**TOBACCO AND ALCOHOL RETAIL ASSESSMENT (TARA) TOOLKIT OVERVIEW**

*The Oregon Health Authority (OHA), in partnership with local health department staff, has compiled powerful new data on the state of tobacco and alcohol marketing in Oregon. This toolkit provides information and resources to help OHA staff, Tobacco Prevention and Education Program (TPEP) coordinators, and grantees use these data in support of policy change that benefits Oregon communities. Note that this toolkit focuses on the tobacco component of the assessment; the alcohol component will be released separately.*

In 2018, OHA supported local health department staff and volunteers to conduct a comprehensive tobacco retail assessment. The assessment goal was to show what tobacco and alcohol marketing and advertising look like across Oregon. OHA-trained teams visited nearly 2,000 Oregon tobacco retail locations accessible by youth and, using a standard assessment tool, collected valuable data and insights on how the tobacco and alcohol industries were pushing their deadly products across Oregon.

The TARA toolkit provides customizable resources, content and ideas to help TPEP staff and local communities announce the eye-opening findings from the assessment, tell the story about the tobacco industry’s marketing tactics and motivate policy action to reduce the use of tobacco products.

**TOOLKIT MATERIALS**

Here’s what you will find in the TARA toolkit:

* [Statewide report and county-level fact sheets](https://smokefreeoregon.com/)
* Email announcement blurb for internal and external dissemination
* Sample press release with blanks for customization to each county
* Sample social media posts to announce the report and share its findings
* Short newsletter article to announce the assessment results
* Sample talking points about the assessment and report, key findings, and options for policy engagement
* PowerPoint presentation, with background information, results and options for policy engagement, that can be customized for different audiences

**WEBINARS**

To help grantees leverage the assessment, OHA hosted two webinars in spring 2019:

* **May 1:** Health Prevention and Chronic Disease Prevention (HPCDP) leaders provided an overview of the tobacco data collection process. See the recorded webinar here: [Retail Environment Assessment: Tobacco Results](https://urldefense.proofpoint.com/v2/url?u=https-3A__attendee.gotowebinar.com_register_2284533772104722956&d=DwMFAg&c=7gilq_oJKU2hnacFUWFTuYqjMQ111TRstgx6WoATdXo&r=UKD7b5TQGbZlJT84MViObnOMNFy00Jbr87BxfAGNd3ui86OS7DDT946ojJE74dAG&m=Gm0KJEZA_PLgYM5a9mxeKimnttWoMyi__YaFIa7CJ3k&s=iC2yDJSeuslh_o-alrpqD8huJ640wubeKn3ADPGgCB8&e=).
* **May 8:** OHA’s communication contractor Metropolitan Group provided a foundational training on the media toolkit and how to use each of the toolkit’s components to advance policy goals. See the recorded webinar here: [Retail Environment Assessment: Communications Tools](https://urldefense.proofpoint.com/v2/url?u=https-3A__attendee.gotowebinar.com_register_3614389787543360269&d=DwMFAg&c=7gilq_oJKU2hnacFUWFTuYqjMQ111TRstgx6WoATdXo&r=UKD7b5TQGbZlJT84MViObnOMNFy00Jbr87BxfAGNd3ui86OS7DDT946ojJE74dAG&m=Gm0KJEZA_PLgYM5a9mxeKimnttWoMyi__YaFIa7CJ3k&s=AiXZVdATiM9x3IcsnPUCrGlxWv1XHQdRJmuvqYOSWJU&e=).

**THANK YOU**

For any follow-up questions, comments or concerns, please reach out to Sarah Wylie, OHA health promotion strategist, at sarah.a.wylie@dhsoha.state.or.us or 971-673-1051.