

Tobacco 21 Evaluation

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Tobacco Reduction Advisory Committee

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What is Tobacco 21?

In August 2017, Oregon Governor Kate Brown signed Senate Bill 754, which **raised the age of purchase** for tobacco and vaping products in Oregon from 18 to 21 years.

Senate Bill 754, also referred to as Tobacco 21, went into effect on January 1, 2018.

What was the purpose of the evaluation?

To assess the **short-term outcomes** of implementation of Tobacco 21 in Oregon, the Oregon Health Authority (OHA) contracted with RMC Research, an independent evaluator, to conduct an evaluation.

Input

Tobacco 21 law goes into effect on January 1, 2018.

Outputs

- ▶ Tobacco and vaping product retailers implement Tobacco 21.
- ▶ Enforcement of Tobacco 21

Short-Term Outcomes

- ▶ Youth **tobacco use initiation**.
- ▶ Youth and young adults **perception of ease of access** to tobacco and vaping products.
- ▶ **Requests for proof of age** when purchasing tobacco and vaping products.

Key Evaluation Questions

Between pre- and post-legislation, to what extent:

1. Did **initiation of tobacco** use decrease among youth aged 13 to 25 years?
2. Did **perceived ease of access** to tobacco and vaping products decrease among youth and young adults aged 13 to 25 years?
3. Did frequency of **requests for proof of age** increase among youth aged 13 to 25 years?

Evaluation design



The evaluation used social media advertising on Facebook and Instagram to recruit for online surveys with youth aged 13 to 17 years and young adults aged 18 to 25 years. Recruitment occurred in all counties in Oregon in two waves; before and after the law took effect. Social media ads targeted participants in the appropriate age ranges and geographic areas.

Survey

The Oregon Tobacco Survey (OTS) asked youth (aged 13–17 years) and young adult (aged 18–20 years and 21–25 years) tobacco users questions about their experiences with tobacco and vaping products that were expected to be affected by the implementation of Tobacco 21.

Survey

Surveys were fielded before (**pre-legislation, December 2017**) and nine months after the Tobacco 21 law took effect (**post-legislation, September 2018**).



**OREGON
TOBACCO
SURVEY**

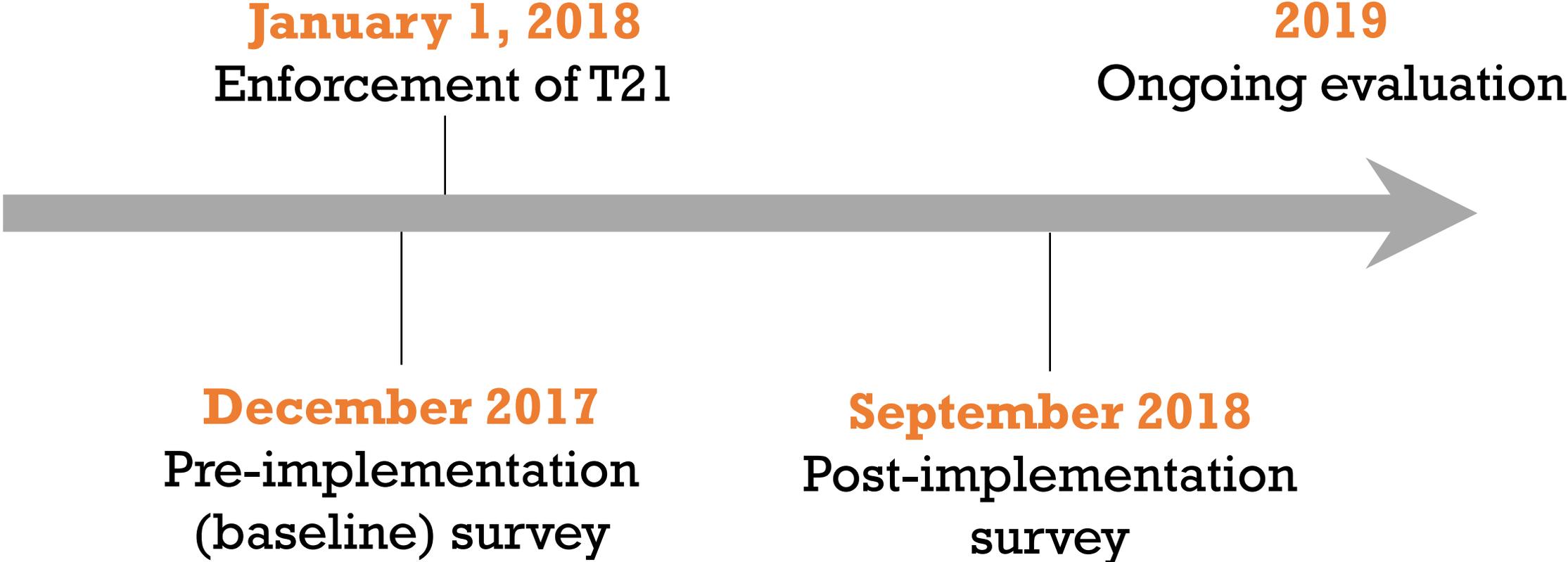
A group of diverse young people are shown from behind, hugging each other in a line. They are standing in front of a large window that looks out onto a bright, green outdoor space. The scene is warm and positive. The text 'OREGON TOBACCO SURVEY' is overlaid on the image, with 'OREGON' on the top line, 'TOBACCO' on the middle line, and 'SURVEY' on the bottom line. The text is white and bold. A white outline of the state of Oregon is also visible, framing the text.

