



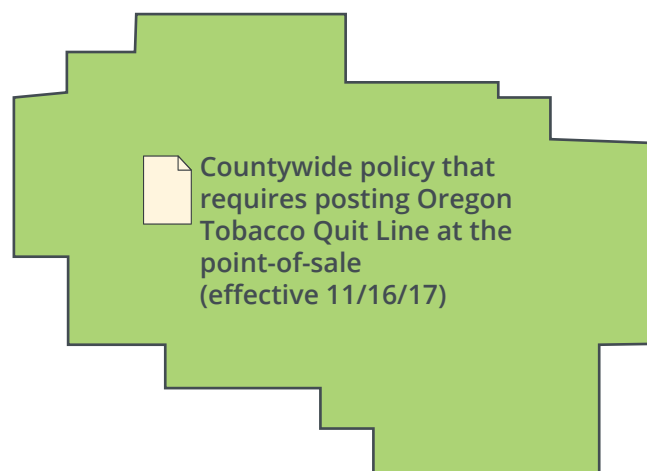
Strategies for Policy And enviRonmental Change (SPArC) Summary Report: Crook County

Tobacco products are cheap, readily available, and heavily marketed in stores. This promotes tobacco use to Oregon’s youth and makes it difficult for current smokers to quit.

SPArC Tobacco-Free is a competitive grant that focuses exclusively on tobacco retail policy advancement.

100% of the local tobacco retail policies in Oregon were passed by grantees who received SPArC funding in 2014 or 2016.

Crook County SPArC Tobacco Retail Policy Activities



+ Community Engagement & Education

13 community members, half of which were community leaders, including representatives from the District Attorneys office, law enforcement, health care, mental health, civic, retail, and youth sectors convened the Tobacco Workgroup to address the issue of tobacco retail policy.

More than 750 people participated in educational community events hosted by the Tobacco Workgroup, in conjunction with Students Against Destructive Decisions (SADD) and the Crook County Community Coalition.

+ Connecting with Tobacco Retailers

The Tobacco Workgroup met with 88% of the county’s known tobacco retailers to gather information about their attitudes and beliefs regarding tobacco retail policies and their perceived business impact.

+ Working with County Commissioners

The Tobacco Workgroup shared results from tobacco retail outreach with County Commissioners. The Commission directed tobacco program staff to draft an ordinance requiring posting the Oregon Tobacco Quit Line information at the point of sale in all tobacco retail outlets.

Crook County's Multifaceted Approach

Crook County has used SPArC funds to provide information and tobacco prevention education to the community. This will allow Crook County to raise awareness and increase the support for tobacco retail policies among coalition members, elected officials, and community members. By working with various sectors of the community and implementing community events, Crook County has raised awareness about the need for tobacco retail policy change.

Examples of these events include:

1. community education series about the tobacco retail environment;
2. Great American Smokeout; and
3. Kick Butts Day at Crook County High School.

Key Strategies

Crook County's key strategies include:

1. interviewing tobacco retailers in Crook County about posting Quit Line information at point of sale and other tobacco retail environment policies;
2. raising community awareness by holding community presentations to civic groups and partnering with youth organizations; and
3. presenting information from events and interviews to the County Commissioners.

Challenges

Crook County's challenges include:

- bringing the right stakeholders to the project and keeping coalition members engaged; and
- political reluctance to take action on tobacco retail policy because of the "pro business" environment.

Impact for Crook County Residents

- + Strengthened the partnership between Public Health and Students Against Destructive Decisions, an established club at Crook County High School.
- + The Quit Line posting will be implemented at the county level. It will reach tobacco retailers located in unincorporated Crook County, reaching a significant portion of the 22,570 residents.

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“Having a strong community voice is critical to the policy adoption process”

—Crook County SPArC Coordinator

Next Steps

Crook County will continue with the Tobacco Prevention and Education Program (TPEP) and tobacco retail policy coalition work by engaging retailers as partners, implementing the county ordinance, and engaging the city of Prineville on tobacco retail policy work.

From 2014-2016, HPCDP funded 10 SPArC projects across 13 counties.

SPArC Grantee Accomplishments:

- + 67% of the local tobacco retail policies in Oregon were passed by grantees who received SPArC funding in 2016
- + 100% of the local tobacco retail policies in Oregon were passed by grantees who received SPArC funding in 2014 or 2016
- + SPArC grantees had more advancement through the policy change process than non-SPArC grantees
- + SPArC grantees were more likely to have:
 - Engaged tobacco retailers (beyond the required tobacco retailer assessment)
 - Educated others in their organization or community about preemption
 - Engaged partners through a tobacco coalition or community coalition whose mission is broader than tobacco prevention



This report was prepared by the Rede Group in September of 2017.