

May TPEP In-Person Training

Taking your data further

May 20, 2015

Background

There are multiple sources of data representing the burden of tobacco at the local, state, and national levels. Sometimes it can be difficult to see through the data smog and pull key points that compel decision makers to support tobacco prevention work.

Objective

Create a narrative about tobacco use in your community using data from multiple sources.

Activity

Pull from the data sources below to tell a story that may highlight:

- Tobacco use among adults and youth
- The personal and economic costs of tobacco (serious illness, deaths, costs)
- Tobacco product placement, promotion and price in the retail environment
- Density and location of tobacco retailers
- Public opinions on tobacco retail policies
- Tobacco Industry marketing and promotion expenditures
- National research on the effects of tobacco retail density, availability of coupons, etc.
- County policy success stories
- Tobacco retailer photos

Available data

Online web tables

Adults

- 24% of adults in County X smoke cigarettes
- 18% of adults in Oregon smoke cigarettes

Youth

- 3% of 8th graders and 11% of 11th graders in County X smoke cigarettes
- 8% of 8th graders and 22% of 11th graders in County X use non-cigarette tobacco
- 4% of 8th graders and 10% of 11th graders in Oregon smoke cigarettes
- 6% of 8th graders and 18% of 11th graders in Oregon use non-cigarette tobacco
- 64% of 8th graders and 70% of 11th graders in Oregon report exposure to tobacco product advertising on storefronts or inside stores in the past month
- 6% of 8th grade and 17% of 11th grade tobacco users report obtaining tobacco from a store or gas station; 34% of 8th grade and 52% of 11th grade tobacco users report obtaining tobacco from friends 18 years old or older

Oregon Tobacco Facts

- Tobacco use is the #1 preventable cause of disease in Oregon, killing 7,000 people each year and costing Oregonians \$2.5 billion a year in medical expenditures and lost productivity due to premature death.
- Since 1997, adult cigarette smoking in County X has declined by 27%

Tobacco County Fact Sheets

- Every year in County X:
 - 90 people die from tobacco use
 - 1,750 people suffer from serious illness caused by tobacco
 - \$17 million are spent on medical care related to tobacco use

Tobacco retail assessments

- Among tobacco retailers assessed in County X:
 - 60% had outdoor advertising for tobacco products
 - 89% sold little cigars or cigarillos and 78% sold electronic cigarettes
 - 25% displayed tobacco products within 12 inches of toys, candy or gum
 - 24% displayed tobacco advertising within 3 feet of the floor
 - The average price for a single, flavored little cigar was \$1.04
 - 76% offered price promotions for tobacco products
 - 93% sold flavored tobacco

Tobacco retail mapping

- 20% of tobacco retailers are located within 1,000 feet of a public or private school

Available data continued

Tobacco opinion poll

- Among Oregon adults:
 - 68% support limiting tobacco retailer proximity to schools
 - 67% support tobacco retail licensure
 - 65% support raising the minimum legal sales age of tobacco from 18 to 21
 - 63% support requiring stores to remove tobacco advertising
 - 44% support prohibiting the sale of flavored tobacco
 - 40% support prohibiting the use of tobacco price discounts

Federal Trade Commission Cigarette and Smokeless Tobacco Reports

- In 2012, the Tobacco Industry spent \$9.2 billion nationally (\$112 million in Oregon) on marketing and promotion of cigarettes and smokeless tobacco
- Ninety-one percent of this \$9.2 billion was invested in the retail environment

National research

Tobacco retail licensure

- Local tobacco retail licensing in California has proven effective in reducing sales rates to minors
- The Community Preventive Services Task Force finds **insufficient evidence** to determine effectiveness of active enforcement of sales laws when implemented alone

Tobacco retail density

- Density of tobacco retailers is associated with 11% increased odds of experimental smoking among high school-aged youth
- The odds of smoking initiation was 41% higher among adolescents exposed to tobacco retail outlets two times or more a week compared with those exposed less
- The prevalence of current smoking was 3.2 percentage points higher at schools in neighborhoods with the highest tobacco outlet density (>5 outlets) than in neighborhoods without any outlets.
- A 1,000-foot near-schools ban alone would result in a 17.8% reduction in retailer density

Tobacco retail advertising

- The density of retail cigarette advertising in school neighborhoods is associated with higher smoking prevalence among high school students in the U.S.

