

## BACKGROUND

For the first time in Oregon, during the 2013 legislative session, Tobacco Master Settlement Agreement (TMSA) funds were designated for tobacco prevention and control. Input from the Conference of Local Health Officials (CLHO), the CLHO Healthy Communities Committee, the Tobacco Reduction Advisory Committee (TRAC), and an expanded group of advisors including representatives from Coordinated Care Organizations (CCOs) and the Governor’s Office resulted in a competitive funding opportunity using a portion of the TMSA funds for Local Public Health Authorities (LPHAs) to advance policy, systems and environmental changes that:

- Promote tobacco-free environments and communities,
- Reduce the influence of tobacco product marketing and promotion, and
- Encourage tobacco users to quit.

LPHAs were encouraged to work with their local CCO, Regional Health Equity Coalitions, Tribes, and other community organizations representing local populations disproportionately impacted by tobacco products to implement recommendations from the Centers for Disease Control and Prevention (CDC) Best Practices for Tobacco Control.

Lane County Public Health (LCPH) was one of six grantees awarded funds to advance tobacco control and prevention in local communities, working closely with county and city partners and getting input from social service agencies to develop tobacco-related policy solutions in the region.



*“It’s a significant investment to work on policy development. It needs strategic bandwidth and people power.”*

# SPArC Tobacco-Free Lane County

## Grantee Summary

With a population of over 350,000, 1 in 10 Oregonians live in Lane County. Eugene and Springfield comprise the second largest urban area in the state, but outside of this metropolitan area, the county is primarily rural. The large size and geographic diversity creates local disparities. Lane County residents that bear a disproportionate tobacco use burden include residents who live rurally, are racial/ethnic minorities or who experience poverty, substance abuse or mental illness.

SPArC funds allowed Lane County Public Health (LCPH) to expand upon existing tobacco work to focus their policy work in the urban Eugene area as well as in rural areas of Lane County. LCPH contracted with Rede Group for additional technical assistance and support. By working with City and County decision-makers as well as social service organizations to develop responsive policy options, Lane County Public Health is advancing the breadth and depth of tobacco control in Oregon.

## KEY STRATEGIES

In response to this funding opportunity, LPHAs designed SPArC projects to respond to local needs in tobacco prevention and control; each grantee implemented strategies tailored to their unique context.

Lane County proposed three main strategies in their SPArC application, two in the City of Eugene, and one in unincorporated Lane County:

1. Support creation of new tobacco-free environments within the City of Eugene
2. Work with social service agencies in Eugene to adopt tobacco-free campus policies and establish screening & referral systems
3. Develop and implement County-wide tobacco retail licensing policy that includes retailers selling e-cigarettes and banning the sale of e-cigarettes to minors

*“Those products, e-cigarettes and vapes, have flavor in them. So all of those things are helping to entice kids to try it, that normally wouldn’t go for a cigarette. It’s not ok to sell these flavored products to kids that are underage.”*

*Krista Parent, Superintendent of South Lane School District*

# SPArC Tobacco-Free Lane County

## PROJECT MILESTONES

### Strategy 1: Healthy Downtown Eugene initiative

Lane County Public Health (LCPH) staff and Rede Group consultants provided technical assistance and data from an observational study and key informant survey to City of Eugene staff as they prepare to draft a smoke-free environments policy.

Using local data and case reports from other U.S. jurisdictions, project staff provided technical assistance to city staff in an effort to ensure equitable and effective policy development and enforcement.

The Eugene City Council held a work session in May 2015 to discuss expanding smoke-free areas in Eugene. An adopted policy would be implemented in fall 2015 or early 2016.

### Strategy 2: Engage social service agencies

SPArC staff met with social service agency leaders and staff members to gain their input on an equitable enforcement strategy that can be used once policies are adopted and implemented.

LCPH has collaborated with Trillium Coordinated Care Organization (CCO) to facilitate access to Tobacco Treatment Specialist (TTS) services for social service agency clients.

### Strategy 3: Tobacco retail licensing ordinance

In December 2014, the Lane County Board of Commissioners passed a tobacco ordinance in unincorporated areas of the county.

- Bans the sale of e-cigarettes to minors.
- Requires tobacco and e-cigarette retailers (currently 59) to purchase an annual business license.
- Prohibits free samples, the redemption of coupons and other price discounting practices like multi-pack discounts.
- Prohibits new retailers from opening within 1,000 feet of places that serve children, like schools, day care centers, libraries, playgrounds, youth centers, recreation facilities or parks.
- Prohibits self-service displays and mobile vending.
- Requires posting of health warnings (not graphic) and Quit Line information in each retailer.

