Point-in-time Assessment 1

Tobacco products are cheap, readily available and easy to get, and heavily promoted and marketed in stores. This makes it difficult for current smokers to stop and promotes tobacco use to Oregon's youth. The Health Promotion and Chronic Disease Prevention (HPCDP) Section is approaching strategies in the tobacco retail environment through two mechanisms. The first strategy is a statewide requirement in the regular annual funding stream (Core Tobacco Prevention and Education Program or TPEP) that goes to all Local Public Health Authorities. The second strategy is a special funding stream (SPArC Tobacco-Free) for seven counties to focus exclusively on tobacco retail policy advancement. The Tobacco Retail Evaluation (TRE) supports this work through ongoing systematic assessment and reporting. The TRE is guided by a small panel (TRE user panel) of Oregon tobacco control practitioners and facilitated by the Rede Group.

TRE
Tobacco Retail Evaluation

Introduction

All Local Health Departments in Oregon are working to change the retail environment to decrease youth initiation to tobacco and support individuals who are attempting to quit tobacco. Health departments are engaging in supporting best practice policy strategies such as raising the legal age of purchase of tobacco to 21 (T21), tobacco retail licensure (TRL) or other policy options such as tobacco retailer density or restricting price discounts.

To understand these efforts, two point-in-time (PIT) assessments are being conducted as a component of the Tobacco Retail Evaluation. The first was conducted in October 2016 and the second will be conducted in June 2017. The purpose of the assessment is for each TPEP/SPArC grantee to identify their current status of policy change progress, using the HPCDP Policy Change Process Model (PCPM) for each of their tobacco retail policy initiatives. The

PCPM was created as a model to implement tobacco policy. Near the conclusion of the evaluation (July 2017) results from the two assessments will be compared to examine progress over time.

Key Findings

- Most policy initiatives (63%) involved a tobacco retail license (TRL).
- Nearly a third of policy initiatives (28%) involved raising the legal sales age of tobacco products to 21 (T21).
- 10% of policy initiatives involved both raising the sales age of tobacco products to 21 as well as implementing a tobacco retail license.
- A small percentage of counties (11%) are still deciding which policy initiatives to pursue.
- 8% of policy initiatives were policies other than TRL or T21.

78
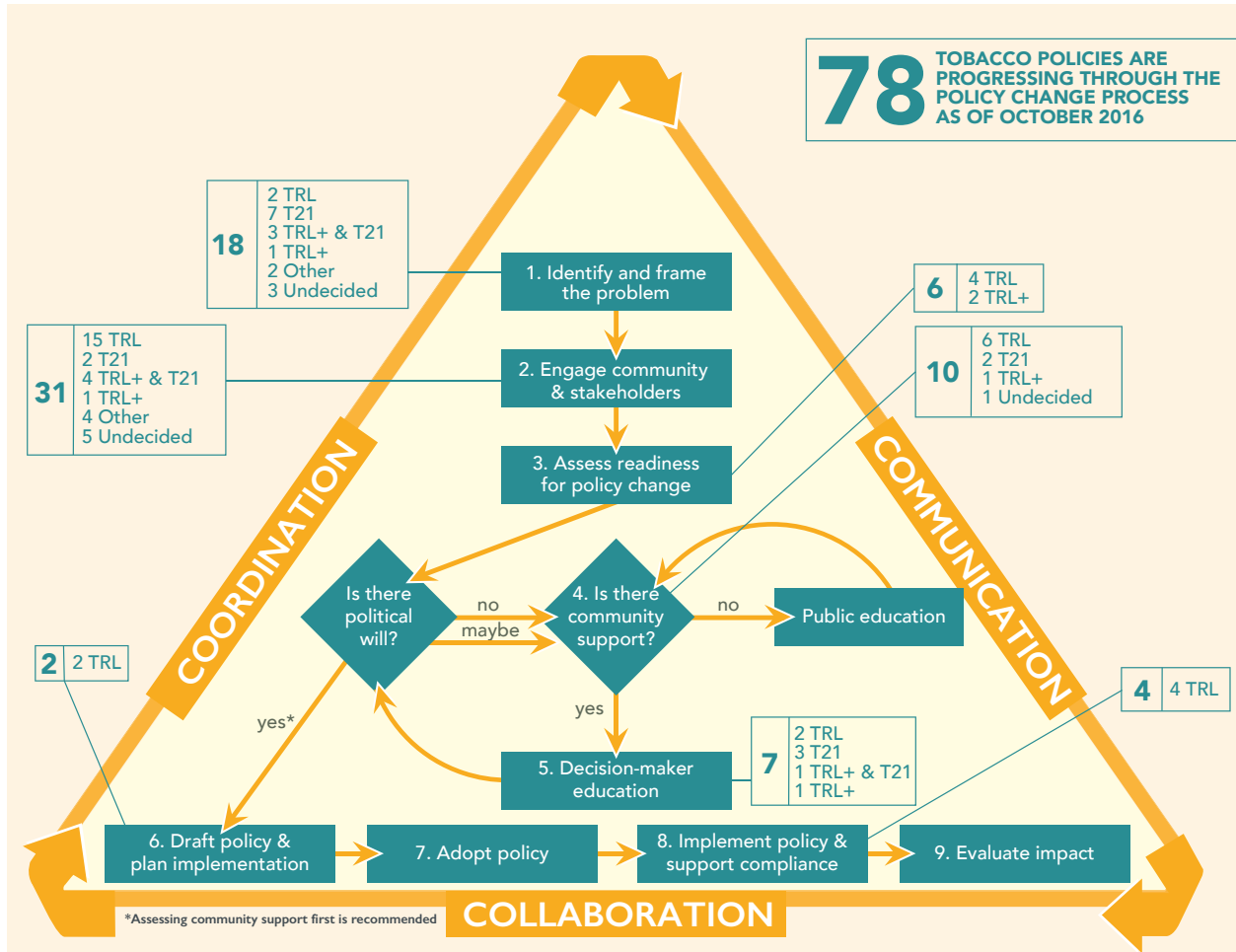### Tobacco point-of-sale policy initiatives underway in

