
Tobacco 21 Evaluation: Pre-implementation survey findings

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Tobacco Reduction Advisory Committee meeting
July 26, 2018**



Center for Prevention and Health Promotion
Health Promotion Chronic Disease Prevention Section

Tobacco 21 – Senate Bill 754

- Raised minimum age to purchase tobacco and inhalant delivery systems to 21
- Governor Brown signed August 2017
- Enforcement began January 1, 2018

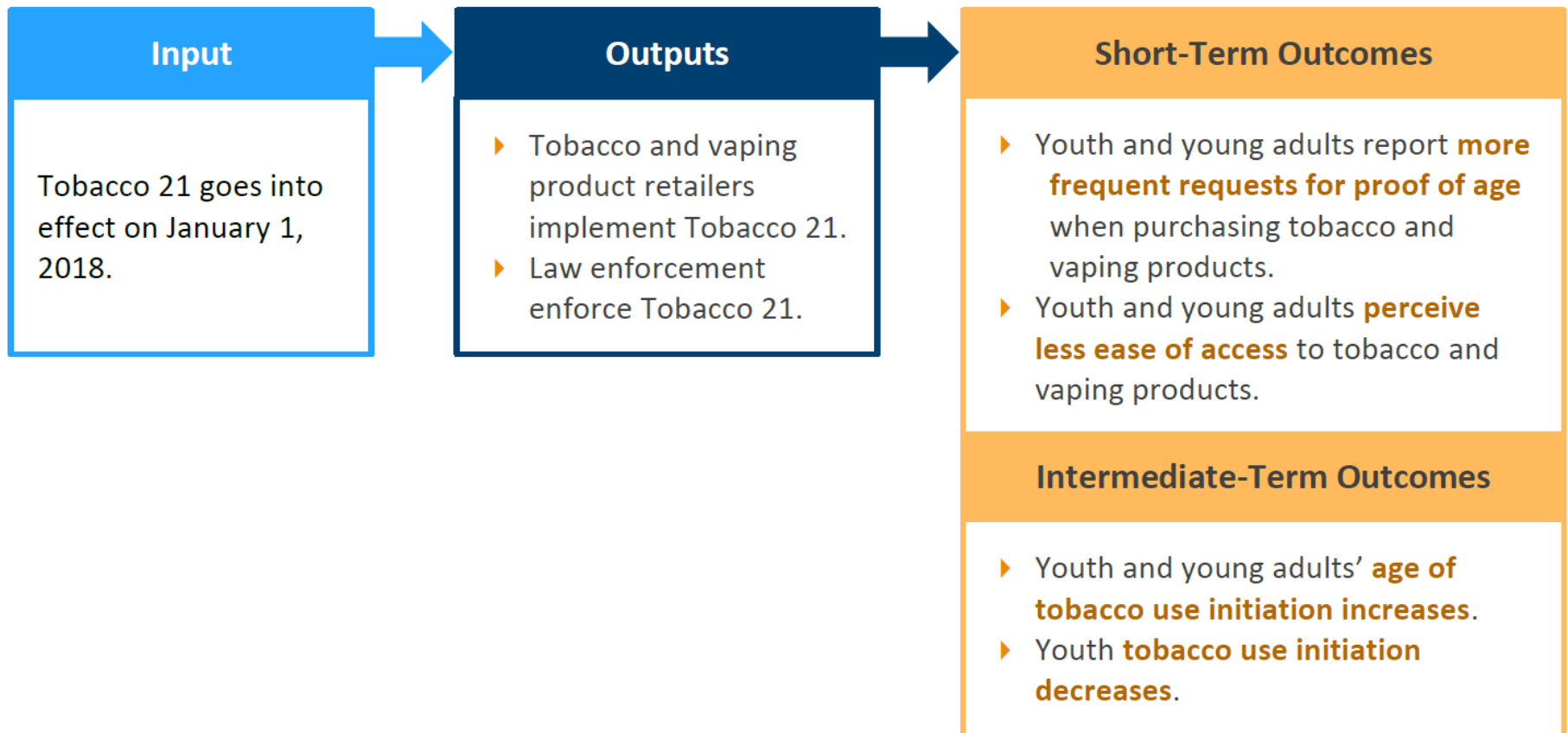


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T21 expected outcomes – Logic model

