

Welcome!

Protecting youth from Nicotine Addiction

Community Task Force Meeting 1

June 26, 2019

Clackamas County Public Health Division

Objectives

- ★ Understand the epidemic of youth tobacco use and why we're concerned about it
- ★ Describe the tobacco retail environment
- ★ Present options to prevent youth from using tobacco
- ★ Recap background on previous and current work

Tobacco Prevention & Education Program



Reduce the burden of tobacco-related disease in Clackamas county.

- Prevent youth initiation of tobacco
- Promote tobacco cessation (Quit Line)
- Implement tobacco-free policies
- Prevent exposure to second-hand smoke

Tobacco Products



Cigar Images Courtesy of Legacy®



Youth are Vulnerable to Nicotine



Clackamas County

11th graders

Surveyed in 2017:

- 25% used any tobacco product
- 1 in 3 youth said it would be “very easy” to get tobacco (stores, peers, parents, online)



What is a tobacco retailer?

Types of retailers

Convenience Stores & Gas Stations



Supermarkets & Warehouse Clubs



Pharmacies

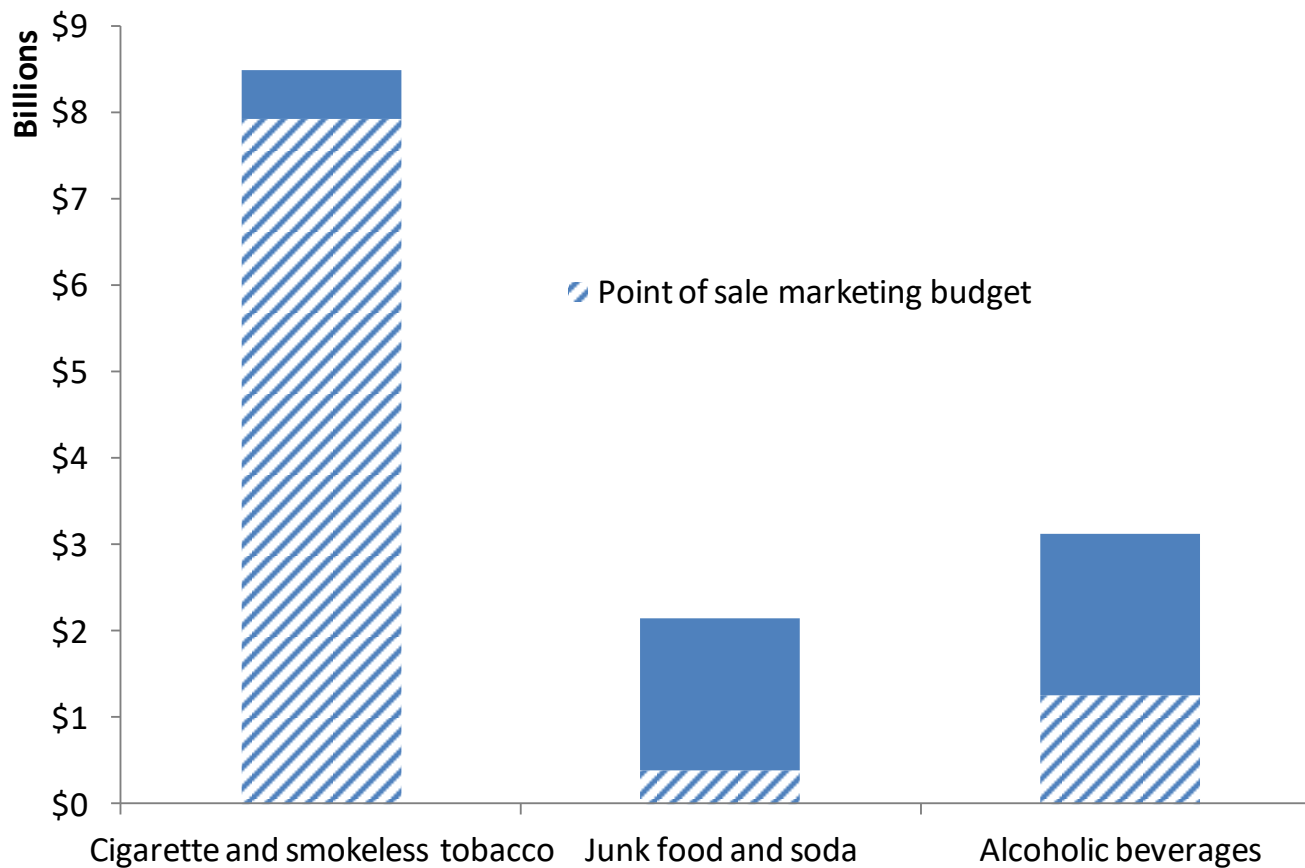


Tobacco shops & Liquor Stores



Why focus on the tobacco retail environment?