67
jurisdictions in Oregon

This brief report is intended to provide relevant, timely information to individuals and organizations working on tobacco retail strategies in Oregon. For more information about this report contact Alex McFerrin, at The Rede Group: 503-764-9696 Alex.mcferrin@redegroup.co
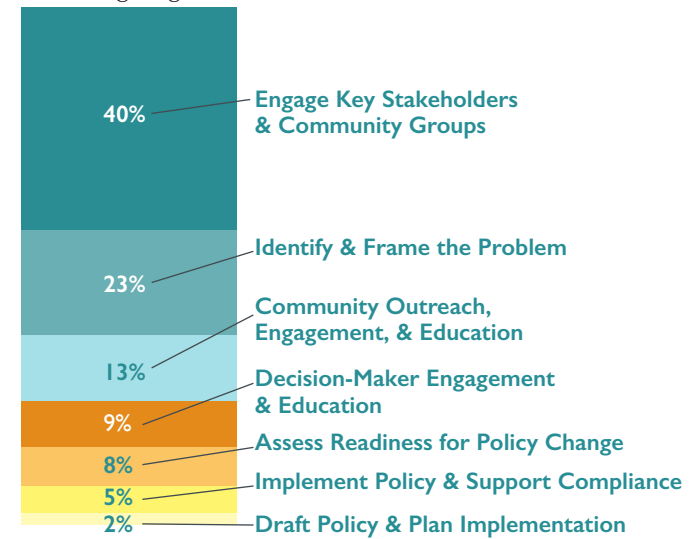
Policy Change Process Model (PCPM)

78 TOBACCO POLICIES ARE PROGRESSING THROUGH THE POLICY CHANGE PROCESS AS OF OCTOBER 2016

18
2 TRL
7 T21
3 TRL+ & T21
1 TRL+
2 Other
3 Undecided

31
15 TRL
2 T21
4 TRL+ & T21
1 TRL+
4 Other
5 Undecided

6
4 TRL
2 TRL+

10
6 TRL
2 T21
1 TRL+
1 Undecided

2 2 TRL

4 4 TRL

7
2 TRL
3 T21
1 TRL+ & T21
1 TRL+

1. Identify and frame the problem
2. Engage community & stakeholders
3. Assess readiness for policy change
4. Is there community support?
Is there political will?
no / maybe
no
Public education
yes* / yes
5. Decision-maker education
6. Draft policy & plan implementation
7. Adopt policy
8. Implement policy & support compliance
9. Evaluate impact

COORDINATION
COMMUNICATION
COLLABORATION

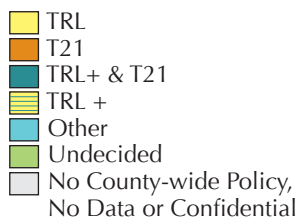*Assessing community support first is recommended

This depiction of the Policy Change Process Model displays the number and type of policy initiatives at each stage of the PCPM.
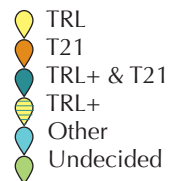
PCPM LEGEND
TRL= Tobacco Retail License
T21= Raise the sales age of tobacco to 21
TRL+= Tobacco Retail License, including additional policies such as zoning regulations, coupon restrictions, & flavor bans
Other= Policy initiatives other than TRL, T21, TRL+
Undecided= Policy initiative not yet determined at this time

Key Findings

- The seven SPArC grantees were working on 40% of the tobacco retail policy initiatives and 77% of the policy initiatives furthest along the PCPM (stages 5-9).