Exhibit 2—Oregon Tobacco 21 Logic Model



Oregon Tobacco Survey



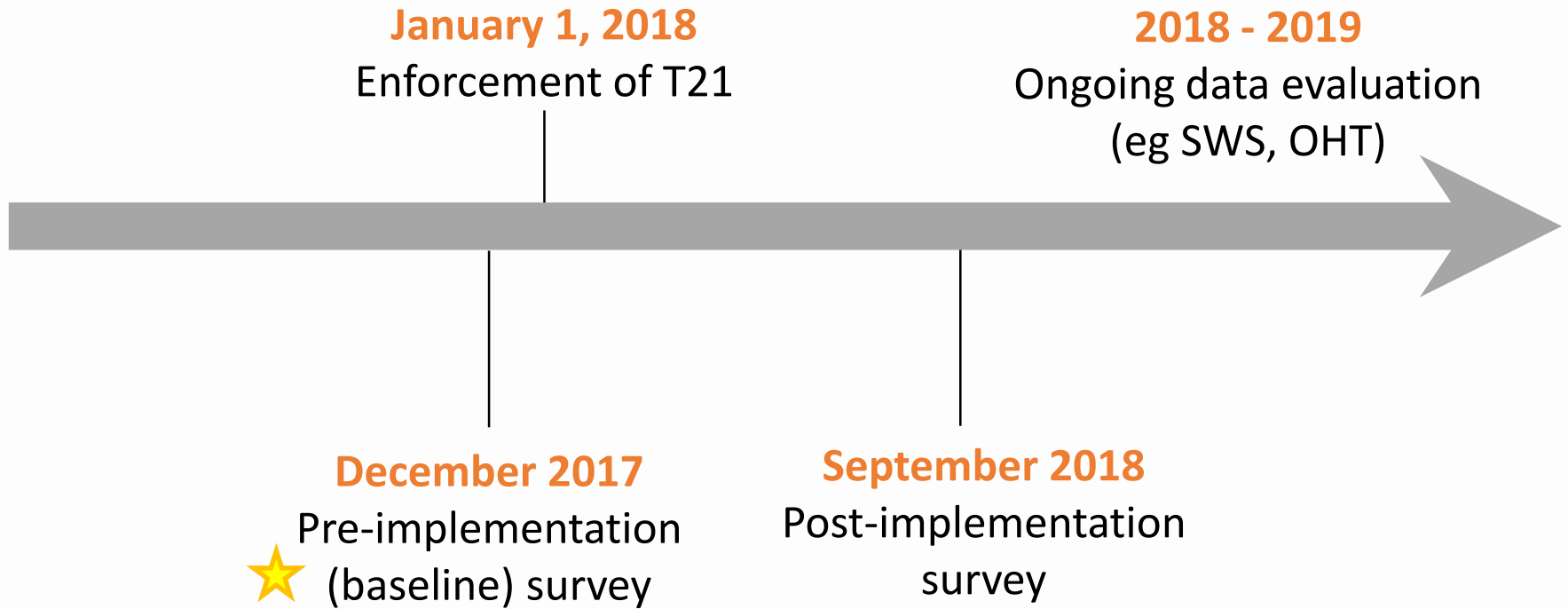
Oregon Tobacco Survey



- Youth ages 13 – 17
- Young adults ages 18 - 25
- Tobacco users
- Facebook and Instagram
- Separate launches directed at different regions, zip codes, and ages
- Incentive to complete – gift card drawing



Survey timeline



★ *Data shown today*

Current tobacco users – respondent demographics

Age 13-17	719
Age 18-25	2,714
Portland metro	2,346
Outside Portland metro	1,087
Male	54%
Female	43%
Something else fits better	3%

