

LOCAL PROGRAMS AT WORK

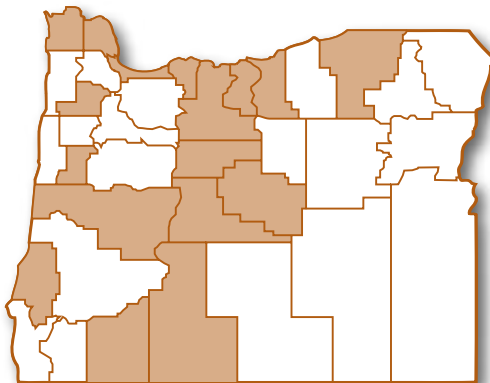
The tobacco industry spends \$162.7 million per year to reach into every county in Oregon to promote and sell its products. From free tobacco give-aways at rodeos to sponsorships of street basketball tournaments, children and adults are bombarded with pro-tobacco messages.

Oregon's Tobacco Prevention and Education Program funds local tobacco control programs to engage Oregonians in their homes, workplaces, schools, places of worship and entertainment, civic organizations and other public places. These local tobacco control programs are located at county health departments throughout Oregon. These programs are able to counter tobacco marketing where it matters the most—in the communities, the schools and the workplaces where people live, work and play.

County health departments work with tobacco prevention coalitions to:

- Promote smokefree environments and communities
- Reduce the influence of tobacco product marketing
- Encourage tobacco users to quit

Because of limited funding, TPEP is only able to fund 17 county programs. These programs have engaged their communities and challenged them to become healthier through preventing tobacco use. And, they have seen real results from their endeavors. In order to reduce tobacco-related illness and death, funding should be extended to every county in Oregon.



Shaded counties have funded programs.

What's Going On...

- Teens in Clatsop County visited tobacco retailers to educate them about not selling tobacco to minors.
- Jefferson County adopted a smokefree entrance policy for county buildings and is working to promote and implement smokefree outdoor events in the county. The county is also educating tobacco retailers about youth access laws and encouraging retailers to reduce tobacco advertising.
- The Jackson County Tobacco Prevention & Education Program worked with Asante Health System to develop and implement a tobacco-free hospital campus policy at Rogue Valley Medical Center and Three Rivers Hospital.
- Multnomah County has developed a program to help landlords and rental property managers offer more smokefree housing.
- The Deschutes County Tobacco-free Alliance was instrumental in helping the Deschutes County Fair and Expo Center develop and implement a 100% smokefree campus policy.
- Tobacco retailers in Crook County receive an educational visit with a reminder about the importance of not selling tobacco to youth.
- The Jackson County Tobacco Prevention & Education Program serves as an active community partner to Medford and Eagle Point School Districts in helping them to receive Healthy Kids Learn Better funding in order to improve their K-12 tobacco prevention education and policies.
- The Wasco County Prevention Coalition is assisting School District #21 in The Dalles to communicate the new policy that restricts smoking within 100 feet of all school property.
- Lane County collaborated with the county's two major medical centers to go tobacco-free campus-wide (effective November 2006 at PeaceHealth and July 2007 at McKenzie Willamette). The county and local coalition continues to enforce and strengthen the Eugene Clean Indoor Air Ordinance, which protects all workers from secondhand smoke.

In our Community...

"The Tobacco-free Coalition of Klamath County has been working hard towards raising awareness about the danger of secondhand smoke in our community. We began by assessing the policies in place at school districts, the community college, the local university, and exempted workplaces. With the assessment the coalition determined that the community is concerned about tobacco use and secondhand smoke."

— Christa Runnels, Klamath County Health Department

"We are working to reduce the amount of "point of purchase" advertising of tobacco products in Pendleton stores. We selected this activity because advertising at retail locations is highly visible and one of the main ways youth are exposed to pro-tobacco messages. Our goal this year was to have students send out letters and, when possible, visit retailers in person to ask them to reduce the amount of advertising in their stores. This way, the students, the retailers and the public would be educated about the pervasiveness of tobacco advertising."

— Janet Jones, Umatilla County Health Department

"We worked to ensure that the skate-park is tobacco-free; we want the kids in our community to have positive tobacco-free activities."

— Mary Gale-Woods, Wasco-Sherman Health Department

"The Benton County Tobacco Prevention Program and Coalition worked with all our school districts in Benton County to help them adopt strong comprehensive policies around tobacco use and presence at school. Research has shown that solid tobacco-free schools policies that are well enforced decrease the percentage of students who smoke."

— Stacey Edwards, Benton County Health Department

"By educating retailers and clerks about the Oregon tobacco laws regarding selling tobacco to youth and then reminding them through a Reward and Reminder visit, we expect to see a decrease in tobacco products sold to minors."

— Jane Stevenson, Jackson County Health Department

