



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

Umatilla County SPArC Tobacco Retail Policy Activities



+ Assessed Readiness for Policy Change

The need and readiness of the community for a tobacco retail licensure (TRL) policy was assessed by conducting a community survey, which showed that 91% of people who use or used tobacco products in Umatilla County started at or before 18 years of age.

Umatilla County staff met with tobacco retailers, half of whom indicated support for TRL.

After receiving a presentation on TRL, County Commissioners indicated support for TRL if the city governments also agreed to support it.

+ Planned TRL Implementation

After assessing the number of tobacco retailers within county and city limits, and the needed staff and travel time required to enforce the policy countywide, an appropriate TRL fee was developed and shared with policymakers.

A TRL policy and an intergovernmental agreement were drafted and presented to the city managers in Hermiston and Pendleton.

Umatilla County Environmental Health worked collaboratively with Morrow County to develop a proposed TRL implementation and enforcement plan. County Commissioners then approved a future TRL intergovernmental agreement.

Umatilla County's Multifaceted Approach

Umatilla County used SPArC funds to promote TRL within their four jurisdictions. Umatilla County has worked to educate decision-makers through meeting with city managers and county commissioners and presenting a draft policy to members of Pendleton's city staff.

Key Strategies

Umatilla County's key strategies were to increase awareness of, and support for, tobacco retail policies among coalition members, elected officials, and community members.

Challenges

Decision-makers wanted to wait and see what would pass at the state level regarding TRL and Tobacco 21 policies before moving forward locally.

Next Steps

Umatilla County will continue to promote TRL as an effective policy designed to limit minors' access to tobacco products. Tobacco Prevention and Education Program staff will engage tobacco retailers through an interview process with the hope of identifying TRL policy champions in the business community. The county plans to contact the Eastern Oregonian to put out a news story on TRL. They will also work with youth and use youth testimonies to promote TRL to decision-makers and community members and work with the cities in developing an intergovernmental agreement.

Impact for Umatilla County Residents

- + Tobacco retail license policy efforts will limit youth access to tobacco products.
- + Conversations around TRL have broadened opportunities to educate the community and decision makers about tobacco industry marketing efforts and products that appeal to youth, including vaporized nicotine, e-cigarettes, and kid-friendly flavored tobacco products.

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“Based on the community survey we have conducted, 91% of the people that used/ use tobacco products started at 18 or younger.”

**—Umatilla 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.