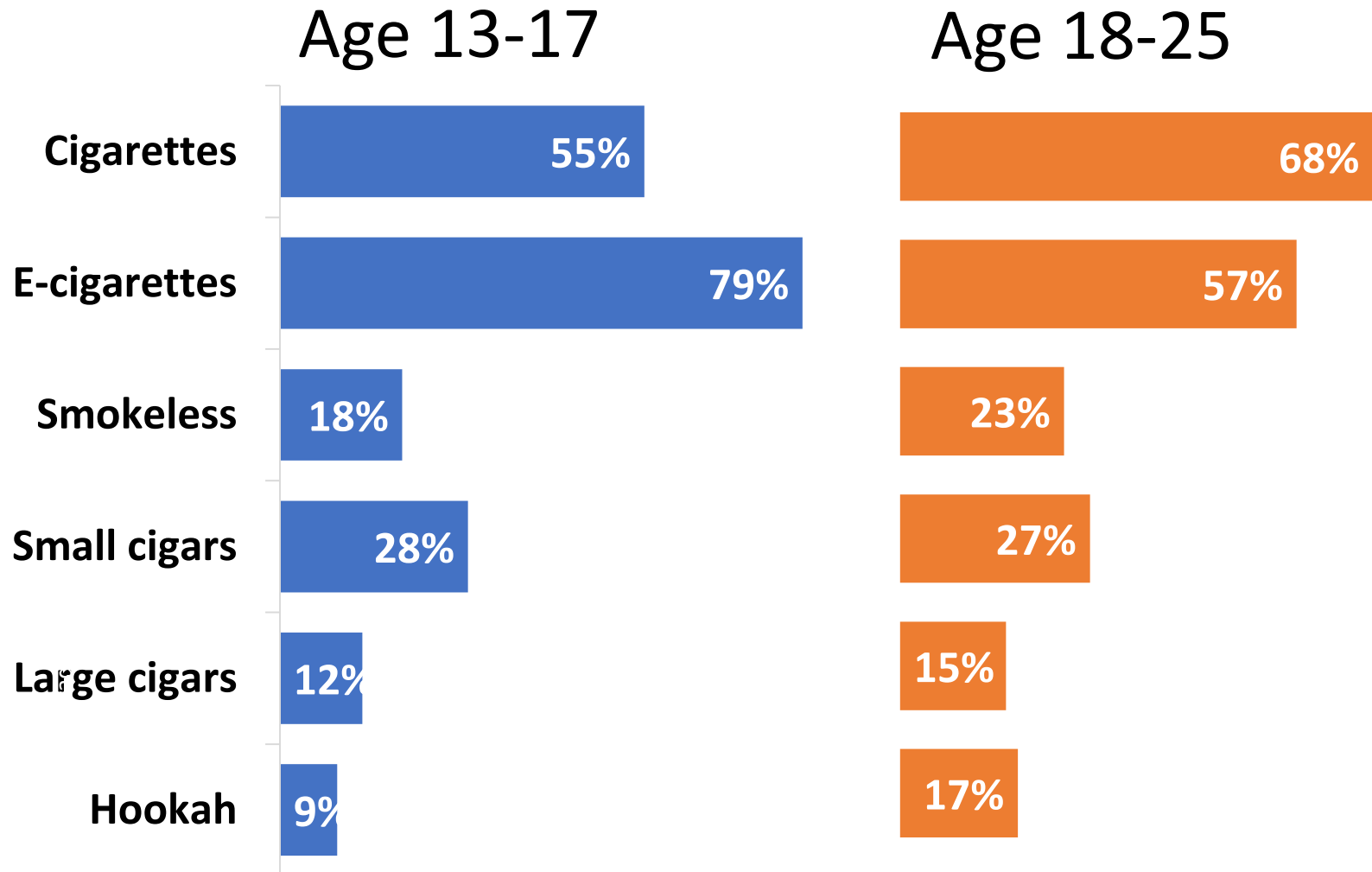
Portland metro = Clackamas, Columbia, Multnomah, Washington, & Yamhill

LGB or Something else	25%
Straight	73%
Don't know	2%
American Indian / Alaska native	2.6%
Asian	2.3%
African American / Black	2.0%
Native Hawaiian / Pacific Islander	0.9%
White	83.9%
Multiple races	8.3%
Hispanic	11%
Non-Hispanic	89%

