

Welcome back!

Protecting youth from Nicotine Addiction

Community Task Force Meeting 2

June 26, 2019

Clackamas County Public Health Division

Objectives

- ★ Provide overview of other best practices to reduce youth access to tobacco products in the retail environment
- ★ Explain rationale for licensing fee

Tobacco Products



Cigar Images Courtesy of Legacy®



Youth are Vulnerable to Nicotine



Types of retailers

Convenience Stores & Gas Stations



Supermarkets & Warehouse Clubs



Pharmacies



Tobacco shops & Liquor Stores



Point of Sale Strategies

- Address flavored tobacco products
- Distance from schools
- Reduce density
- Pricing policies
- Tobacco free pharmacies

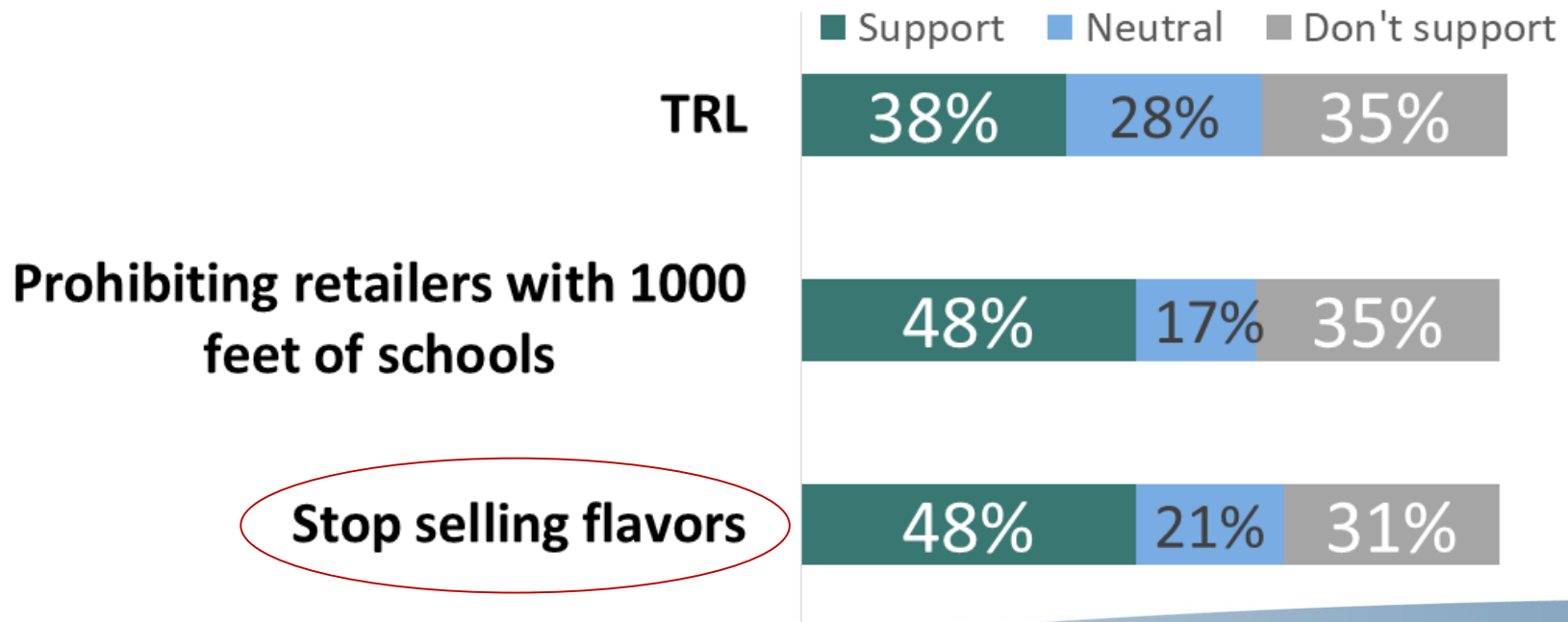


Inspections in Clackamas County

- 287 retailers
 - 52 within 1000' of K-12 schools
 - 17 inspected in 2018
 - 2 retailers within 1000' sold to youth
- 93 inspections in 2018
 - 23.7% illegal sales to youth
- 80 inspections in 2017
 - 13.8% illegal sales to youth

