

## **Marion County Health Department's Success Story**

In May, 2013 Marion County staff attended the Counter Tools training for conducting audits for TRL. After the training Marion County utilized the Counter Tools audit form and collected information from all retailers in specified areas of the county. Audits were conducted in Silverton, Stayton, Woodburn and Keizer in the summer of 2013. Over 60 audits were conducted in 2013 and another 160 in Salem are currently being completed. The findings of the Salem audits will be integrated into the current report.

The final report included all data from the audits and is separated into regions. We also included GIS maps that showed proximity of retailers to schools and other locations that youth frequent in the community. There are also photos from the retailers that demonstrate cost, location at point of sale, and types of products available.

In June, 2014 TPEP staff presented a summary of the audit final report to our health department administrator and division director. On June 30<sup>th</sup> the information will also be presented to the Marion County Board of Commissioners.

The goal of this presentation is to gain support from Marion County leadership in moving forward with a city ordinance in one of the regions where audits were conducted. In discussions with leadership we highlighted the high sales to minors rate in Oregon and focused much of the discussion on flavored product, vaping products, and the fact that e-cigarettes and other electronic nicotine delivery devices are not restricted to minors currently.

Once all data from audits is compiled we will be strategic about whom to present the data to in order to gain support and build community capacity for a comprehensive tobacco retail licensure ordinance. We've asked for feedback from our administrators and have tailored the presentation based on their feedback to fit the needs of the county commissioners.

Our health department leadership found the presentation very helpful to increase their understanding about the reason why TRL is needed to help decrease our sales to minors rate in Marion County and having more regulation on retailers and the types of products that are being sold, especially to minors or young adults. One of the biggest successes of the presentation was the increased support from leadership about why e-cigs need to be included in tobacco policies. This has been a barrier for adopting a tobacco-free MCHD property policy and we feel this is going to be addressed in the upcoming months.

Future efforts for this success story will be taken to key community partners, leaders and decision makers to gain support for a tobacco retail licensure ordinance in order to decrease the amount of sales to minors in our county.