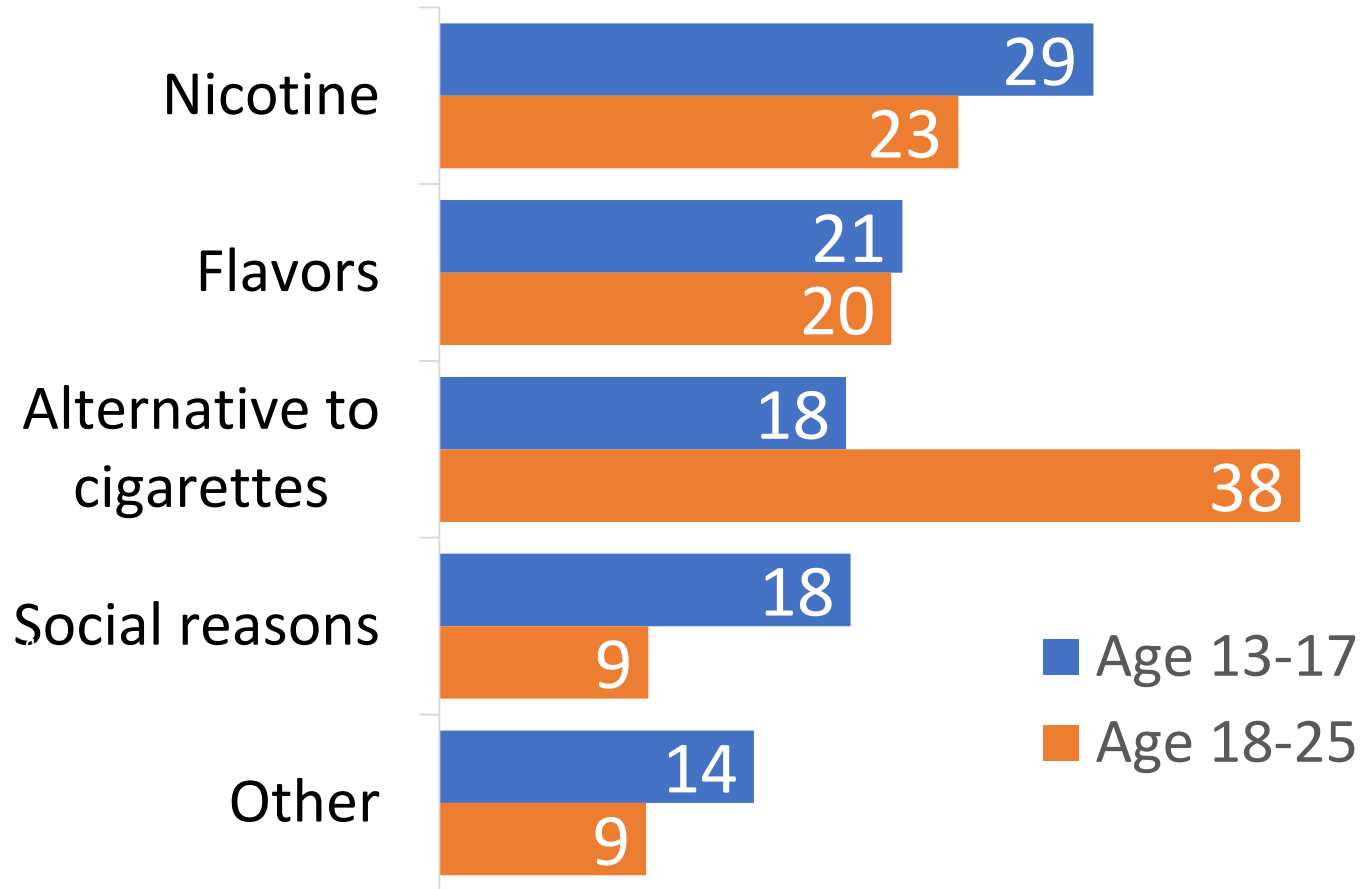
What tobacco product(s) do you currently use?



Product used – among current tobacco users



Main reason you use e-cigarettes/JUUL



Among current e-cig users

Initiation of tobacco use

How old were you when you first used tobacco?

Did you first start using tobacco in the past 6 months? (June to December 2017)

