**SHORT NEWSLETTER ARTICLE**

***Assessing Oregon’s Retail Environment: Shining light on tobacco industry tactics***

Every year, the tobacco industry spends more than $100 million to market its products in Oregon. Most of this money pours into our community convenience stores, grocery stores and other retail locations where people — including kids — shop daily for food and beverages.

The purpose behind this huge industry investment? To trigger nicotine cravings and impulse purchases among people trying to quit tobacco, and to hook new customers — mostly teens and young adults — on a deadly product.

In 2018, Oregon Health Authority (OHA) set out to assess what tobacco retail marketing and advertising look like in Oregon and to identify the tactics the industry uses to push its addictive products. OHA trained and supported local health department staff and volunteers to conduct this comprehensive assessment, ultimately visiting nearly 2,000 tobacco retail locations accessible by youth. Using a standard assessment tool, these teams collected data that provided eye-opening insights into how the tobacco industry pushes addictive products across Oregon.

The findings are clear: The tobacco industry has flooded retail locations with bright, colorful marketing and advertisements that target youth, communities of color and people living with lower incomes. [Insert details about your county and how community members can learn more about specific policy options here, or just use this as is.]

To learn more about the findings and how communities are fighting back, read the full statewide report.

Ready to get involved? Click here to find the contact information for your county’s Tobacco Prevention and Education Program coordinator for specific questions and additional information.