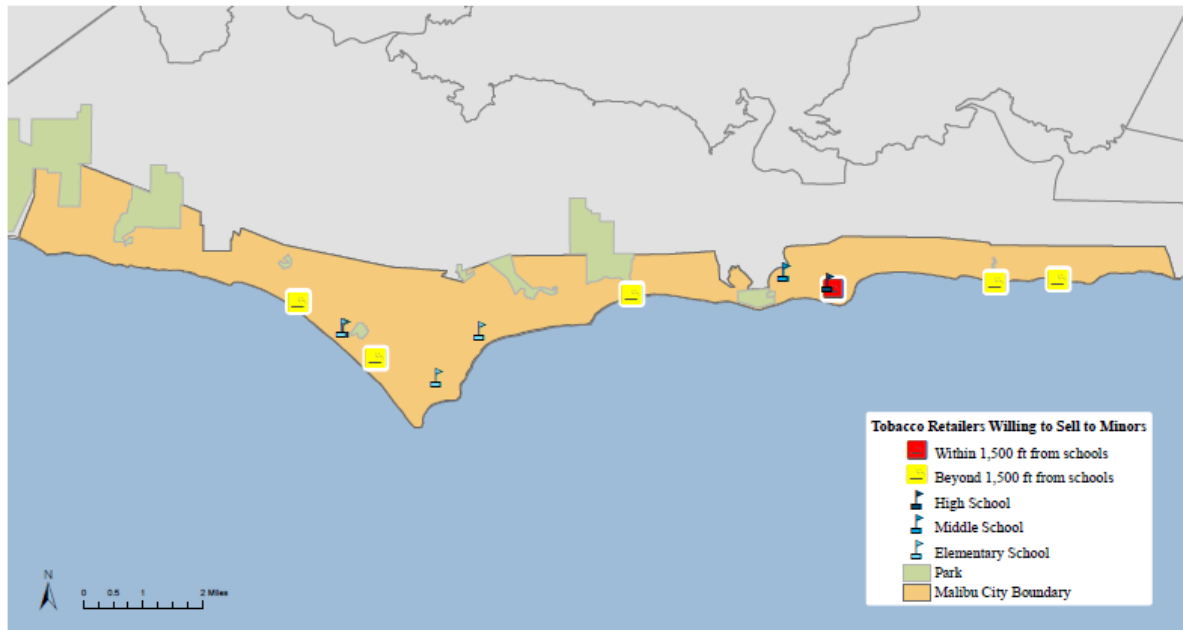
*Chart 3. Percent of Students Who Participated in Various Levels of Tobacco Use*



## Tobacco Retailers Willing to Sell to Minors

*Malibu*

Valley Community Clinic conducted Youth Purchase Surveys in February 2011 to identify tobacco retailers that were willing to sell tobacco to minors. Of the 16 retailers that were surveyed, 37.5% were willing to sell tobacco to a minor. Of the 6 tobacco retailers that were willing to sell, 1 was located within walking distance (1,500 ft) from a school.