Retailer Engagement

When asked about TRL, the majority of retailers either support or are neutral towards TRL policies



Addressing Flavored Products

- 95% of tobacco retailers sell flavored tobacco
- 80% of kids started with a flavored product
- 65% of Clackamas County residents interviewed support stopping sales of flavored tobacco

2 CIGARS FOR ONLY \$149

RESEALABLE FOIL POUCH

SWISHER SWEETS

— Real 2 Quality —

CIGARILLOS



WHITE GRAPE

SURGEON GENERAL WARNING:
Cigars Are Not As Safe As Cigarettes.

WHITE GRAPE

CIGARILLOS

SWISHER SWEETS

— Real 2 Quality —
CIGARILLOS

CIGARILLOS



GRAPE

GRAPE

CIGARILLOS

SURGEON GENERAL WARNING:
Cigars Are Not As Safe As Cigarettes.

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SWISHER SWEETS

CIGARILLOS



BLUEBERRY

SURGEON GENERAL WARNING:
Tobacco Use Increases The Risk
Of Lung Cancer, Heart Disease,
And Emphysema.

BLUEBERRY

CIGARILLOS

SURGEON GENERAL WARNING:
Cigar Smoking Can Cause Lung
Cancer And Heart Disease.

2 CIGARS FOR ONLY \$149

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SWISHER SWEETS

2 CIGARILLOS

SWISHER SWEETS

SWISHER SWEETS

CIGARILLOS

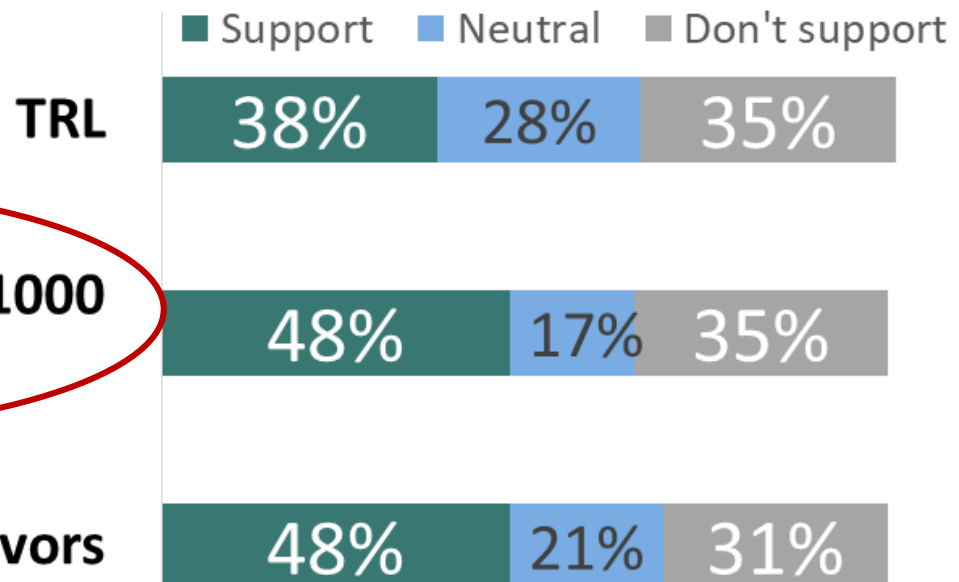
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Tobacco Use Increases The Risk
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Retailer Engagement

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**Prohibiting retailers with 1000
feet of schools**