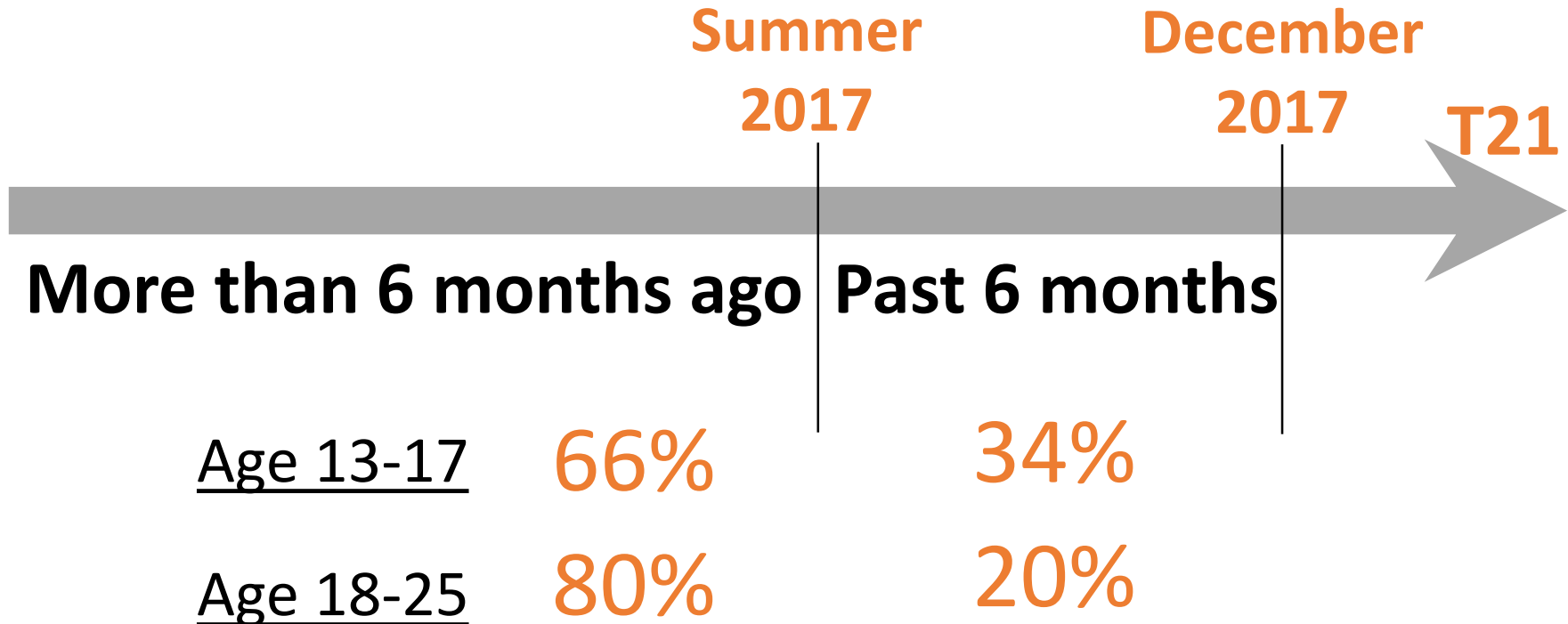


Average age first used tobacco

	<u>Age 13-17</u>	<u>Age 18-25</u>
Cigarettes	13	15
E-cigarettes	15	18
Other tobacco	14	16

Among current smokers, e-cig users, or other tobacco product users, respectively

Started using tobacco in past 6 months

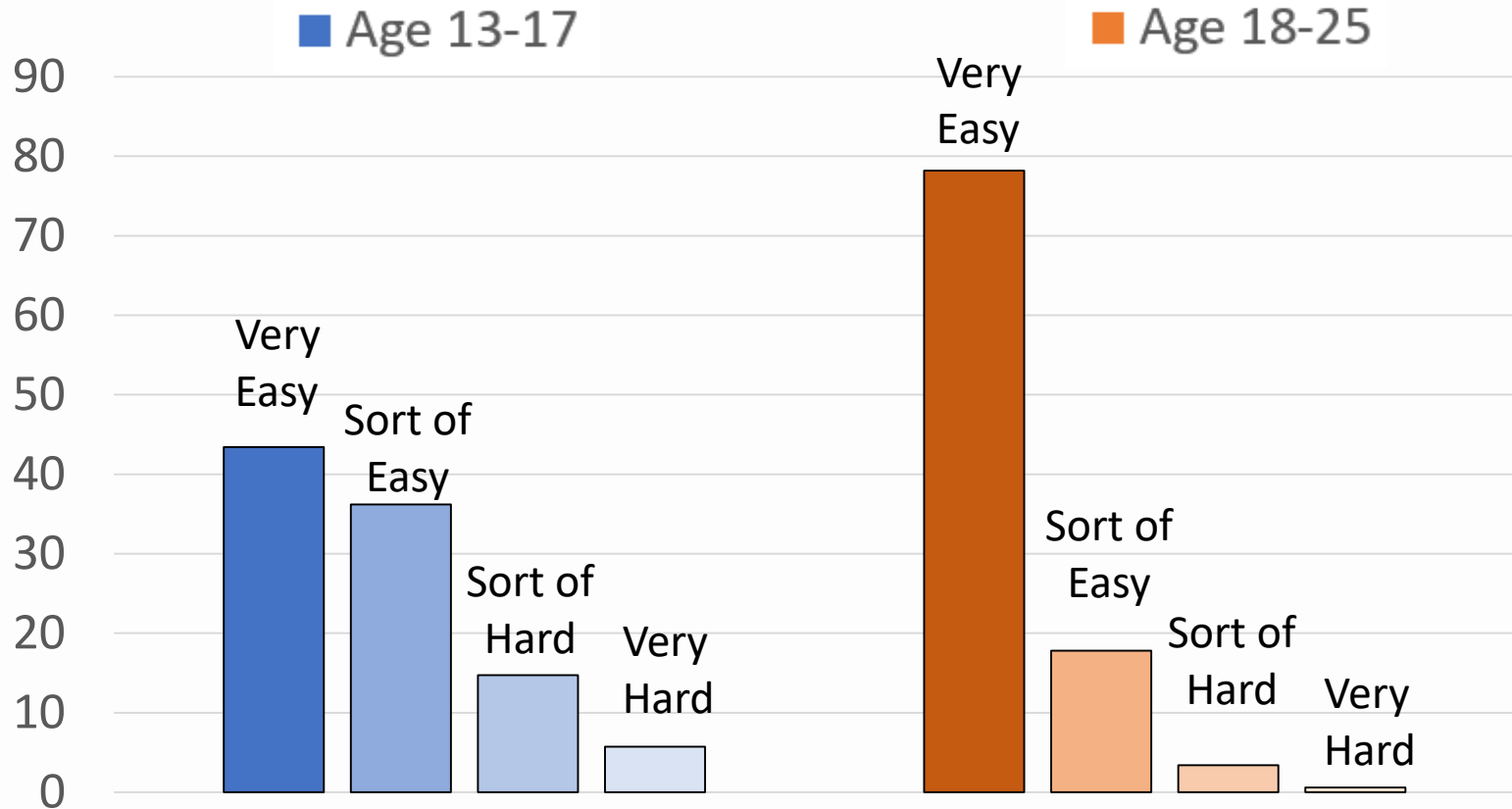


Among current tobacco users.