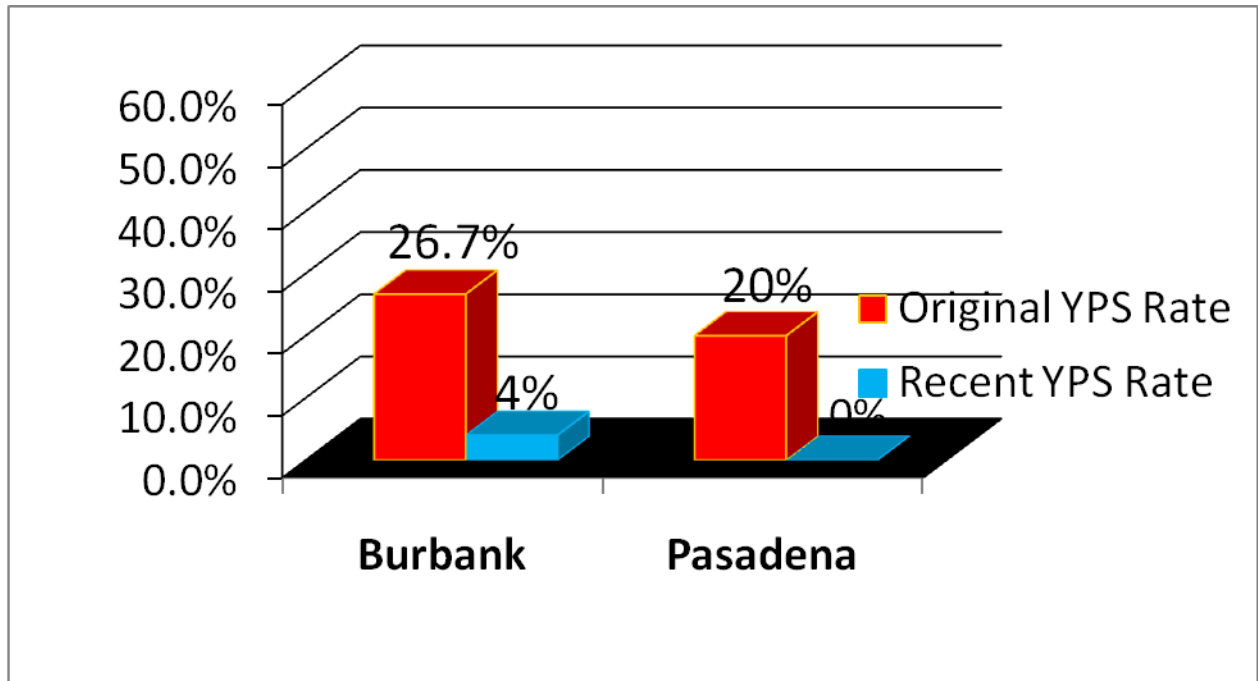


Data Sources: Thomas Bros. Maps, Youth Purchase Survey.  
Prepared by the Los Angeles County Department of Public Health, Tobacco Control and Prevention Program, February, 2011.  
For more information, contact Debra Levi from Valley Community Clinic at 818-301-6311.  
This material was made possible by funding from Proposition 99, The Tobacco Tax Initiative, through the Los Angeles County Department of Public Health.

### Tobacco Licensing is Effective

The results overwhelmingly demonstrate that local TRLs with strong enforcement provisions are effective in reducing youth access to tobacco. Rates of illegal tobacco sales to minors have decreased, often significantly, in communities that have implemented a strong TRL.

It informs City about who is selling tobacco, holds retailers accountable with regular monitoring and has real economic consequences for businesses that sell tobacco to minors. Malibu supports licensing to reduce youth tobacco access. Nearly **two-thirds** of resident's surveyed believe that a Tobacco Retail License would reduce youth access to tobacco. **89.2%** of respondents believe that retailers who continue to sell to youth should have their license revoked.



### **Malibu City Council**

On Monday July 25, 2011, the Alliance to Keep Kids Tobacco Free of Malibu gave a presentation to the Malibu City Council. The council unanimously voted in favor of drafting a Tobacco Retail Licensing ordinance similar to the one Calabasas adopted in 2009.

Calabasas adopted a TRL without a fee; however, the council decided to include several provisions that are necessary to maintaining a strong TRL.

Included in the draft will be:

Mandatory 2-3 compliance checks annually.

An annual report from the City Manager's office.

A high monetary penalty of \$1,000 for selling to minors, combined with a 3 month license suspension.

### **What Can You Do to Help the Alliance To Keep Kids Tobacco Free of Malibu?**

Debra and Teddy recommended several things that people can do to help. Join the Coalition, Provide a Letter of Support, meet with them one-on-one to learn more and attend their monthly coalition meetings to find out how else you can help! You can contact Debra at

(818) 301-6311 (email: [dlevi@valleyclinic.org](mailto:dlevi@valleyclinic.org)) or Teddy at (818) 763-1718 x401 (email: [tsloan@valleyclinic.org](mailto:tsloan@valleyclinic.org))

## **Other News and Guests from Last Malibu Rotary Club Meeting**

**President Kevin Boling** said that next week's meeting in which Rotary District Governor Brad Robinson will address the club will be a rather informal club assembly. In the past several weeks Kevin has talked about several upcoming Rotary District 5280 events, and the fact that he had raffle tickets (12 tickets for \$100) for the Paul Harris event below.