Grantees identified their policy initiatives at the following stages:

40%	Engage Key Stakeholders & Community Groups
23%	Identify & Frame the Problem
13%	Community Outreach, Engagement, & Education
9%	Decision-Maker Engagement & Education
8%	Assess Readiness for Policy Change
5%	Implement Policy & Support Compliance
2%	Draft Policy & Plan Implementation

Policy initiatives by type of jurisdiction:

Policy Initiative	County	City	Undecided	Total
TRL	12	23	0	35
T21	8	6	0	14
TRL+ & T21	1	7	0	8
TRL+	3	3	0	6
Other	2	3	1	6
Undecided	4	4	1	9
Total	30	46	2	78

Tobacco Retail Activities Map: October 2016

Legend:

County-wide Policies

- TRL
- T21
- TRL+ & T21
- TRL +
- Other
- Undecided
- No County-wide Policy, No Data or Confidential

City-wide Policies

- TRL
- T21
- TRL+ & T21
- TRL+
- Other
- Undecided

*SParC Counties

⬚ Counties with TRL in place, working in stage 8 or 9

Policy Change Process Stage

1- Identify The Problem
2- Engage Community & Stakeholders
3- Assess Readiness For Policy Change
4- Community Outreach, Engagement, & Education
5- Decision-maker Engagement
6- Draft Policy And Plan Implementation
7- Adopt Policy
8- Implement Policy & Support Compliance
9- Evaluate Impact
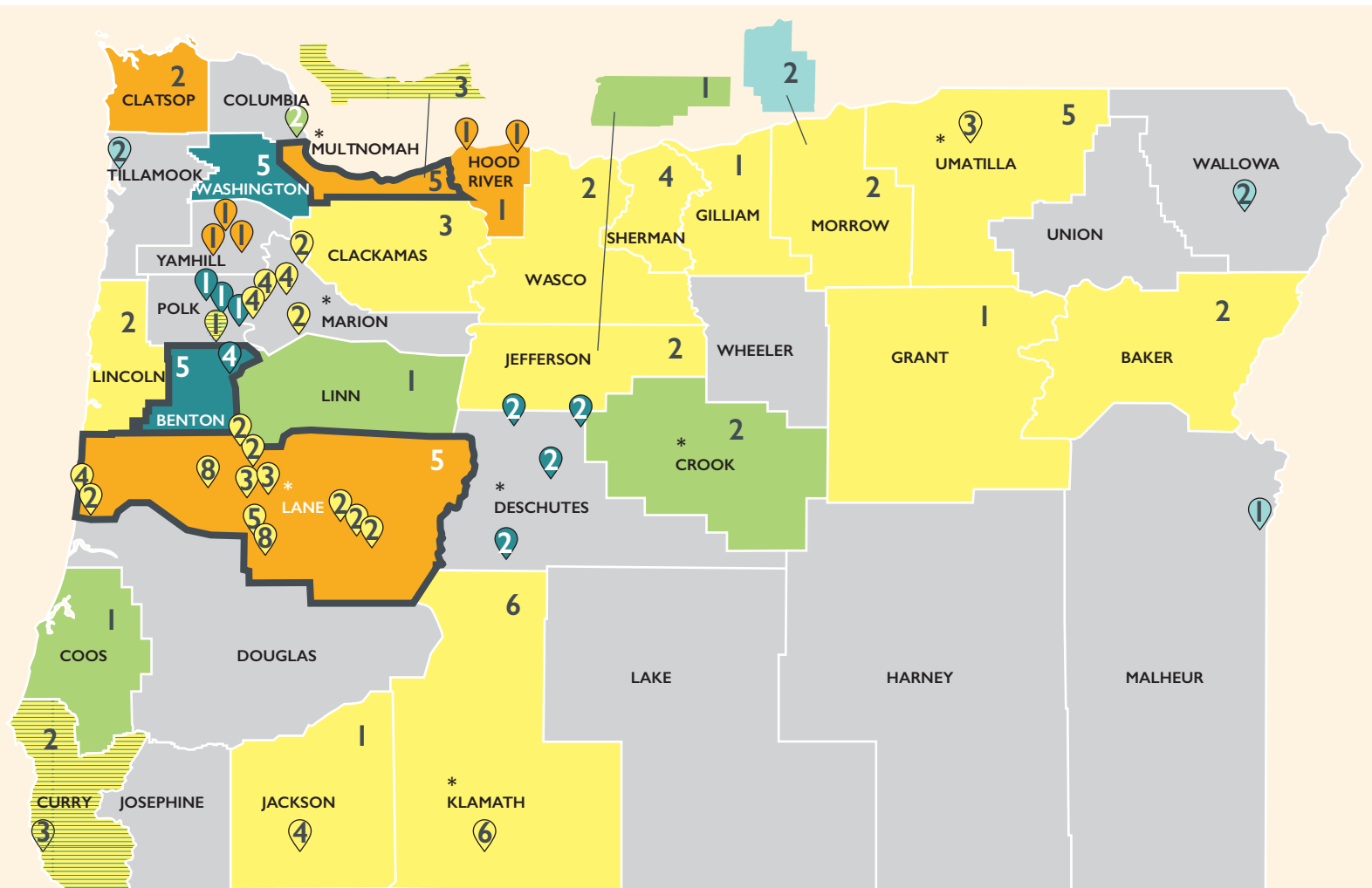
This map details the jurisdictions working to implement a tobacco retail license (TRL) policy, a policy to raise the legal sales age of tobacco products to 21 (T21), policies other than TRL or T21, and jurisdictions that have an undecided tobacco retail policy at this time. The map also shows the stage of the policy change process for each policy initiative. Jurisdictions identified as working on TRL+ were working on a tobacco retail license policy that includes additional policies such as zoning regulations, coupon restrictions, and flavor bans. Counties working on multiple county-wide policies have a pull-out map to show their second policy. For example, Multnomah County was working on a county-wide T21 policy at stage five, they also had TRL in place county-wide at stage eight, and were working on TRL + policies at stage three of the PCPM.