How hard is it to get tobacco?



Youth report it is slightly less easy to get tobacco than young adults



Among current tobacco users

Where did you get the tobacco that you use (past 30 days)?



Store (grocery, convenience, gas)

Age
13-17

32%

Age
18-25

81%



Friend or family
(any age)

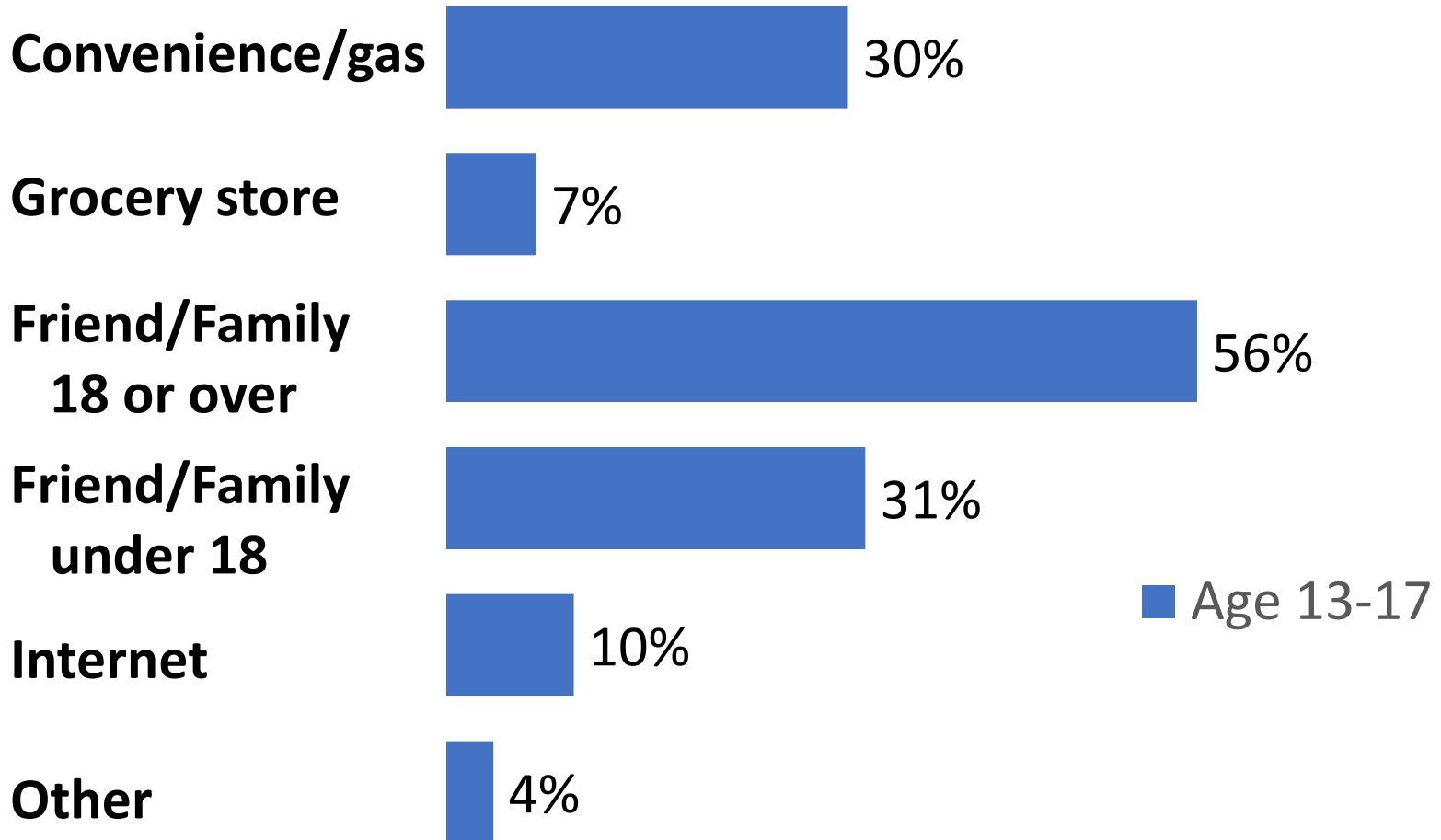
75%

20%

Among current tobacco users. Respondents could select more than one source.

Where did you get tobacco?