Tobacco industry price promotions

- The use of coupon promotions makes cigarettes appear more affordable to smokers with limited economic resources, including children. Evidence suggests that coupons also encourage new smokers to smoke more often, thereby entrenching their habit.
- Availability of tobacco promotions increased the likelihood that youth will move from experimentation to regular smoking
- Lower cigarette prices and greater availability of cigarette promotions were associated with increased smoking uptake among 8th, 10th, and 11th graders in the U.S.

Communications Planning Template and Samples

1. Identifying Audiences for Strategic Communications
2. Policy Change Outreach and Communications Planning Template
3. Instructions: Policy Change Outreach and Communications Planning Template
4. Sample: Policy Change Outreach and Communications Planning Template
5. Detailed Communications Action Plan Template (two pages)
6. Instructions: Detailed Communications Action Plan Template
7. Sample: Detailed Communications Action Plan Template (two pages)

Identifying Audiences for a Strategic Communications Plan

The “target” audience is the group of stakeholders, who can help bring about the policy change you hope to achieve. They are the key decision-makers who can improve existing policies, create new ones, and ensure that policies are implemented.

There are two kinds of target audiences: **primary** and **secondary** audiences.

Primary audiences are those individuals **with the direct authority to make the desired policy changes.**

Secondary audiences are those people who can **influence the decisions of your primary audience.** Secondary audiences are important because they can provide a way to reach the primary audience some of whom may not be available for you to reach directly.”. Secondary audiences may include the general public, media, or stakeholders.

Steps to Audience Identification





1. Develop a list of primary and secondary audiences.
2. For each individual or group on your list, think through these questions:
 - Who are they? Can you write a brief profile describing them?
 - How much information do they already have about your issue?
 - Do they already have an opinion?
 - Have they already voted or taken a public position on your issue?
 - What is their most pressing issue, problem or desire? What do they value?
 - How will your policy change proposition meet one of their needs or speak to their values?
 - Where do they get their information?

Policy Change Outreach and Communication Planning Template



Policy Goal:

Communication Objective:

Audience (from Audience Map) 	Values 	Current connected outreach efforts (tribal, county, region, state, national) 	Message (story)	Target Date 	Action plan number
					1
					2
					3
					4
					5
					6

Instructions: Policy Change Outreach and Communication Planning Template

1. Before developing your communications plan, you will have already identified your policy goal. List your policy goal here.

2. Write your communication objective(s) here. These objectives are "top level" statements that encompass the intended goal of this communication plan. In other words, if this communication plan is successful, what will your audiences understand, believe and do as result.

6. Now that you have the top level details of your plan, create a detailed action plan for each audience. Use the action plan template with the corresponding number.

5. Carefully consider each message (story) that you will use to motivate your audiences to support your policy change. Stories **must** be based on how your policy change speaks to the values of your audience. Input messages/stories here.

3. In a separate exercise, identify your audiences and their values. There are various ways to do this. Ultimately, this boils down to the key decision makers and influencers deciding on your policy (audience) and what will motivate them to support your proposed policy change (values). Transfer that information to this plan.

4. Research current outreach efforts happening in your area that you can tap in to support your messages. Linking with current state-level campaigns is an important way to increase your reach. Also, think about other counties' and tribes' educational campaigns.

Policy Change Outreach and Communication Planning Template

Policy Goal: _____

Audience (from Audience Map)	Values	Current connected outreach efforts (tribal, county, region, state, national)	Message (story)	Target Date	Action plan number
					1
					2
					3
					4
					5
					6

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2018

Policy Change Outreach and Communication Planning Template



Policy Goal: Strong Tobacco Retail License in every city and town in County

Communication Objective: By June 30, secure commitment from community leaders in largest city to support tobacco retail policies including licensing tobacco retailers.

