**EMAIL ANNOUNCEMENT**

*The email announcement below is intended to be used by TPEP Coordinators to announce the eye-opening findings from the assessment and the release of the statewide report to local elected officials, other health professionals and their local communities.*

**Subject Line:** New OHA Report: Shining Light on the Tobacco Industry’s Tactics in Oregon

Dear **XXX [note: the email and ask below should be customized depending on the email recipient]**

The tobacco industry spends over $100 million each year in Oregon, putting its products front and center, where people — including kids — will see them every day.

In 2018, Oregon Health Authority (OHA) set out to assess what tobacco retail marketing and advertising look like and to identify the tactics the tobacco industry uses to push its deadly products across our state. OHA trained and supported local health department staff and volunteers in every county to assess nearly 2,000 gas stations, grocery stores, convenience stores and pharmacies that sold tobacco and were accessible to youth.

The findings shed light on the variety and intensity of tobacco marketing and the ways the industry targets communities, especially youth, communities of color and people living with lower incomes. The statewide report summarizes the retail assessment findings and includes information about how communities are fighting back.

You can learn more by reading the full statewide report. **[End sentence or insert here an optional closing statement below]:**

* I would love to set up a meeting with you to discuss the report and explore how it could help tobacco prevention work in our county.
* It would be great to connect and learn from you how our organizations could potentially work together to push back against the tobacco industry.

To learn more about tobacco in Oregon and in your county, visit the [Smokefree Oregon website](https://smokefreeoregon.com/).