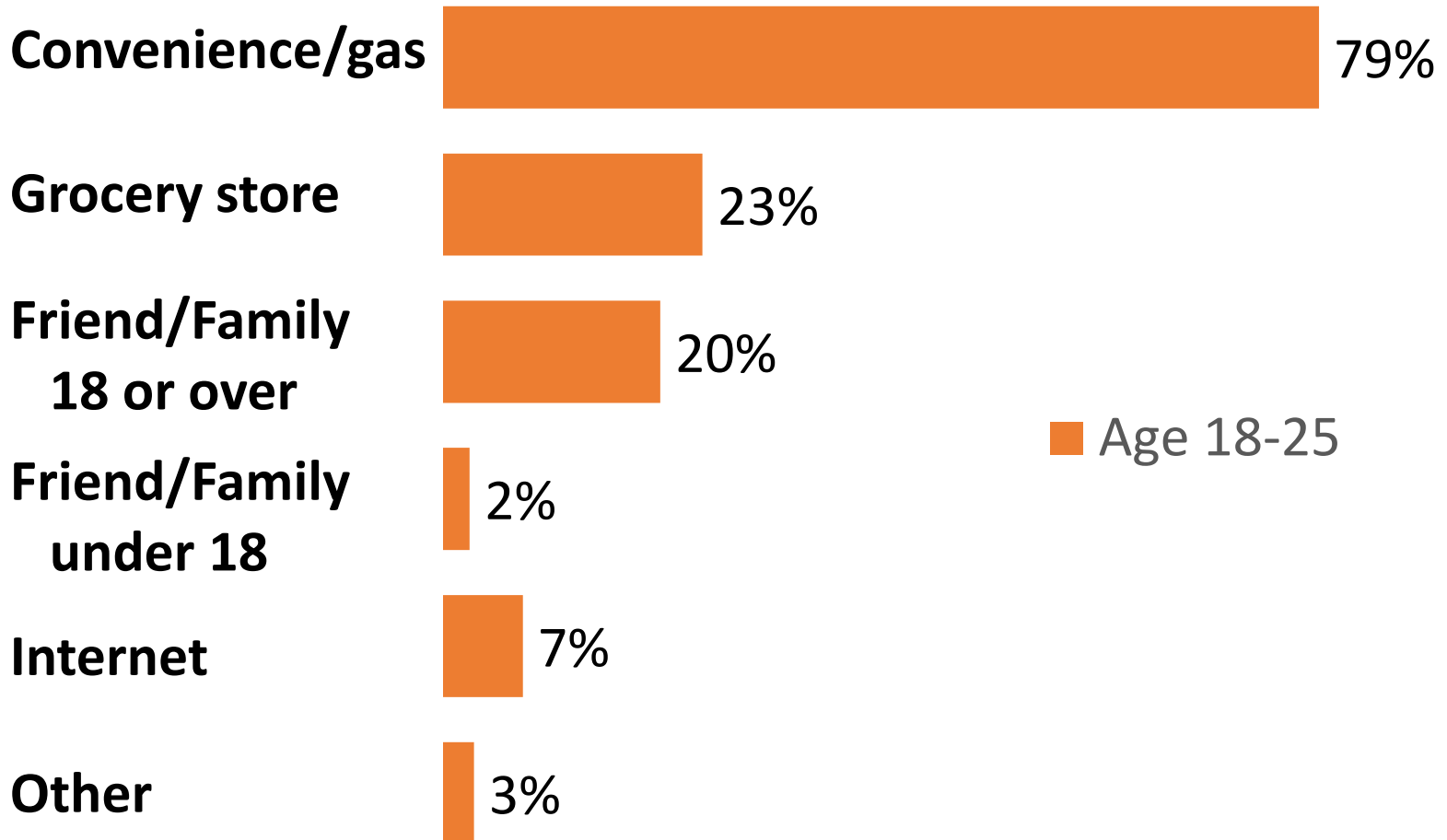
Age 13-17



Past 30 days. Among current tobacco users. Respondents could select more than one source.

Where did you get tobacco?

Age 18-25



Past 30 days. Among current tobacco users. Respondents could select more than one source.

How often were you asked to show ID when you bought tobacco (past 30 days)?

How to Read an Oregon ID

Oregon sales clerks must check all persons under the age of 27 for valid ID before selling them tobacco products. The following IDs are acceptable as proof of age:

- Passport;
- Driver license with picture from Oregon or another state;
- Identification card with picture from Oregon or another state; and
- Any other ID card issued by a state or federal government agency.