Marketing expenditures by industry



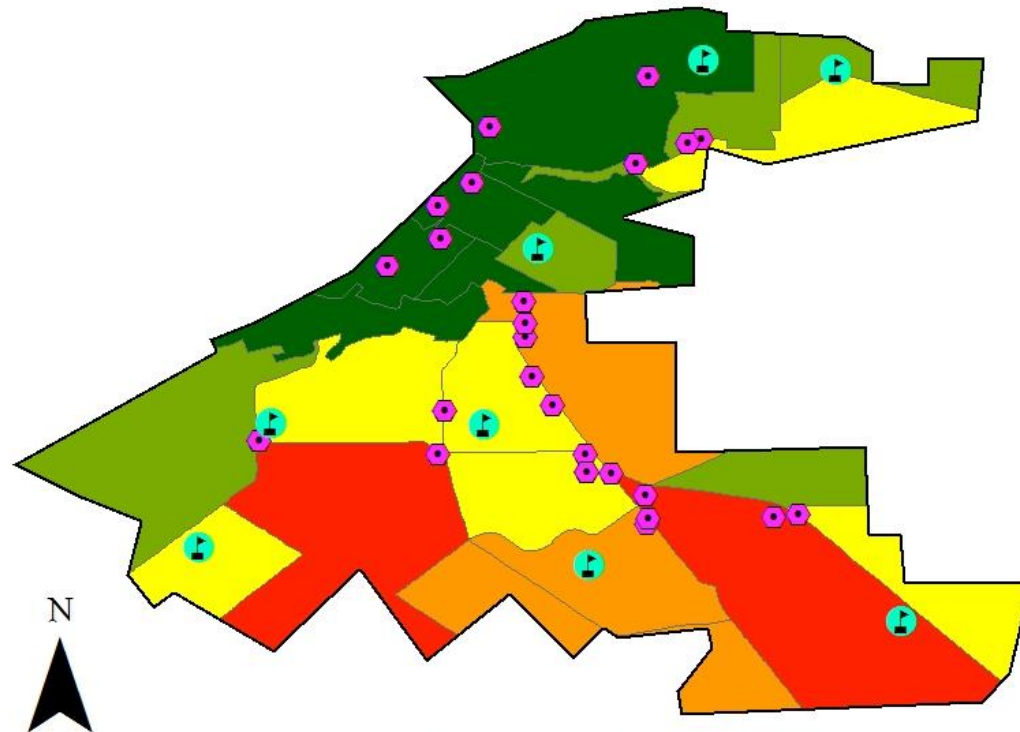
Youth are vulnerable to marketing

Increased visits to convenience stores are associated with greater brand impressions and a higher odds of initiating smoking



CENTER FOR PREVENTION AND HEALTH PROMOTION
Health Promotion and Chronic Disease Prevention

Oregon City: Youth Under 21 and Tobacco Retail Locations



Legend

- Tobacco Retailers
- Schools
- Oregon City Limits

Population Under 21

- 75 - 250
- 251 - 500
- 501 - 750
- 751 - 1000
- 1001 - 2150

0 0.5 1 2 Miles

Approximately 11,000 youth under the age of 21 live in the Oregon City area. In this same area, there are 25 tobacco retail locations.

Clackamas County Public Health Division: Data Source: ACS 5 year estimate 2012-2016, and Oregon Department of Education.




Public Health

Health, Housing
& Human Services



CLACKAMAS COUNTY

Efforts to prevent youth use

Education & Awareness	Policy & Environmental Changes
Media campaigns (TV, social media)	Tobacco 21 law
Education in schools (health curriculum)	Smoke-free properties
Prevention Coalitions	Product Placement Laws
	Product sampling prohibited

Opportunities for Action

Guess which one does **NOT** require a license?



