



V E N T U R A C O U N T Y

---

**P U B L I C H E A L T H**

A Department of Ventura County Health Care Agency



VENTURA COUNTY  
**PUBLIC HEALTH**  
A Department of Ventura County Health Care Agency

October 7, 2026

# **VENTURA COUNTY KRATOM RETAILER EDUCATION INITIATIVE**

Ventura County Multi-Agency Collaborative

---

**Selfa Saucedo and Charles Genkel**

Division Manager and VCEHD Division Director

# It all began with a leaf



# Statewide Advisory Issued



## OFFICE OF COMMUNICATIONS

### Contact :

Office of Communications

[media@cdph.ca.gov](mailto:media@cdph.ca.gov)

## **Foods, Dietary Supplements and Medical Drugs containing Kratom and 7-OH are Dangerous and Illegal to Sell or Manufacture for Consumption**

October 24, 2025

NR25-16

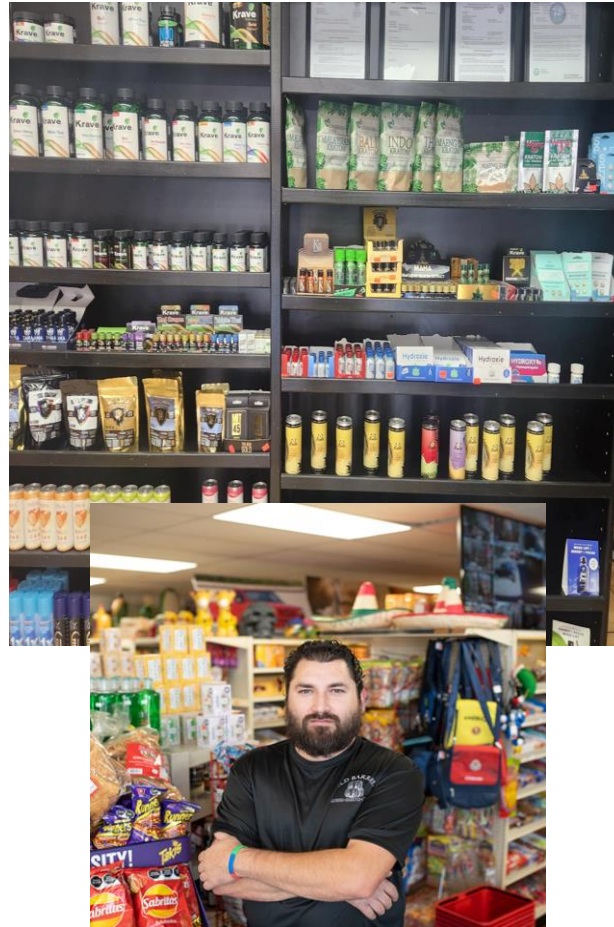
*CDPH Advises Consumers to Avoid Using Kratom or 7-OH Products, Continues to Remove Kratom from  
Manufacturers and Retailers*

*Picture Source: California Department of Public Health, 2026*

# A Partnership is born



# Kratom Retailer Education Initiative



Picture Source: Ventura County Public Health & County of Ventura Environmental Health Division

# Coordinated Kratom Response and Partnership

# Overview of Environmental Health Division

Environmental Health's role

Who are our Environmental Health partners?

What does partnership look like?

Coordinated kratom response

# Protecting Public Health and the Environment

## **Regulatory Programs:**

Consumer Food Protection, Recreational Health, Hazardous Materials/Waste, Medical Waste/Body Art, Drinking Water, Liquid Waste (OWTS/Septic Systems), Cross Connection.

## **Service-Oriented Programs:**

Vector Control (Mosquito Control and Surveillance) and Ocean Water Quality Monitoring.

## **Emergency/Disaster Response:**

Hazardous Waste and Solid Waste clean up, Wildfire Debris, sewage releases, and other EHD programs.

# What Does Partnership Look Like?

## County Health Officer

- Delegated responsibility to run Environmental Health programs
- Memorandum of Understanding (MOU)
- One Health meetings
- Joint training exercises (e.g., EHTER, Dengue Fever)

## Public Officials

- Regular notifications concerning issues (e.g., Food Facility Closures)
- Customer service and permit streamlining

## State and Local Agencies

- Policy Committee assignments
- Connecting before the disaster (in-person meetings)
- Volunteer to participate



# Kratom & 7-OH Retailer Notification Timeline

## **October 2025:**

CDPH declared Kratom and 7-OH sales for human consumption unlawful in California.

## **January 2026:**

CDPH, CDTFA and ABC notify alcohol, food, and tobacco retailers of prohibition by mail.

**March 2026: EHD and VCPH** send notification to retailers by mail reminding them of CDPH prohibition.

## **April 2026:**

EHD and VCPH visited 564 retailers and provided education and materials. Survey retail sites to assess sale of kratom.