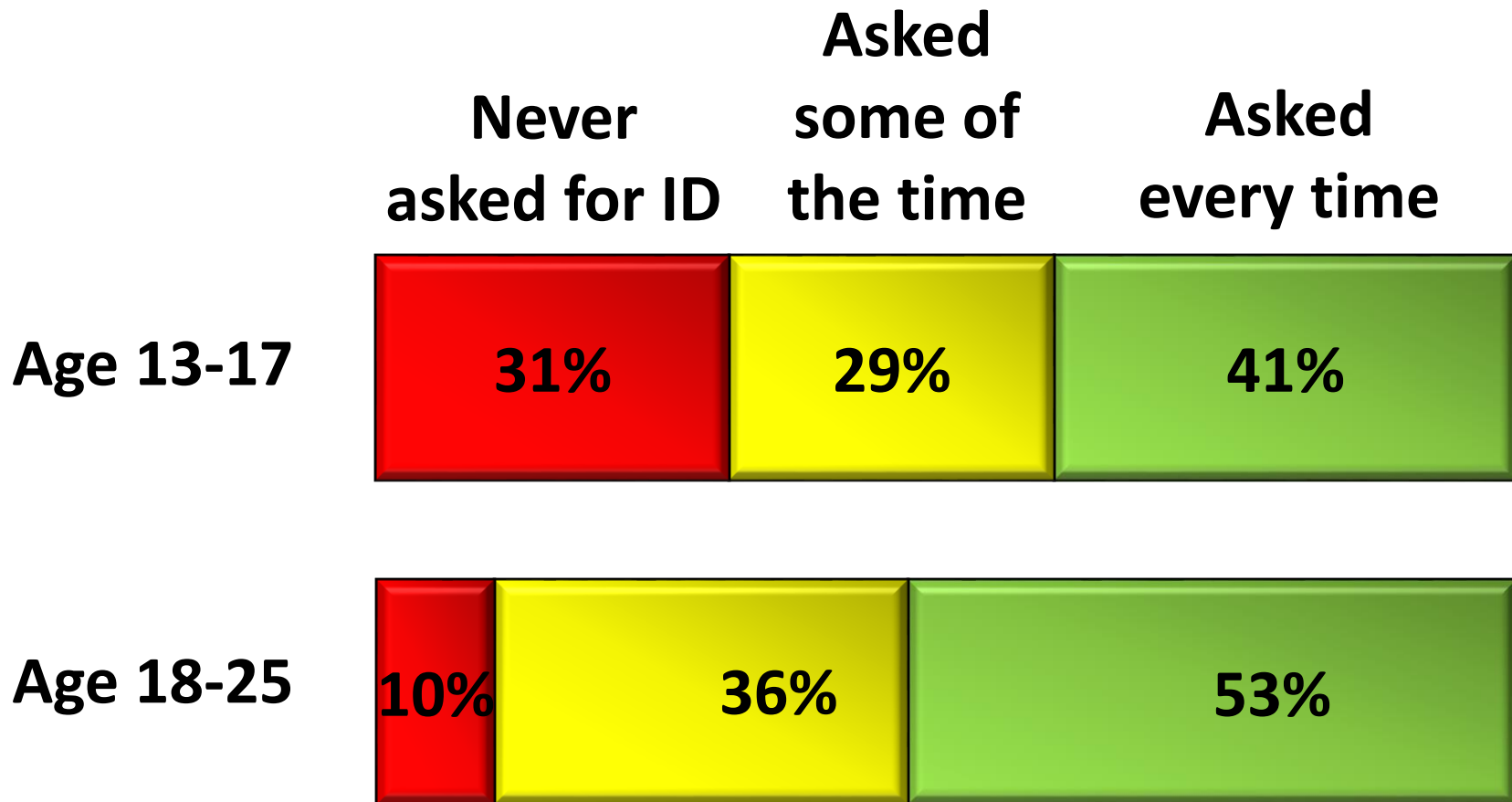
The ID must contain the person's:

How to check under 21 ID

This date refers to the date the individual turns 21. The customer needs to be 21 or older to purchase tobacco or vaping products. The red border feature is issued to Oregon residents under the age of 21.



Younger aged youth were **LESS likely** to be asked to show ID



Additional data analysis for priority populations

- **American Indian**
- **African American**

Additional data analysis for priority populations

- **LGB, something else**

Product used - among current tobacco users	LGB	Straight
	%	%
Cigarettes	80	60
E-cigarettes, JUUL, other vaping	59	63
Smokeless	9	27
Small cigars	27	28
Large cigars	12	15
Hookah	17	14

Next steps

- **Post-T21** implementation survey (September 2018)
- Comparison of responses **pre- vs post-T21**
- Analysis of **race oversample data** (American Indian, African American)
- Ongoing analysis of youth and young adult **survey data** (Oregon Healthy Teens, Student Wellness Survey, Behavioral Risk Factor Surveillance System).

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