

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

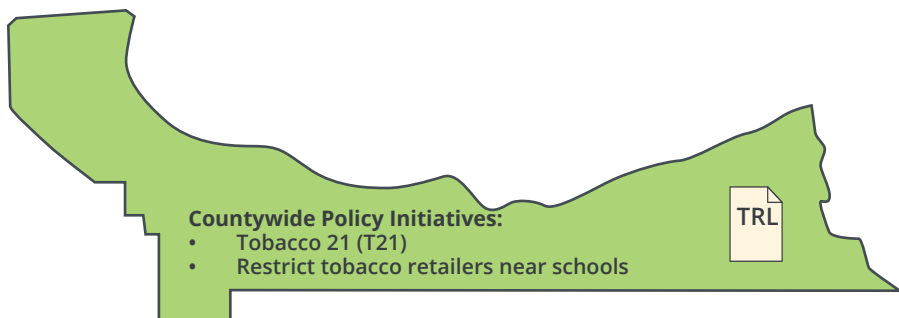


Tobacco products are cheap, readily available, and heavily marketed in stores. This promotes tobacco use to Oregon's youth and makes it difficult for current smokers to quit.

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.

Multnomah County SPArC Tobacco Retail Policy Activities



Countywide policy in place

TRL Tobacco retail license (TRL)

+ Community Engagement & Education

The Multnomah County Tobacco Program completed a multi-layered environmental scan of the schools in the Portland area. The scan included physical visits to schools with observations of proximity to tobacco retailers, informal interviews with individuals about tobacco accessibility, observance of tobacco related litter on school premises, and tobacco use on school grounds. School administrators were also interviewed to gain their perspective on how tobacco use is impacting the lives of their students.

A SPArC Photo Project was conducted by youth took who photographs in Portland neighborhoods surrounding high schools. This project supported the work of funded partners in advancing the policy strategy of restricting tobacco retailer proximity to schools. The photos were used to develop a "Heroes Video" for the Smokefree Oregon campaign which is a statewide movement to combat the harms perpetuated by the tobacco industry.

+ Health Equity Impact Assessment

In the spring of 2017, a Tobacco 21 Health Equity Impact Assessment (HEIA) was conducted to evaluate equity implications should a Tobacco 21 policy pass in Multnomah County. This assessment was conducted to help advance the policy strategy for increasing the legal sales age of tobacco and nicotine products from 18 to 21. In the summer of 2017, the Oregon Legislature passed a statewide Tobacco 21 law, negating the need for Multnomah County to consider a similar policy.

Multnomah County's Multifaceted Approach

Multnomah County used SPArC funds to reduce tobacco use disparities and curb youth access to tobacco and other nicotine products. Their goal was to advance the policy strategies of restricting tobacco retailer proximity to schools and increasing the minimum sales age of tobacco and other nicotine products to 21-years-old (T21). To accomplish these goals, an environmental scan for retailer proximity to schools, photo project, and Health Equity Impact Assessment (HEIA) for T21 were conducted.

Key Strategies

Multnomah County's key strategies include:

1. conducting a multi-layered environmental scan of schools in the Portland area;
2. engaging youth through the SPArC Photo Project to raise their decision-makers awareness of the influence of the tobacco industry near schools; and
3. advancing the policy strategy of increasing the legal sales age of tobacco and nicotine products to 21.

Challenges

Multnomah County's challenges include:

- delays in finalizing contracts with community partners; and
- the organizational instability of funded community partners.

Next Steps

Multnomah County will continue to build community partnerships and influence decision-makers through the continued work of the Tobacco Prevention and Education Program. The program will continue to support community partners in bringing HEIA

recommendations to county leadership and engage former SPArC funded community partners in policy change conversations around restricting tobacco retail outlets near schools. Additionally, to further educate the community and influence decision-makers, Multnomah County will develop a webpage to house the products created using SPArC funds.

Impact for Multnomah County Residents

- + **The environmental scan of schools provides context to the experiences of students related to tobacco in Multnomah County and data to help identify additional policy solutions to reduce youth access and use of tobacco products and to address tobacco related disparities.**
- + **The SPArC Photo Project represented communities of color when exposing the problem of tobacco and nicotine retailers near schools. Through this project, youth gained research experience, developed leadership skills, and expanded their expertise in tobacco prevention and advocacy.**
- + **The T21 HEIA supported equity discussions related to state legislation that was considered and ultimately passed, and will inform community and stakeholder communication and education about the new law.**

“[Youth] voices are being heard locally, regionally, and nationally in conversations around curbing youth access to, and use of, tobacco and other nicotine products.”

**—Multnomah 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.