Audience	Values	Current connected outreach efforts (tribal, county, region, state, national)	Message (story)	Target Date	Action plan number
Mayor	<ul style="list-style-type: none"> -Community health -Voters -Healthy local business -Livability 	<ul style="list-style-type: none"> -Statewide prevention campaign -Retailer hero videos -Outreach from County Health Improvement Plan 	<ul style="list-style-type: none"> -Unregulated TRs are bad for community health -There is strong community support for TRL 	1	
City Councilors	<ul style="list-style-type: none"> -Constituent opinions -Local economy -Livability 	<ul style="list-style-type: none"> -Statewide prevention campaign -Retailer hero videos -Outreach from County Health Improvement Plan 	<ul style="list-style-type: none"> -Unregulated TRs are bad for community health -There is strong community support for TRL 	2	
Chamber of Commerce	<ul style="list-style-type: none"> -Protecting/supporting local business -Tourism 	<ul style="list-style-type: none"> -Statewide prevention campaign -Retailer hero videos -Outreach from County Health Improvement Plan 	<ul style="list-style-type: none"> -There is strong community support for TRL -TRL is not bad for business -Kids health 	3	
School Principals	<ul style="list-style-type: none"> -Student achievement -Student attendance -Students' health -Parents' opinions 	<ul style="list-style-type: none"> -Outreach from County Health Improvement Plan -Hero videos of teenagers on SFO website 	<ul style="list-style-type: none"> -The prevalence of retailers in your school zone and effect on kids -Safe, healthy routes to school -Tobacco industry targeting kids on external retail walls and windows is harmful 	4	
Boys and Girls Club	<ul style="list-style-type: none"> -Protecting kids -Kids health -Local environment 	<ul style="list-style-type: none"> -Outreach from County Health Improvement Plan 	<ul style="list-style-type: none"> -The prevalence of retailers in local school zone and effect on kids -Safe, healthy areas near schools -Tobacco industry targeting kids on external retail walls and windows is harmful 	5	
				6	

Detailed Outreach and Education Action Plan

Action Plan 1

Messenger	Mode/Tools	Date(s)	Desired Outcome	Outcome	Follow-up
Touch 1					
Touch 2					
Touch 3					

Action Plan 1 (continued)

Messenger	Mode/Tools	Date(s)	Desired Outcome	Outcome	Follow-up
Touch 4					
Touch 5					
Touch 6					
Touch 7					

Instructions: Communications Action Plan

1. **Carefully** think through the best messenger for each message. Even the most compelling message delivered by the “wrong” messenger will fail. Whom does this audience trust? Whom do they relate to? Find a messenger who is trusted and respected by your audience.

2. Determine and outline how you will deliver your message. Will it be delivered in an in-person meeting, through the media, or through email blasts? Keep in mind that delivering the same messages through multiple modes & methods is ideal. This repetition can be called “Touches.”

Action Plan 1					
Messenger	Mode/Tools	Date(s)	Desired Outcome	Outcome	Follow-up
Touch 1					
Touch 2					
Touch 3					

3. Input the date whereby the touch will ideally happen. Timing of outreach is especially important when there is a specific date (such as a hearing or vote) whereby decision makers will decide on your policy. Other considerations include connections with other outreach efforts and key events, media hooks (other events such as The Great American Smokeout) that will increase media interest, and the rolling out of all the messages of your educational outreach campaign

4. Decide and input what you want to happen as a result of each Touch. Simple outcomes such as “willingness to learn more” or “positive exposure to issue” are examples of desirable outcomes. Ultimately, expressed support for policy change is a desired outcome.

5. Use the planning tool to keep track of actual outcomes of outreach and to note any follow-up that needs to happen as a result of outreach touches. At regular intervals, review your entire plan and make adjustments based on progress in reaching and motivating audiences.

Detailed Outreach and Education Action Plan

Action Plan 3

Messenger	Mode/Tools	Date(s)	Desired Outcome	Outcome	Follow-up
Touch 1: TPEP Coordinator	Telephone call to the President of the Chamber of Commerce	July 25 th	Chamber president supports TRL policy proposal		
Touch 2: Community Champion	Letter to the Editor of local paper	August	Letter printed in newspaper showing good outcomes for kids and how businesses can support		
Touch 3: TPEP Coordinator/ CHD Admin	Key informant interviews with local business people/chamber members	Mid August	Gain support of local business people for TRL who are willing to be listed as supporters		

Action Plan 3 (continued)