Own a dog



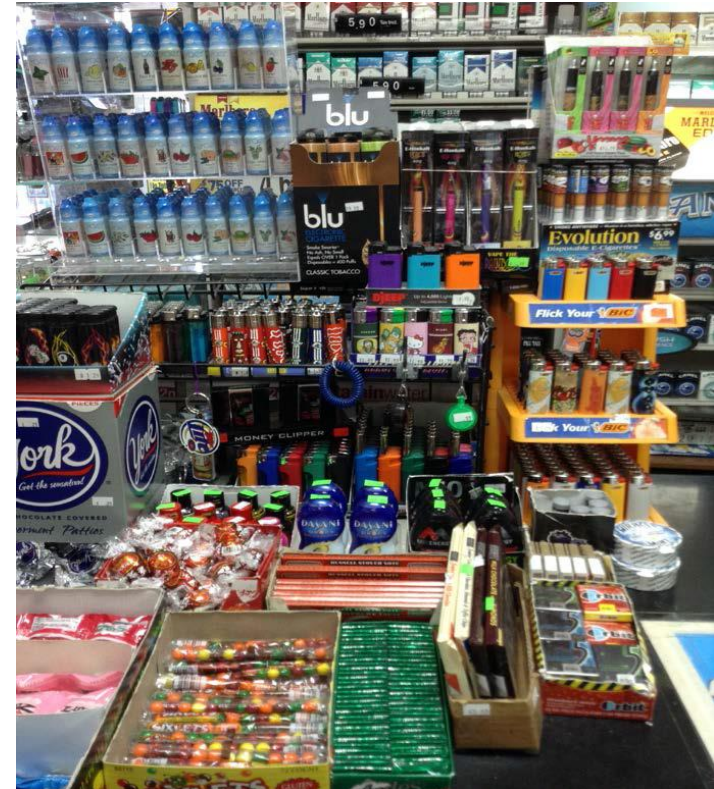
Sell Christmas trees



Sell tobacco

Tobacco Retail Licensing (TRL)

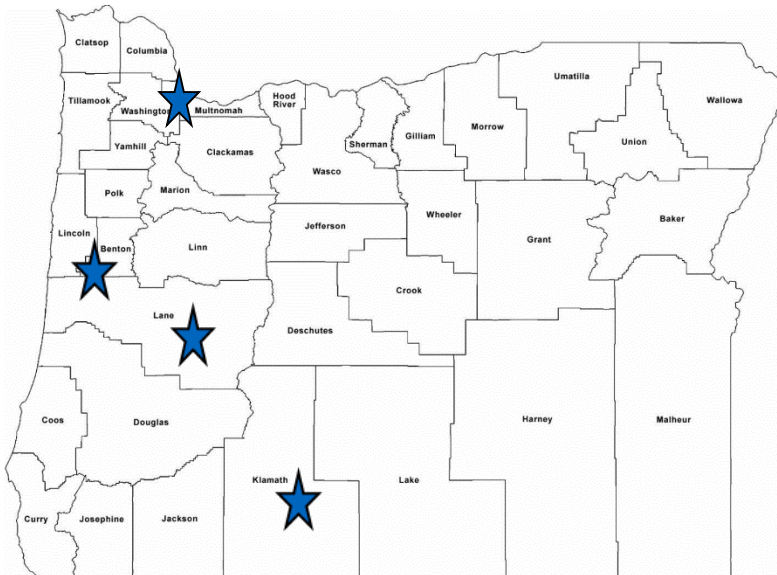
- Requires businesses to purchase a license to sell tobacco products
- Provides education & support to businesses
- Ensures businesses follow existing laws
- Annual license fee



TRL in Oregon

Jurisdictions Passed TRL

- Benton County
- Klamath County
- Lane County
- Multnomah County



Lessons Learned

- Most effective county-wide
- License fee to cover education & enforcement
- Public Health Authorities are best positioned to implement TRL

Point of Sale Strategies

- Ban the sale of flavored tobacco products
- Distance from schools
- Tobacco free pharmacies
- Limit tobacco retailer density
- Limit point of sale advertising



TRL Timeline

Date	Event
September 2016	Public Health started working on TRL proposal
June 2017	State Legislative Session: TRL proposed and failed
January 2018	BCC directed Public Health to engage stakeholders & assess support for TRL
October 2018	BCC directed Public Health to engage tobacco retailers
January 2019	BCC signed a resolution in support of TRL. Directed Public Health to proceed with an ordinance
February 2019	BCC directed Public Health to convene a Task Force

Community Engagement

Public Health has made presentations, answered questions and collected feedback from the following stakeholders:

