

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



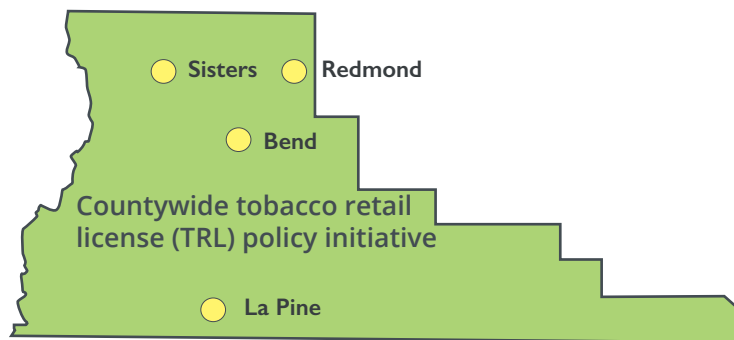
Tobacco products are cheap, readily available, and heavily marketed in stores. This promotes tobacco use to Oregon’s youth and makes it difficult for current smokers to quit.

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.

Deschutes County SPArC Tobacco Retail Policy Activities

- Cities engaged in tobacco retail license (TRL) policy initiatives



+ Engaged Key Stakeholders & Community

Representatives from local governments across the county participated in a workgroup that met over a nine month period to thoroughly examine issues related to the tobacco retail environment and potential costs (to businesses) of passing a tobacco retail licensure (TRL) policy. The group recommended that the Board of Health pass a TRL policy after engaging local jurisdictions on the topic and gaining their support.

The Tobacco Program facilitated outreach with 65 tobacco retailers in Deschutes County and did in-depth interviews with 19 retailers to gather information concerning their attitudes about tobacco retail policy, and their beliefs about how various policies would affect their businesses.

+ Assessed Readiness for TRL

Bend City Council voted to support TRL in both incorporated and unincorporated areas of Deschutes County. The cities of LaPine and Sisters also demonstrated their commitment to countywide TRL by issuing letters of support to the Deschutes County Board of Commissioners. Several community partners including PacificSource, Mosaic Medical, La Pine Community Health, St. Charles Health System, and the American Cancer Society expressed their support for countywide TRL by sending letters of support as well.

Deschutes County's Multifaceted Approach

Deschutes County used SPArC funds to conduct outreach efforts with the tobacco retail community and provide support for city and county officials to sit on the Deschutes County TRL Fiscal Impact Workgroup. Information from these two community engagement activities was then summarized in a report that Tobacco Prevention and Education Program (TPEP) staff presented to the Deschutes County Board of Commissioners and the City Councils of Bend, Redmond, Sisters, and La Pine.

Key Strategies

Deschutes County's key strategies include:

1. increasing the knowledge about tobacco retail issues among workgroup members;
2. increasing support for county and city TRL policies among elected officials due to the influence of the TRL workgroup recommendations; and
3. gauging support for/opposition to TRL policies among the tobacco retail community.

Challenges

Deschutes County's challenges include:

- small sample size in retailer assessment due to difficulty in engaging and recruiting them to participate in the interview process; and
- limited staff capacity at smaller cities prevented their participation in the TRL workgroup.

Next Steps

The sustainability and continuation of the SPArC work will lie within the Tobacco Prevention and Education Program. Deschutes County will interview elected officials from Bend, Redmond, Sisters, and La Pine to gauge their readiness to support tobacco retail environment policies (such as a flavor ban, price promotions ban, etc.) that could be included in a future TRL policy.

Impact for Deschutes County Residents

- + If a countywide TRL policy passes, Deschutes County Health Services expects that the tobacco sales rates to individuals under the age of 21 will be greatly reduced. Over time, this may lead to a reduction in youth tobacco use prevalence.
- + If TRL passes, Deschutes County Health Services will provide retailers with educational resources that will enable the business owners to more adequately train their employees to comply with the law.

“Having the SPArC grant was a great addition to supporting TPEP's retail efforts.”

**—Deschutes County
SPArC Coordinator**

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.