Messenger	Mode/Tools	Date(s)	Desired Outcome	Outcome	Follow-up
Touch 4: Champion from Chamber of Commerce	Chamber Newsletter	End of August	Letter printed in the Chamber newsletter talking about the benefits of TRL and businesses		
Touch 5: CHD/Tobacco Program/OHA	Facebook/new hero video	Beginning of September	Facebook posting promoting and tagging local businesses who support TRL through new hero video		
Touch 6: Friendly County Commissioner	Local Newspaper article where commissioner is interviewed about the benefits of TRL and how businesses should also support in order to support community health	Mid September	Favorable news article promoting the benefits of TRL		
Touch 7: President of Chamber	Chamber resolution of support for TRL	End September	Chamber of Commerce votes for a resolution to support TRL		

2015 Legislative Session: Tobacco bills

Tobacco Free Living

E- Cigarettes: HB 2546B – This bill includes e-cigarettes, (defined as inhalant delivery systems in the bill), in all tobacco laws except those relating to taxation. It includes e-cigarettes in the ICAA, addresses sales and marketing of these products to minors, and sets standards on packaging. This bill also requires OHA to report on Food and Drug Administration (FDA) regulations and medical research related to inhalant delivery systems.

Status: Passed House floor on 3/2, passed out of Senate Committee on Health on 5/4, passed Senate floor on 5/11.

Tobacco Retail Licensure and Minimum Age (21): SB 663A –This bill gives OLCC authority to set up a statewide retail licensure system, write rules and enforce. The bill also sets a minimum age for purchase of tobacco products and inhalant delivery systems at 21 years. Businesses that qualify for licensure must have a physical address and cannot be located less than 1,000 feet from a school or child care facility. Licensed retailers may not redeem coupons for a tobacco product or inhalant delivery system or sell a tobacco product or inhalant delivery system at a free or discounted price. This bill includes anti-preemption language, which enables local communities to enact stronger laws that make sense for their communities.

Status: Referred to the Finance and Revenue Committee during a work session held on 4/24.

Flavored Tobacco: SB 415 – This bill prohibits the sale and distribution of all flavored tobacco products except menthol and tobacco flavor. It does not include inhalant delivery devices (e-cigarettes).

Status: Last hearing held on 4/7.

Increasing the Price of Tobacco

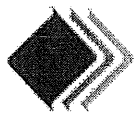
Tobacco taxation: HB 2555, HB 2066 and HB 2166 – These bills increase Oregon’s per pack cigarette tax by \$1.00, \$1.25 and \$1.82025, respectively. A \$1.00 increase reflects a 76% increase over current tax rates. Each bill devotes a portion of tax revenue to tobacco prevention, education and cessation activities, chiefly through the Tobacco Use Reduction Account under ORS 323.457.

Status: Public hearing for HB 2555 held on 2/25.

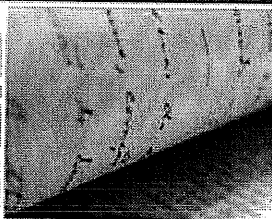
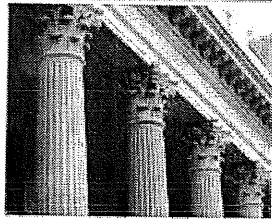
E-cigarette taxation: HB 2134 and HB 2074: These bills amend ORS 323.050 to include vapor products (e-cigarettes) in the definition of non-cigarette tobacco products, thus making them eligible for taxation.

Status: Public hearing for HB 2134 and HB 2074 held on 4/6.