## **June 2026:**

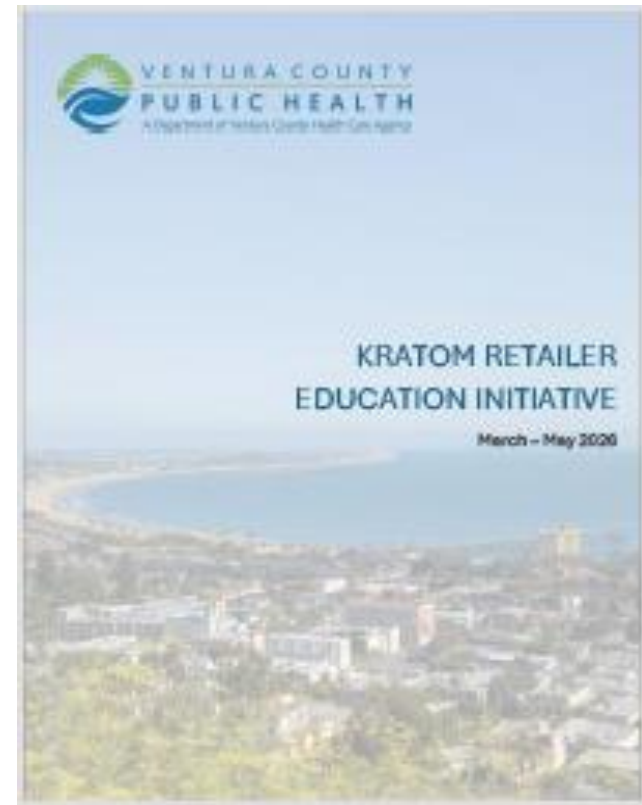
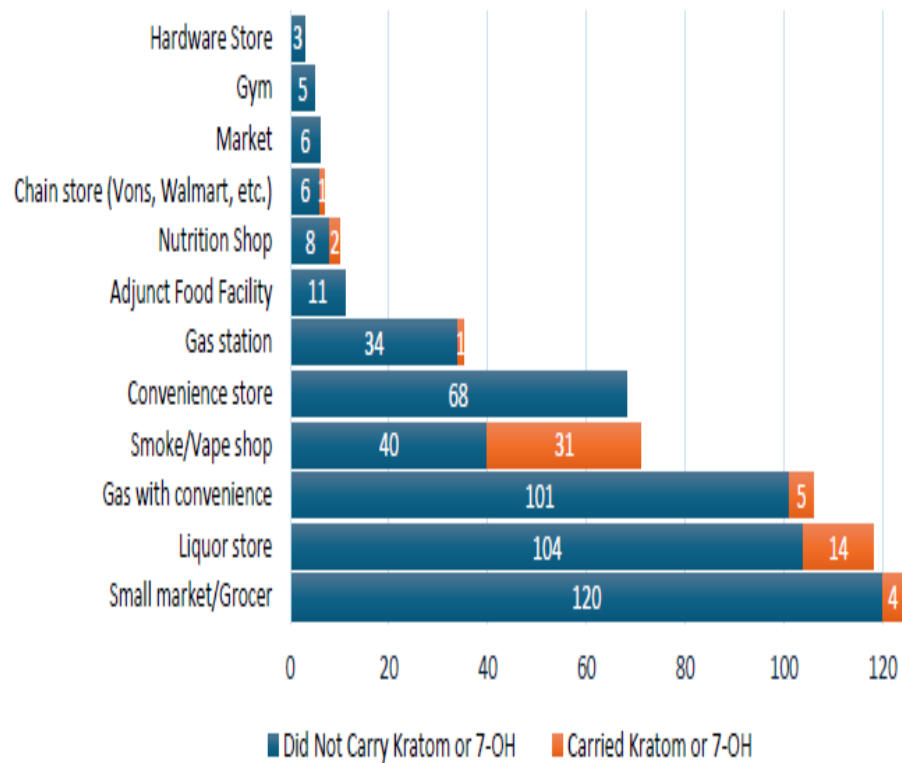
Joint Letters from VCPH and VCEHD sent to CDPH and CDTFA reporting non-compliant retailers

# Multi-departmental Collaboration- Key Strengths



# Outcomes: Survey Results

Inspections by Retailer Type (n=564)



# Outcomes-Survey Results

| # of sites who were identified as food facilities and tobacco retailers and agreed to participate in the assessment | # of sites who carried Kratom and 7-OH products during initial 1 <sup>st</sup> visit | # of sites who carried Kratom and 7-OH products during follow up 2 <sup>nd</sup> visit | # of sites who carried Kratom and 7-OH products 5 months later |
|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------|
| 564                                                                                                                 | 58                                                                                   | 10                                                                                     | 2                                                              |

# Outcomes: Learning and Teaching

## Opportunities to teach and learn about Kratom

Environmental Health and Public Health employees received training and education on emerging regulatory changes to kratom sales and serious health consequences of its use.



*This Photo by Unknown Author is licensed under CC BY-NC-ND*

# Outcomes: Understanding each department's roles and responsibilities

**Opportunities to learn and understand field activities and regulatory responsibility of each department.**

Who has responsibility and authority to enforce laws?



*[This Photo](#) by Unknown Author is licensed under [CC BY-ND](#)*

# Lessons Learned



Collaboration allows you to leverage resources and expertise



Shared agendas allow for a streamlined approach that produces greater results



Continuous communication with partners allows for learning, teaching and common understanding



Shared successes produce additional opportunities to work together and most importantly to sustain efforts and results gained

# Questions?



*This Photo* by Unknown Author is licensed under [CC BY-SA-NC](#)

# Thank you!

For questions, please feel free to contact us:

**Selfa Saucedo, MPH, CPH**

VC Public Health Division Manager  
selfa.saucedo@venturacounty.gov

**Charles Genkel, Director**

VC Environmental Health Division  
charles.genkel@venturacounty.gov