

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

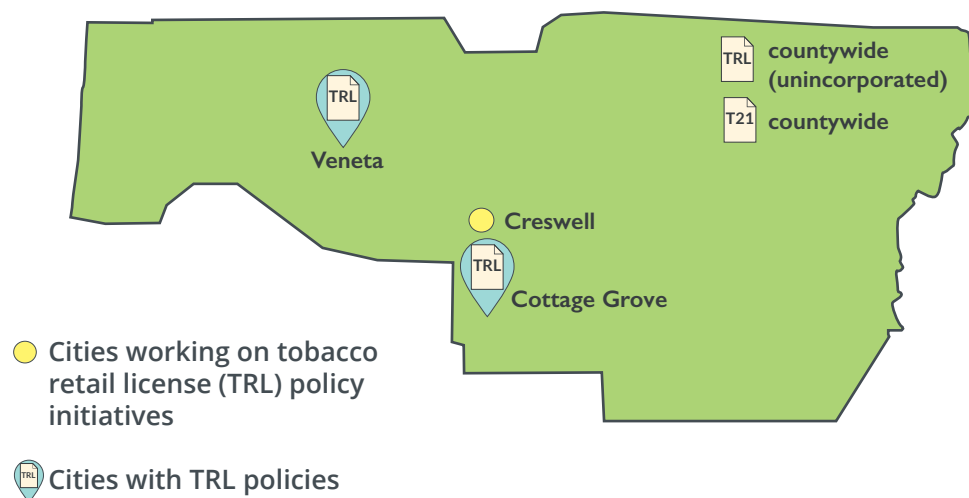


Tobacco products are cheap, readily available, and heavily marketed in stores. This promotes tobacco use to Oregon's youth and makes it difficult for current smokers to quit.

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.

Lane County SPArC Tobacco Retail Policy Activities



+ Passed Tobacco 21

In the spring of 2017, Lane County implemented a countywide Tobacco 21 ordinance. Later that spring, the City of Cottage Grove passed a Tobacco 21 ordinance by amending City code to align with Lane County Tobacco 21.

The Oregon Legislature passed a statewide Tobacco 21 bill in the summer of 2017. Increasing the minimum legal sale age for tobacco products to 21 years of age reduces tobacco initiation among youth and over time will lead to a 12% decrease in smoking prevalence¹.

+ Passed TRL

In the winter of 2016, the City of Cottage Grove passed a Tobacco Retail Licensure (TRL) bill that substantially aligns with Lane County TRL.

Lane County's Multifaceted Approach

Lane County focused on gaining community support for passing a countywide ordinance to increase the minimum legal sales age of tobacco products from 18 to 21 (Tobacco 21). To accomplish this, Lane County held five community engagement events in targeted cities throughout the county with the goal of educating communities on Tobacco 21 and soliciting feedback on the Tobacco 21 policy issue.

Through the continuous engagement of stakeholders, Lane County has been able to pass Tobacco 21 countywide. At the same time, Lane County worked with cities to pass Tobacco Retail Licensure (TRL) policies that mirrored a county policy passed in 2014.

Key strategies

Lane County's key strategies include:

1. passing Tobacco 21 countywide through the Board of Health's authority;
2. holding community outreach events about Tobacco 21 in five targeted communities; and
3. passing TRL in Veneta and Cottage Grove by the end of the SPArC grant.

Challenges

Lane County's challenges include:

- retailers and the tobacco industry influencing decision makers regarding policy change; and
- high political sensitivity around tobacco impedes appropriate communication about the problem, allowing myths that exist in the community to persist.

Next Steps

Lane County will continue spreading TRL messages countywide, especially to cities that have not yet adopted TRL policy change. Ultimately, the goal is to work with the remaining Lane County cities to pass TRL policies that mirror the unincorporated Lane County TRL policy.

Impact for Lane County Residents

- + Raising the minimum legal sales age for tobacco will, over time, significantly reduce the number of adolescents and young adults who start smoking, reduce smoking-related deaths, and immediately improve the health of some adolescents, young adults and young mothers who will be deterred from smoking, as well as their children.²
- + Increasing the number of jurisdictions in Lane County with retail licensure in place further supports the goal of preventing youth from starting to use tobacco products.

1. Institute of Medicine. (2015.) *Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products*. Retrieved from: http://www.nationalacademies.org/hmd/~/media/Files/Report%20Files/2015/TobaccoMinAge/tobacco_minimum_age_report_brief.pdf
2. Campaign for Tobacco-Free Kids. (2017). *Increasing The Minimum Legal Sale Age For Tobacco Products To 21*. Retrieved from: <https://www.tobaccofreekids.org/research/factsheets/pdf/0376.pdf>

“People with low incomes and people living in rural areas will especially benefit since Tobacco 21 is county-wide and tobacco retail licensure is in Cottage Grove and Veneta; both rural areas.”

—Lane 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.