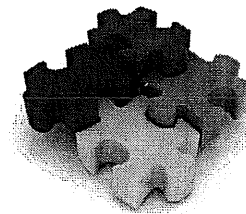
Tobacco Control
Legal Consortium



Fact Sheet

Why Preemption is Bad for Tobacco Control

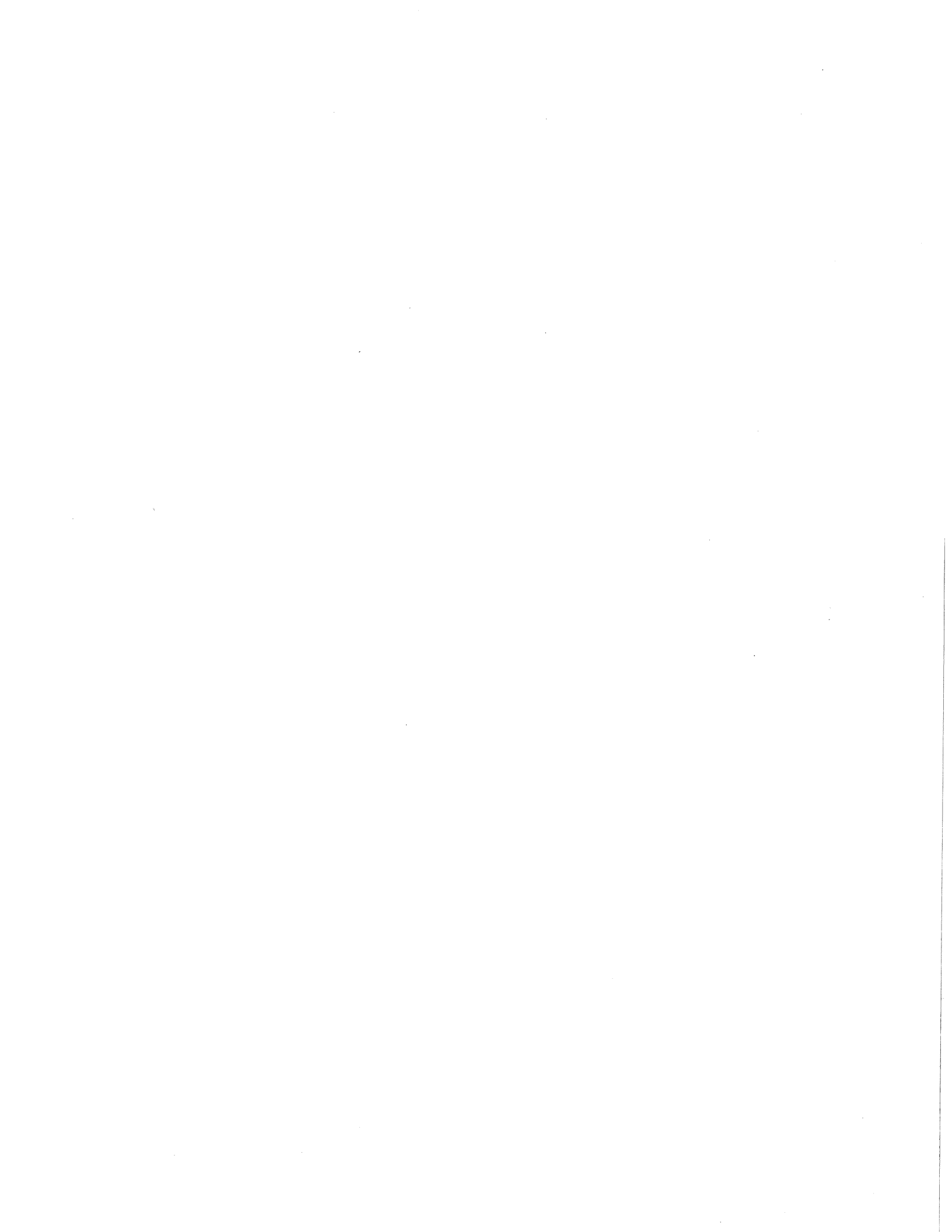
Public health practitioners and tobacco control advocates generally agree that preemption is detrimental to tobacco control efforts. Preemption occurs when a “higher” level of government eliminates or limits the authority of a “lower” level of government to regulate a certain issue. When laws are preempted, they have no force or effect. Because local control is so integral to tobacco control, the tobacco industry and its allies have historically used, and continue to use, preemptive strategies to thwart smoke-free laws, youth access and retailer licensing restrictions, advertising and promotion regulations, and similar policies.



For decades, the strongest and most innovative tobacco control policies have emerged at the local level – often after long and hard-fought grassroots community efforts – before ultimately being adopted at the state or federal level. These grassroots campaigns increase local awareness of tobacco control issues, build community readiness and support, and foster public debate about the need for policy change and healthy social norms. A preemptive state or federal law can invalidate many local tobacco control policies that represent years of efforts at the local level. Moreover, once enacted, preemptive laws are traditionally difficult to repeal, and can affect not just the legal but also the advocacy landscape for years to come. Unfortunately, but not surprisingly, research has shown that preemption has resulted in health and social norm disparities between states where local authorities have the ability to adopt tobacco control policies and states where local authorities are preempted from enacting such policies.