Stop selling flavors



Youth are vulnerable to marketing

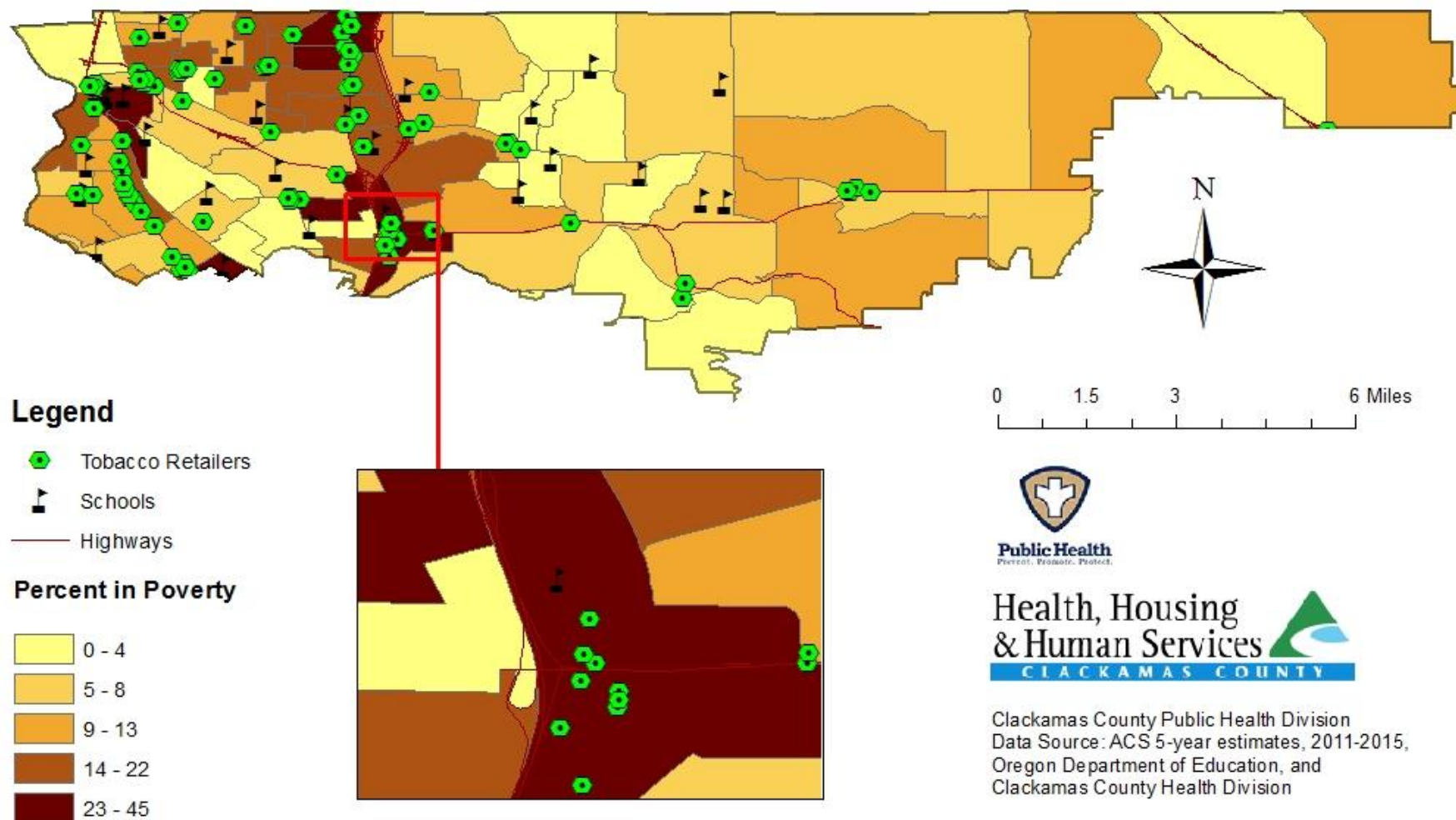
Increased visits to convenience stores are associated with higher odds of initiating smoking



