



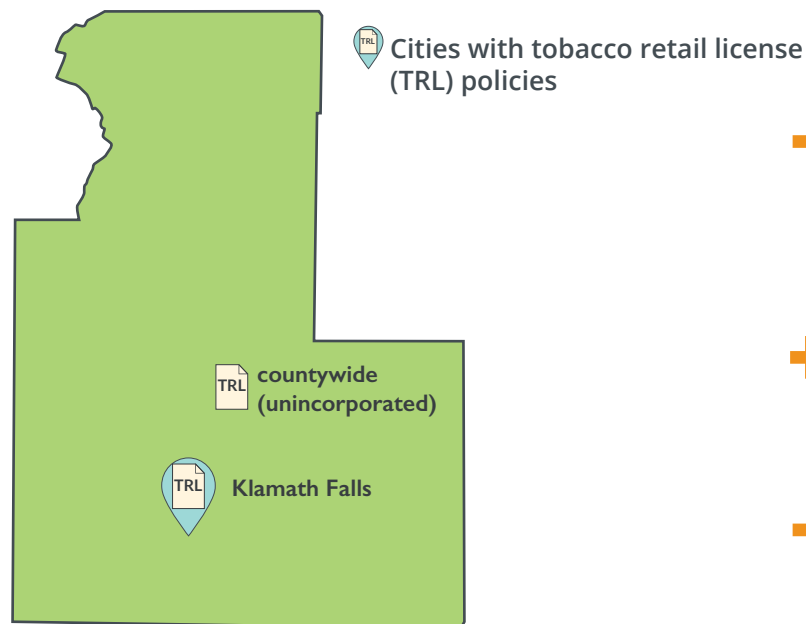
Strategies for Policy And enviRonmental Change (SPArC) Summary Report: Klamath County

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.

Klamath County SPArC Tobacco Retail Policy Activities



+ Connected with Tobacco Retailers

The Klamath County Tobacco Program met individually with all known tobacco retailers in Klamath County to discuss tobacco retail policy and gather feedback about their attitudes related to tobacco retail policy and beliefs about how various policies would affect their businesses.

+ Decision-maker Engagement & Education

The Tobacco Program met with the Klamath Falls City Council and the Klamath County Board of Commissioners to provide education about the need for tobacco retail licensure (TRL) policy and to answer questions regarding implementation and enforcement of a TRL program.

+ Passed TRL Policy

In the spring of 2017, Klamath County Board of Commissioners passed a TRL policy covering unincorporated areas of the county. Shortly after, in the summer of 2017, the City of Klamath Falls passed an ordinance to adopt the TRL policy.

+ Implemented TRL Policy and Support Compliance

An implementation system was developed to support retailers and ensure compliance with the new policy.

Klamath County's Multifaceted Approach

Klamath County used SPArC funds to gauge tobacco retailer attitudes and readiness for TRL. Funds were also used to engage stakeholders and meet with commissioners and city council members regarding TRL. These community engagement activities ultimately enabled the passage of TRL policy at both the county level and in the City of Klamath Falls.

Key strategies

Klamath County's key strategies include:

1. increasing support for TRL from the community and decision-makers;
2. working in coordination with the Blue Zones Project Tobacco & Smoking Policy Committee; and
3. passing a countywide TRL policy.

Challenges

Klamath County's challenges include:

- gaining community support took longer than expected; and
- lack of knowledge among Klamath County Public Health staff regarding county jurisdictions and the process by which ordinances are passed at the county and city level.

Next Steps

Klamath County's Tobacco Prevention and Education Program Coordinator will continue community outreach efforts on TRL policy in the smaller incorporated cities (Merrill, Malin, Bonanza, and Chiloquin) to gain support for the passage of TRL in those areas. The TRL program will be administered jointly by Klamath County Public Health's Environmental Health and Health Promotion

Disease Prevention divisions. They will conduct inspections at tobacco retail outlets and enforce the law.

Impact for Klamath County Residents

- + **Through frequent inspections and strict enforcement, Klamath County Public Health hopes to reduce youth access to tobacco, leading to a reduction in tobacco use among the youth population.**
- + **Klamath County expects the long-term impact of the TRL policy, in conjunction with other public health policies like smokefree environment laws, will result in a reduction of tobacco-related chronic diseases in the community.**

“We showed we have a high youth-purchase rate in the county, and that strict enforcement reduces youth use of tobacco. We collected the data, and that was our selling point for TRL.”

**—Klamath 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.