The tobacco industry has been relentless in its pursuit of preemption to weaken, impede or defeat tobacco control efforts. Preemptive policies and legal challenges can often block state and local advances in tobacco control, and seemingly innocuous preemptive language inserted into proposed legislation can derail important tobacco control initiatives. For more information, see the Consortium’s *Preemption: The Biggest Challenge to Tobacco Control*. This publication describes common ways preemption can affect tobacco control strategies, and provides examples of preemptive and non-preemptive legislative language, guidelines on preventing or addressing preemption in tobacco control legislation, select tobacco-related legal challenges to preemption, and a list of resources on preemption and tobacco control.

Last updated: October 2014



Components of a Comprehensive Tobacco Retail License

Tobacco retail licensure is a tool to implement and enforce innovative policies that effectively reduce the number of Oregon children and young adults that become addicted to tobacco, help current tobacco users quit, and reduce health care costs associated with tobacco use for the state of Oregon.

Tobacco retail licensure can be used implement prevention policies that will have a meaningful impact on youth use of tobacco, as well as to better enforce youth access laws.

Components of Comprehensive Tobacco Retail Licensure
Core components
Meaningful fees and penalties
Ability to suspend or revoke a license
Additional tobacco policies that could be linked to a license
Prohibit the sale of flavored tobacco
Raise the age of purchase from 18 to 21 years
Limit retailer proximity to schools
Prohibit the redemption of coupons or multi-pack offers
Prohibit the distribution of promotional samples of tobacco
Require little cigars and cigarillos to be sold in packs of at least 20
Prohibit tobacco sales in pharmacies
Reduce number of tobacco retailers through limited number of licenses
Require minimum distance between retailers
Require retailers to post Quit Line information
Require retail clerks to meet the minimum legal sale age

Core Components of Effective Tobacco Retail Licensing

Meaningful Fees and Penalties

Having adequate fees and graduated fines associated with the license is critical to being able to enforce local, state and federal laws in the retail setting. Licensing fees and fines that fully cover all program costs, including administration, inspection, and enforcement ensure a sustainable and effective licensing system.

Ability to Suspend or Revoke a License

Adequate consequences for violations of any tobacco control law, such as license suspensions and revocations, are important tools to maintain compliance with the law. Removing a retailer's ability to generate revenue from tobacco products is more effective than a fine for violations.

Additional Policies That Could be Linked to a Policy Ban Flavors

Flavors mask the natural harshness and taste of tobacco, making flavored tobacco products easier to use and increasing their appeal among youth.ⁱ While approximately 10 percent of all 11th graders in Oregon smoke cigarettes, about 18 percent of 11th graders use other tobacco products, including cigars, hookah, and chew. While the shapes, sizes, packaging, and modes of ingestion vary for these tobacco products, what they all have in common is their availability in a variety of flavors.

Raise the Age of Purchase

The ages of 18 to 21 are a critical period when many smokers move from experimental smoking to regular, daily use. A recent report released by the Institute of Medicine found that increasing the minimum age to purchase cigarettes from 18 to 21 could have a meaningful impact, resulting in an estimated 12 percent decrease in smoking prevalence over time.ⁱⁱ

Limit Proximity to Schools

Studies have documented that youth who live or go to schools in neighborhoods with the highest density of tobacco outlets (or with the highest density of retail tobacco advertising) have higher smoking rates compared to youth who live or go to schools in neighborhoods with fewer or no tobacco outlets.ⁱⁱⁱ Prohibiting tobacco retailers near places youth visit reduces tobacco retailer density and limits the availability of and exposure to tobacco products.