Cities

Chambers
of
Commerce

Tobacco
Retailers

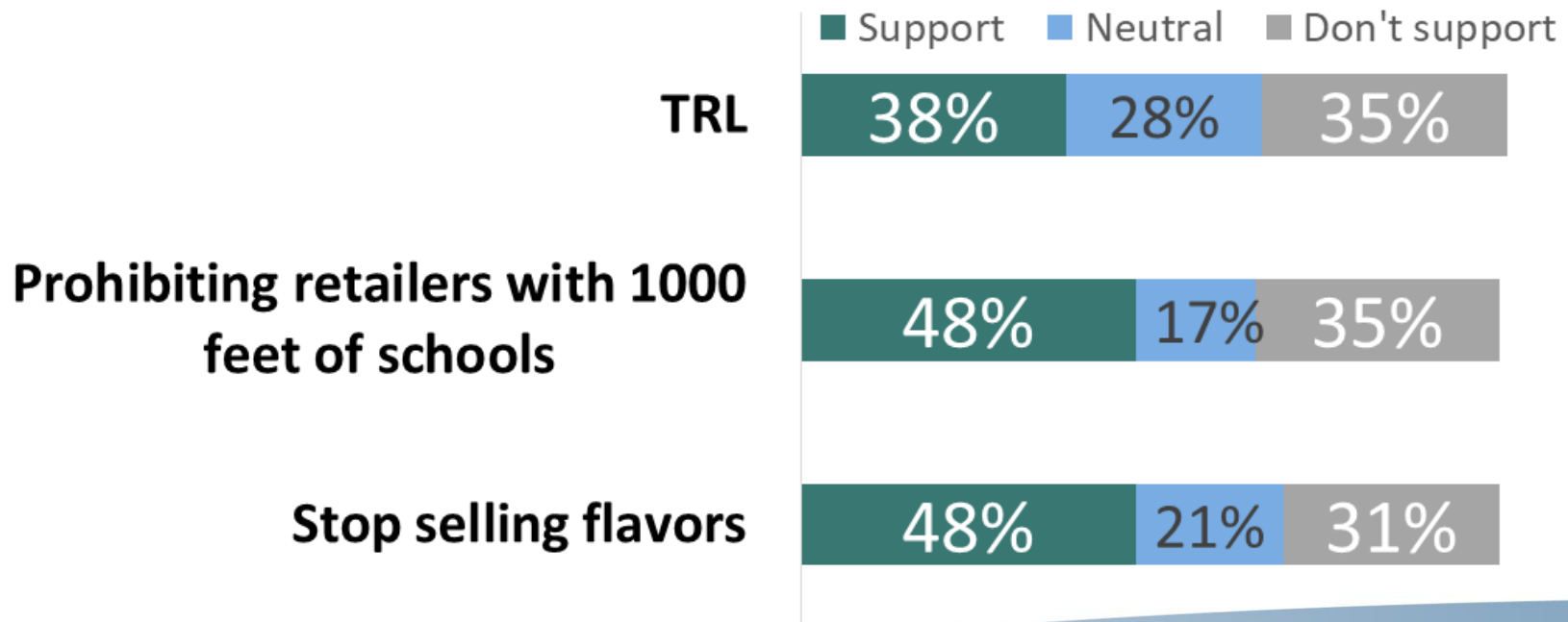
Schools

Community
Groups

**Community
Task Force**

Retailer Engagement

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



Concerns about TRL

- Impact of licensing fee on small businesses
- Is TRL effective?
- Unfair to law-abiding businesses
- Youth are getting products online and friends



Community Task Force

*Members represent a variety of professional
and personal interests*

Phase 1: Review draft TRL ordinance and
make recommendations

Phase 2: Develop rules to implement TRL
(if adopted by BCC)

Questions?

Group 1

John Hill
Tim Driscoll
Kiley Baker
Elizabeth Beattie
Charina Walker
Patrick Owen

Group 3

Jae Chun
Laura Poore
Kari McFarlan
Christopher Friend
Jennifer Reeves
Bethany Lowe

Group 2

Brainard Brauer
Leonard Kesterson
Vincent Magallon
Arlene Kantor
Teri Cummings

Group 4

Shawn Miller
Amber Smith
Alexis Zavala
William Miller
Nellie deVries
David Jacques

Small Group Directions

- 1) What parts of the ordinance do we need to modify and why?
- 2) What language do you propose?
- 3) What additional information would be helpful to you?