Storefront Advertising
Why it Matters

North Clackamas Health Equity Zone

Tobacco Retailers, Schools, and Percentage in Poverty: By Census Block Group



Separation from Schools

- 66% of Clackamas County residents surveyed support limiting proximity of retailers
- Benton and Lane counties have 1000 feet set backs from schools
- Clackamas County Commissioners set 2000' between schools and marijuana retailers

Reduce Density

Local Tobacco Retailers



**Cap the number of retailers
in a geographic area**



**Cap the number of retailers
relative to population size**



**Require a minimum
distance between retailers**

Price for Marlboro

City (# retailers)	Average price per pack (\$)
Sandy (15)	6.48
Milwaukie (24)	6.40
Estacada (11)	5.98
Oregon City (29)	5.93
Milw / Portland (24)	5.79
Canby (13)	5.73
Lake Oswego (12)	5.47
Wilsonville (14)	5.27
Happy Valley (12)	5.26
Clackamas (14)	4.72

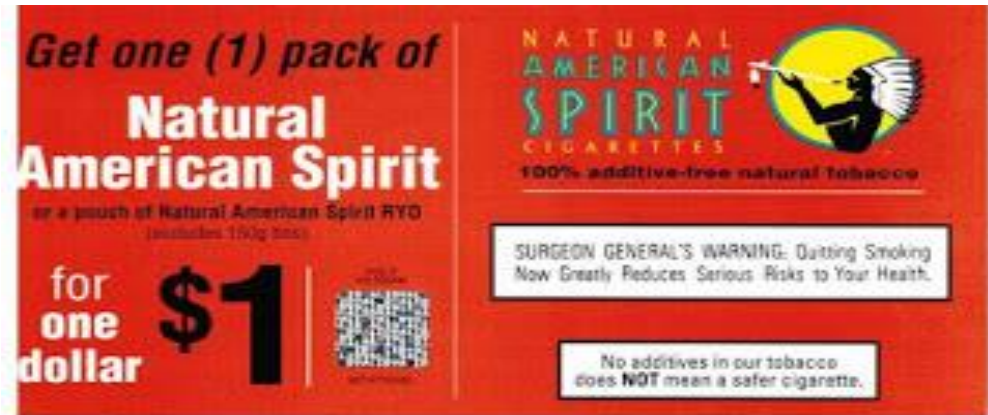
Marlboros cost
\$7.50 - \$8.00 in
Gov't Camp,
Welches and
Rhododendron
(6 retailers)

Pricing Policies

27%
Clackamas
County retailers
advertised
cigarillos for less
than \$1



Pricing Policies



Pharmacies that sell tobacco send a mixed message.

AT THE CHECKOUT

- Although tobacco products make up a small percentage of total sales in pharmacies, tobacco is prominently displayed at checkout.
- The presence of tobacco displays makes it more difficult for smokers to quit.
- When filling prescriptions for chronic illnesses worsened by smoking, 1 in 20 customers also purchased cigarettes.
- Pharmacies sell cigarettes cheaper than other stores and charge more for bottled water than other stores.

AT THE PHARMACY

After CVS stopped selling tobacco in September 2014, cigarette pack sales decreased and nicotine patch purchases increased in states where the chain had a large retail presence.

SUPPORT OF TOBACCO-FREE PHARMACIES

- 82% of pharmacists and 72% of adults in CA believe pharmacies should not sell tobacco.
- CA focus group participants, comprised of grocery store and pharmacy customers, considered pharmacies to be incompatible with the sale of cigarettes and thought there should be limitations on where they can be sold.



Over **2 million** U.S. adult smokers last purchased their cigarettes from a pharmacy.



In 2015, more than **53,000** pharmacies sold tobacco - that is more locations than all of the Starbucks and McDonald's in the U.S. combined.

License fees

- Determined by County Commissioners
- Covers costs of operating program only
- Spread equally among all tobacco retailers for the same level of service
- \$600 license = \$1.64/day to sell tobacco
- More than 80% of tobacco products sold through convenience stores
- Multnomah County experience

Questions?