Increase Price of Tobacco

Exposure to tobacco products and price promotions at the point of sale encourages initiation and discourages cessation. When tobacco products cost more, fewer people use tobacco, fewer initiate tobacco use, and more people quit tobacco use.^{iv} This is especially true among price sensitive youth. When the price of tobacco increases by 10 percent, youth use decreases by 7 percent.^v

Several approaches embedded in a tobacco retail license can raise the price of tobacco:

- Prohibiting the redemption of coupons or multi-pack offers
- Prohibit the distribution of promotion samples of tobacco products
- Requiring little cigars and cigarillos to be sold in packs of at least 20 (as is required for cigarettes)

The use of coupon promotions makes cigarettes more affordable to Oregon's youth and young adults. The 2012 U.S. Surgeon General report showed that, "...the industry's extensive use of price-reducing promotions has led to higher rates of tobacco use among young people."^{vi} Evidence shows that coupons also encourage new smokers to smoke more often, thereby entrenching their addiction.^{vii}

Tobacco Retail Licensing

Restrict Pharmacy Sales

Selling tobacco in pharmacies makes it harder for smokers to quit, sends a mixed message to consumers about the dangers of tobacco products, and is contradictory to the purpose of a pharmacy, which is to promote health. Thus, licenses should not be issued to a business that contains a pharmacy.

Minimum Distance between Outlets

Youth who live or go to school in neighborhoods with more tobacco outlets or retail advertising have higher smoking rates compared to youth in neighborhoods with fewer tobacco outlets.^{viii,ix} These kids are more likely to experiment with smoking, more likely to start smoking and more likely to remain smokers.^{x,xii} Requiring a minimum distance between outlets by prohibiting new tobacco retailers from operating within a certain distance of existing retailers can reduce retailer density and mitigate this disparity.^{xii}

Reduce the number of tobacco retail outlets

Restricting the number of tobacco retail outlets within a community reduces youth access and exposure to tobacco. Capping the number of retailers at the current number, limiting the number of retailers based on population density, or allowing only one new retailer for every two that go out of business reduces the number of retail outlets.

Require retailers to post Quit Line Information

The 2007 Institute of Medicine report, *Ending the Tobacco Problem: A Blueprint for the Nation*, recommends requiring tobacco retailers to display and distribute health warnings and tobacco cessation signs. Requiring posting of quit line signs in all locations selling tobacco products counteracts tobacco industry advertising.

Require retail clerks to meet the minimum legal sale age

Young retail clerks may be a major source of tobacco products for their underage friends and peers. Increasing the age requirement for retail clerks to the minimum legal age of sales would make it more difficult for youth to get tobacco products.

ⁱ Flavored tobacco product fact sheet. Press release of the Food and Drug Administration, December 1, 2011 (<http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/ucm183198.htm>)

ⁱⁱ IOM (Institute of Medicine). 2015. *Public health implications of raising the minimum age of legal access to tobacco products*. Washington, DC: The National Academies Press.

ⁱⁱⁱ Ribisl KM, Luke DA, Sorg AA. Reducing tobacco related disparities through point-of-sale regulation: Differential impact of regulating tobacco advertising and sales near schools. Annual Meeting and Convention of the American Public Health Association. Washington, D.C., 2011.

^{iv} Chaloupka FJ, Pacula RL. The impact of price on youth tobacco use. Smoking and tobacco control monograph no. 14. National Cancer Institute. http://cancercontrol.cancer.gov/brp/tcrb/monographs/14/m14_12.pdf

^v Chaloupka FJ, Pacula RL. The impact of price on youth tobacco use. Smoking and tobacco control monograph no. 14. National Cancer Institute. http://cancercontrol.cancer.gov/brp/tcrb/monographs/14/m14_12.pdf

^{vi} U.S. Department of Health and Human Services. Office of the Surgeon General. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General (2012)* (Page 530). <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf>. Accessed April 3, 2015.

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<http://www.ncbi.nlm.nih.gov/pubmed/?term=Is+Adolescent+Smoking+Related+to+the+Density+and+Proximity+of+Tobacco+Outlets+and+Retail+Cigarette+Advertising+Near+Schools%3F>
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<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1470554/>
- ^x McCarthy WJ, Mistry R, Lu Y. Density of Tobacco Retailers Near Schools: Effects on Tobacco use Among Students. *Am J Public Health*. 2009;99(11):2006-13. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2759807/>.
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<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3853172/>
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<http://www.ncbi.nlm.nih.gov/pubmed/?term=Effects+of+Neighbourhood+Socioeconomic+Status+and+Convenience+Store+Concentration+on+Individual+Level+Smoking>