**The Paul Harris Foundation Event** this year will be a special Rotary performance of **Circus Vargas** in Del Amo on November 6. The whole family is invited to this event which will involve having fun watching a circus while raising money for the Rotary Foundation. Details are as follows:

Circus Vargas for Rotary on November 6

Doors open at 11:00 am 🕒 Pre-Show begins at 12:10 pm

Tickets: \$65 adult □ \$35 children under 16

Includes: **Children and adults get one hot dog or nachos, one cotton candy or popcorn, and two beverages.**

**Plus, each Adult ticket also gets one deli sandwich.**

Del Amo Fashion Center Torrance

3 Del Amo Fashion Square, 3525 Carson Street, Torrance 90503

If you click on the following link you can print out a flyer for the event in pdf format:

[http://www.clubrunner.ca/Data/5280//HTML/133016//CircusVargasFlyer\[1\].pdf](http://www.clubrunner.ca/Data/5280//HTML/133016//CircusVargasFlyer[1].pdf)

### **Literacy Breakfast**

Please join Rotary district in the quest to promote literacy at the Annual District 5280 Literacy Breakfast on August 12, 2011 from 7:00am - 9:00am at Lawry's Restaurant in Beverly Hills. RSVP your seat to the District Office by phone or email as soon as possible. Come to enjoy fellowship, a great breakfast and listen to the wonderful guest speakers. This event is free but please bring a donation of school supplies. For more information click for the flyer [here](#).

### **Rotary Club Vice Presidents of the Month**

August: **Bill Wishard**

September: **Maggie Luckerath**

October: **McKade Marshall**

November: **David Baird**

December: **Bob Syvertsen**

**Rotary District Governor Visit August 10.** Kevin said we would discuss in the next couple meetings reports needed by Malibu Rotary Club committee chairs for DG Brad Robinson's visit.

**Changes of venue for August Malibu Rotary Club meetings.** Because the normal meeting place of the Malibu Rotary Club (Pepperdine's Fireside Room) will not be available for 3 of 5 Wednesdays during the month of August members and others planning to attend Malibu Rotary Club meetings during the month should be aware:

- **August 3, 2011 7:30 a.m.** Fireside Room Not Available—meeting in **Faculty Dining Room** next door to Fireside Room.
- **August 10, 2011 7:30 a.m.** This will be the only meeting of the month in the **Fireside Room** at Pepperdine. Rotary District Governor Brad Robinson to Hear Reports from Malibu Rotary Committee Heads and to Report on the State of the District
- **August 17, 2011** Fireside Room Not Available –Lunch meeting will be at **Malibu Inn patio at 11:30 a.m.** This will be a club assembly.
- **August 24<sup>th</sup>, 2011** Fireside Room Not Available—7:30 a.m. breakfast meeting is a special club assembly at Drescher Cafeteria in Villa Graziadio upper Pepperdine campus to discuss possible participation of Malibu Rotary Club in GM Car Show at Bluffs Park

### **Guests**

The August 3<sup>rd</sup> Malibu Rotary Club meeting was another one where the guests seem to outnumber the members. The guests included our 2 speakers Debra Levi and Teddy Sloan, and 2 members of the Santa Monica Rotary Club who have been previous speakers at Malibu Rotary Club, Veterinarian **Dr Frank LeVac**, and Olympic Gold medal volleyball expert and author **Michael O'Hara** (who will be returning as Malibu Rotary Speaker September 6<sup>th</sup> to tell us about his latest book), and a visiting Rotary Assistant Governor from Atlanta, GA **Bruce Waterson**, whom we had also seen at previous meetings.



## Message From Malibu Rotary Club President Kevin Boling



*(Editors Note: At press time we had not received Kevin's weekly message. We know he was going to send a message to the members about the governor's visit next week so look for that in your e-mail inbox shortly).*



## McKade's Friends Put Rotary Club of Malibu Facebook Page Over the Top

**We are now a registered facebook page!**

By August 3<sup>rd</sup> number of "likes" on Rotary Club of Malibu Facebook = 35 (+16 since last week).

Nearly of these new "likes" seem to be friends of McKade Marshall (who has almost 3,000 facebook friends).

McKade is powerful. What else could he do with this large voting bloc?

Of the 35 “likes” only 8 are members of the Malibu Rotary Club and the others are friends, relatives, mostly of McKade!

The top of the Malibu Rotary ClubRuner site, [www.maliburotary.org](http://www.maliburotary.org) now has a link to the Rotary Club of Malibu Facebook page. If you have a facebook account this makes it easier to “Like” the Rotary Club of Malibu Facebook page

Please see Malibu Rotary Club Website [www.maliburotary.org](http://www.maliburotary.org) for latest Calendar and future speakers and facebook pages for other news.

## Calendar

(all Malibu Rotary Club meetings are held at Wednesdays 7:30 a.m. in Fireside Room of Pepperdine University unless otherwise noted)

- **August 10, 2011** This will be one of the only meetings of the month in the Fireside Room at Pepperdine. Rotary District Governor Brad Robinson to Hear Reports from Malibu Rotary Committee Heads and to Report on the State of the District
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