*"I think it's incumbent upon us to be stewards to the community's public health. We need to have legislation [and] effective ordinances that are going to protect the general community, and to me, this [policy] is a no-brainer."*

*Greg Evans, Eugene City Councilor*



# SPArC Tobacco-Free Lane County

## CHALLENGES

- Supporters who see Healthy Downtown smoke-free initiative as an opportunity to drive vulnerable populations, such as homeless people, from downtown.
- Lack of strongly evidence-based, highly effective tobacco cessation models for treating tobacco users who also experience mental health and substance abuse issues. Historically, tobacco use was seen as a functional mental health coping tool and was not a priority for treatment.
- Policy work requires an intense amount of staff time and resources to properly educate policy-makers, leadership, and the community.
- Passing tobacco-related policies is inherently political, attracting attention from the tobacco industry, grocer's association and retailers.
- Efforts to roll-back the strength of the Lane County ordinance within six months of passing the policy.

## Lessons Learned

- Important to anticipate and prepare for resistance from stakeholders outside of public health when doing policy work in tobacco issues.
- Promote smoke-free spaces as an essential aspect of providing cessation opportunities. Similarly, incorporate linkage to comprehensive tobacco cessation services when promoting tobacco-free spaces.
- Identify and develop tobacco champions within social service agencies.
- Develop strong public and decision maker support and clear understanding for all components of tobacco retail licensure (TRL) before passing a TRL ordinance.



*“The tobacco industry can really make my job a little more difficult. They think it’s acceptable and they’re just trying to reach these young impressionable kids.”*

*Michael Grover, Police Chief Cottage Grove*

## FUNDED PROJECTS

The Strategies for Policy And environmental Change (SPARC) Tobacco-Free competitive Request for Grant Applications (RFGA) directed applicants to:

- Complement, build upon, or accelerate, but not duplicate, the current Local Program Plan of the LPHA(s) Tobacco Prevention and Education Program (TPEP);
- Be achievable and produce a sustainable change within the 15 month grant period of April 1, 2014 through June 30, 2015; and
- Be evaluable to demonstrate advancement of policy, systems and environmental changes in tobacco prevention and control.

Six grantees were funded across the State of Oregon in the following counties:

1. Coos & Douglas
2. Klamath
3. Lane
4. Linn, Benton & Lincoln
5. Multnomah
6. Yamhill

## NEXT STEPS

- Minimize alterations to the County policy.
- Continue to work with the 12 cities in Lane County to pass local tobacco retail licensure ordinances similar to the County ordinance.
- Provide technical assistance to Eugene City Council as they develop a smoke-free environments policy to ensure adoption, implementation, and equitable enforcement.
- Continue developing treatment options and working with CCO partners on cessation support for tobacco users who to quit.

BEFORE THE BOARD OF COMMISSIONERS OF LANE COUNTY, OREGON

ORDINANCE NO: 14-19

IN THE MATTER OF AMENDING LANE  
CODE CHAPTER 9 TO ADOPT TOBACCO  
LICENSE AND ELECTRONIC  
CIGARETTE REGULATIONS

Following a joint meeting and joint hearing before the Board of County Commissioners of Lane County and the Lane County Board of Health, the Board of County Commissioners of Lane County **ORDAINS** as follows:

1. Lane Code Chapter 9 is amended by adding the following sections:

**REMOVE THESE SECTIONS**

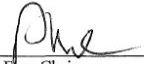
none


**INSERT THESE SECTIONS**

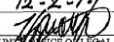
9.700 through 9.774

2. If any section, subsection, sentence, clause, phrase or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion is deemed a separate, distinct, and independent provision, and such holding does not affect the validity of the remaining portions.

ENACTED this 16th day of December, 2014.

  
Pat Farr, Chair  
Lane County Board of Commissioners

  
Recording Secretary for this Meeting of the Board

APPROVED AS TO FORM  
Date 12-2-14  
  
LANE COUNTY OFFICE OF LEGAL COUNSEL

## CONTACT

*Prepared for the Health Promotion and Chronic  
Disease Prevention Section,  
Oregon Public Health Division  
by Program Design & Evaluation Services*

Smokefree Oregon Heroes in Lane County:

<http://smokefreeoregon.com/oregonians/>