Conclusions

As of October 2016:

+ In Oregon, there were 67 jurisdictions working to implement one or more tobacco retail policy.

+ Most of the tobacco retail policy initiatives (63%) were tobacco retail license policies.

+ Nearly half of policy initiatives (40%) were in the "Engage community & stakeholders" stage of the PCPM.

+ 26% of policy initiatives indicated that they were working to implement a tobacco retail license and were spending most of their efforts engaging the community & stakeholders.

+ The majority of Oregon counties (67%) were working on a county-wide tobacco retail policy initiative. Four of those counties were working on multiple county-wide policy initiatives.

+ 17% of policy initiatives were in stages five, six, or eight of the PCPM.

+ SPArC grantees were further along the policy change process for their policy initiatives than non-SPArC grantees.

Methods

All TPEP/SPArC grantees were asked to complete a PIT Assessment. In the assessment, grantees indicated the current stage of the PCPM for each of their tobacco retail policy initiatives.

For the purpose of the evaluation, a separate policy initiative was counted for each type of policy within a jurisdiction. For example, two policy initiatives were identified for a grantee that was working on a county-wide tobacco retail license policy as well as a county-wide policy to raise the minimum legal sales age of tobacco to 21. A separate policy initiative was also counted for each jurisdiction in which the same type of policy was being implemented. For example, a tobacco retail license policy county-wide would count as one policy initiative, and a tobacco retail license policy in a city within that county was counted as a separate policy initiative. Some grantees listed a policy package such as implementing a tobacco retail license and raising the minimum legal sales age of tobacco to 21; policy packages were counted as a single policy initiative, even though they may include multiple policies.

33 grantees completed a PIT Assessment. Individual PIT data were sent to grantees for verification to assure accuracy in reporting.

*This is a point-in-time assessment that follows a three-step process.

The process includes:
1. Collect assessments of each tobacco retail policy initiative from TPEP/SPArC grantees using the HPCDP Policy Change Process Model (PCPM)
2. Analyze assessment responses
3. Report assessment findings

The purpose of this assessment is to collect information from grantees regarding their progress in the policy change process and to report and share findings quickly so those findings can be used in grantees current and future work to implement tobacco retail policy.

Rede group plans to conduct a series of two point-in-time assessments that will contribute to an examination of the policy change process over time and inform the larger Tobacco Retail Evaluation.

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