

Tobacco Retail Environment: Update on local and statewide efforts

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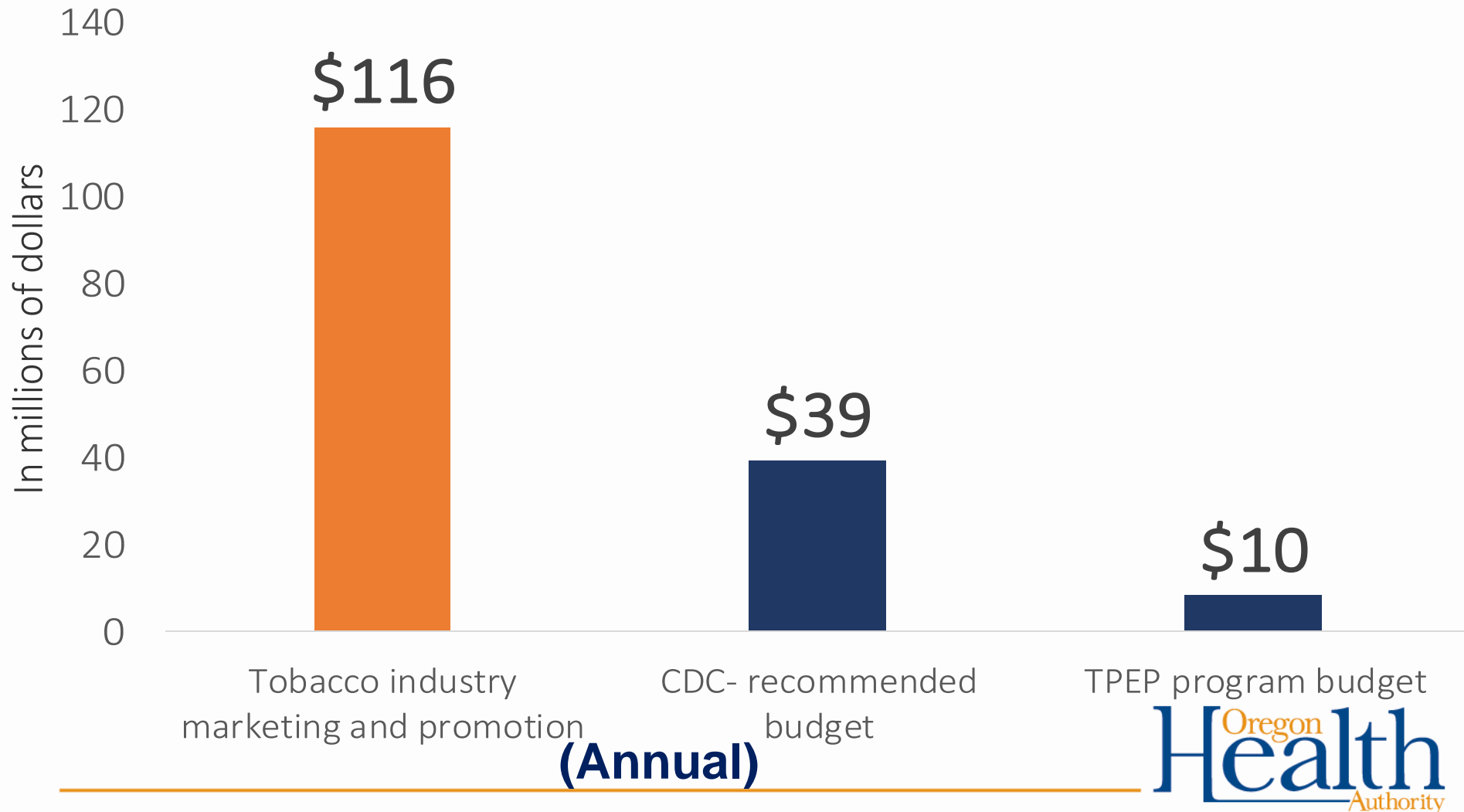
Oregon
Health
Authority

Outline

- Why focus on retail environment
- State retail environment overview
- Local retail environment overview

WHY FOCUS ON THE RETAIL ENVIRONMENT?

The tobacco industry is outspending prevention efforts in Oregon



Over 75% of tobacco promotion and advertising dollars are invested at the point of sale



STATEWIDE OVERVIEW

State efforts

- State policy efforts
- Data collection
- Funding to local communities
- Technical assistance and training
- Evaluate local retail policy change efforts
- Communications

LOCAL OVERVIEW

All Tobacco Prevention and Education Programs are:

- Advancing comprehensive tobacco retail licensing ordinances
- Advancing work on at least one retail policy strategy:
 - Prohibit flavored tobacco products
 - Restrict proximity of tobacco retailers to schools
 - Increase cost of tobacco through coupon restrictions
 - Eliminate the sale of tobacco products in pharmacies

Strategies for Policy And Environmental Change (SPArC)

SPArC funding **accelerates** policy change.

SPArC funding **mobilizes** communities most impacted by the influence of tobacco.

Community leadership play a key role in local and statewide SPArC goals.

Oregon communities with TRL

- Multnomah County
- Benton County, unincorporated
- City of Corvallis
- City of Philomath
- Lane County, unincorporated
- City of Veneta
- City of Creswell
- City of Cottage Grove
- Klamath County, unincorporated
- Klamath Falls

Flavor ban



Proximity and Density of Retailors

WHAT ARE YOUR
KIDS SEEING ON THEIR
WAY TO SCHOOL?



ONE OF THESE
THINGS **DOESN'T**
BELONG



Non-tax price increases



- Require minimum pack size (e.g. no single cigarillos)
- Establish minimum price
- Prohibit price discounting (e.g. specials, multipack discounts)
- Prohibit redemption and/or distribution of coupons

Ban of Tobacco Sales in Pharmacies



