



# Strategies for Policy And enviRonmental Change (SPArC) Summary Report: Marion 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.

## Marion County SPArC Tobacco Retail Policy Activities



- Cities with officials who were interviewed about the need for tobacco prevention efforts
- \* Cities working on tobacco retail license (TRL) policy initiatives

## + Decision-maker Engagement & Education

The Marion County Tobacco Program conducted in-depth interviews with 16 elected officials from five jurisdictions to gather information on their support for/opposition to tobacco retail environment policies, including the licensing of tobacco retailers throughout Marion County.

The information gathered from meetings with elected officials throughout Marion County was compiled and reported to both the Silverton and Keizer City Councils, to begin discussions on the potential TRL policy options for Marion County jurisdictions.

## Marion County's Multifaceted Approach

Marion County used SPArC funds to conduct a community readiness/political feasibility study on tobacco retail environment policy issues with elected officials in the cities of Keizer, Salem, Silverton, Stayton, and Woodburn. A summary report of the study findings was generated and shared with elected officials during educational presentations to interested city councils.

## Key Strategies

Marion County's key strategies include:

1. interviewing decision-makers in five jurisdictions to assess interest in policy change;
2. analyzing and summarizing findings from decision-maker interviews; and
3. presenting interview findings at city council meetings to further assess and gain support in policy change.

## Challenges

Marion County's challenges include:

- difficulty scheduling interviews over the summer when some smaller jurisdictions are not as active;
- low decision maker participation in the interview process in some communities limited the usefulness of the assessment findings for those jurisdictions, prompting the staff to delay further outreach to those communities; and
- staffing changes at the Oregon Health Authority and Marion County delayed the development of a strategic media plan.

## Next Steps

After collecting information on a variety of questions through decision-maker interviews, Marion County has a better base of knowledge on a variety of tobacco issues and the positions of several jurisdictions. Marion County can now focus their policy efforts in communities with the most leadership support. For example, elected officials in the city of Silverton were receptive to updating their weak TRL ordinance so that it could become more effective in reducing minors' access to tobacco. Marion County also plans to use the interview tool developed for the evaluation in jurisdictions that did not partic-

## Impact for Marion County Residents

- + **Passage of a comprehensive TRL policy with adequate enforcement mechanisms in the cities of Salem, Keizer, and Silverton would lead to a reduction in tobacco sales to minors in Marion County.**
- + **If one or more jurisdictions implemented a TRL policy, other jurisdictions would likely be more interested in pursuing a similar policy.**
- + **Following the effective implementation of a comprehensive TRL policy, the general population could expect to see a long-term decrease in tobacco addiction.**

**“We have a much better base of knowledge on a variety of tobacco issues and the positions of elected officials in several jurisdictions.”**

**—Marion 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.