

Tillamook County Successes

1. **City of Tillamook parks to become tobacco-free zones.**

TPEP Coordinator for Tillamook County met with Paul Wyntergreen, City Manager. Mr. Wyntergreen told him that the City parks will be designated tobacco-free zones with a policy, signage, and public education plan within several months. Public readings are taking place. Specific required procedures are underway to approve the ordinance/policies and to put them into effect. Model policies were provided courtesy of the State as a funding and technical assistance partner. Requests for technical assistance made to the State Liaison and other tobacco prevention and education programs in the state were also helpful to the process. Throughout the State of Oregon leadership in making parks and public places completely tobacco-free zones is becoming normative.

2. **Local Leaders interviewed for state outreach re: county and state Priorities—statewide Campaign/Resources.**

- a. **Local Tillamook Pharmacist, George Wilson**, digital media interview arranged by TPEP Coordinator with State personnel. Footage to be used highlighting this retailer's leadership in the pharmacy marketing arena. Tillamook Pharmacy for 30-plus years has had commitment to a tobacco-free pharmacy retail environment. George Wilson has not, never has, and will not sell tobacco products at Tillamook Pharmacy. Nor will his son.
- b. **Board of County Commissioner, Tim Josi**, was interviewed regarding County leadership in the policy making world to limit exposure to tobacco in public places. TPEP Coordinator arranged the short interview recorded in Commission chambers. Commissioner Josi has been a long-time supporter of de-normalizing tobacco use in Oregon, facilitating change in Oregon as an elected official. Previously state representative and was recently elected to his fourth term as Tillamook County Commissioner.

3. **Columbia Pacific CCO Community Advisory Committee/Health Department will include tobacco-use reduction recommendations in County Health Improvement Plan (CHIP).**

The CHIP document is in the process of completion and will be included in documentation used for supporting health department accreditation as well as in improving Tillamook County as a healthy community.

4. **Retail assessment of tobacco marketing practice in Tillamook County completed.**

For this, the 2013-2104 AmeriCorps*VISTA volunteer, Ashley Bower, was quite beneficial. This Americorps VISTA assignment to the county was another success story of the year of the State and County collaborating to move healthy community concerns forward with particular priorities to advancing options for low-income families. Data from this is being included in a statewide report. This will be shared with Tillamook County leaders as the county with the state moves forward to address the retail environment in years to come.

5. **Face Book Page for Health Department/Web Page** is fully functional.

Tillamook County Health Department now has a Facebook page and is moving forward with social marketing tools. Information on tobacco is included. The TPEP Coordinator has provided materials for use on this site and is ready to help when asked for additional support.

A few notes on the "stories" and the Tillamook approach to moving the tobacco prevention and education process forward may be in order:

- A. Policy and normative change is being supported in a low-key, support-the-the-leadership approach by the TPEP Coordinator with the Health Department Administrator and Board of County Commissioners.
- B. Tillamook's consultative approach to addressing the tobacco challenge continues to go forward, bringing results in policy and community practice as decisions by the City of Tillamook demonstrates, the Tillamook County Fair Board, Tillamook Bay Community College board, and Tillamook County

Regional Medical Center have demonstrated. Several other cities are beginning the dialogue on further addressing tobacco policy.

- C. The Tillamook County basic and strategic approach is to seek systemic change through consultation and change with community leaders and citizens. The stages of de-normalizing tobacco use in Tillamook need minimal drama in Tillamook County. Simply taking action when the time is ripe is the approach. Sound policy decisions to address the challenge of de-normalizing tobacco use in the county are the aim, adopted and implemented when the decision climate is ready, based on the facts and model policies provided by state partners and allies in the move to de-normalize tobacco use as threats to personal and public health.
- D. Community leaders thus seek minimal controversy and confrontation but have a thorough appreciation of the damage tobacco causes to the economy and public health of Tillamook County. The Board of County Commissioners wishes to see change take place with as much consensus as possible.

The most important success story for Tillamook County might center on the benefits of low-profile, thoughtful conversations, and working together.

Much progress has been made, but future successes point to the need for all county parks to go tobacco-free as well as the county court house and other properties.

The tight retail licensure and control of the retail environment in years to come will also be priority if next generations are to be tobacco-free. And, of course, we must give great priority on teaching children the power of choice, and to support adults who want to quit.