**OREGON
TOBACCO
SURVEY**

Sample

A total of 3,400 current tobacco users were included in the pre-legislation analysis and more than 1,800 current tobacco users were included in the post-legislation analysis. Respondents in both samples were primarily white and non-Hispanic, consistent with the population of Oregon. In both pre- and post-legislation samples, approximately two thirds of the participants were in the Portland metro area.

Timeline





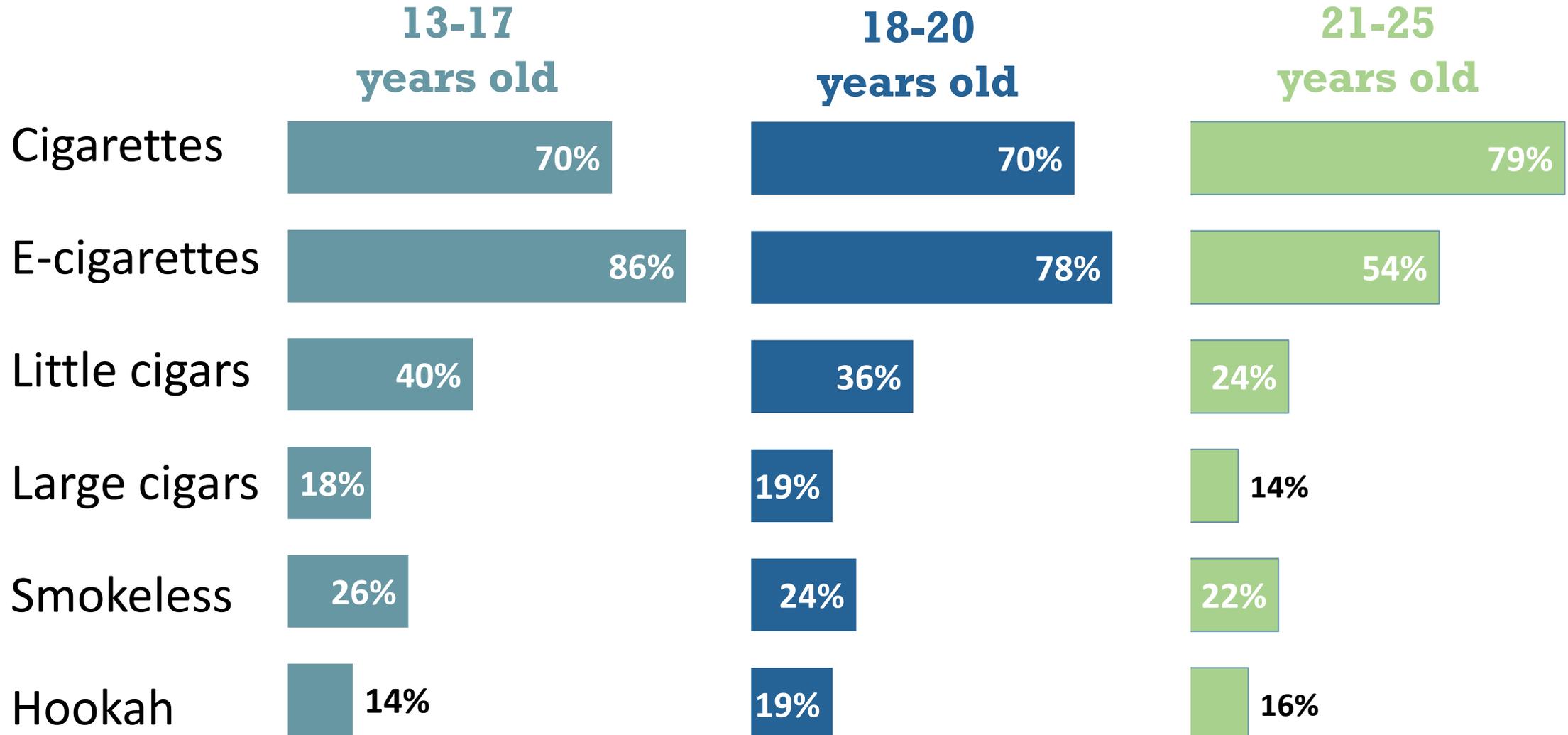
Data

Demographics – current tobacco users

		Count	%
Age group	Age 13-17	1,138	22%
	Age 18-20	2,008	38%
	Age 21-25	2,124	40%
Region	Outside Portland metro	1,713	33%
	Portland metro	3,557	68%
Identity	Female	2,249	45%
	Male	2,581	51%
	Something else fits better	187	4%

		Count	%
Orientation	LGBO	1,745	27%
	Straight	4,512	70%
	Don't know	159	2%
Race	American Indian/AK native	146	3%
	Asian	112	2%
	African American/Black	108	2%
	Hawaiian/Pacific Islander	46	1%
	White	4,336	84%
	Multiracial	440	8%
Ethnicity	Hispanic	595	11%
	Non-Hispanic	4,656	89%

Tobacco product used



Key Evaluation Question 1

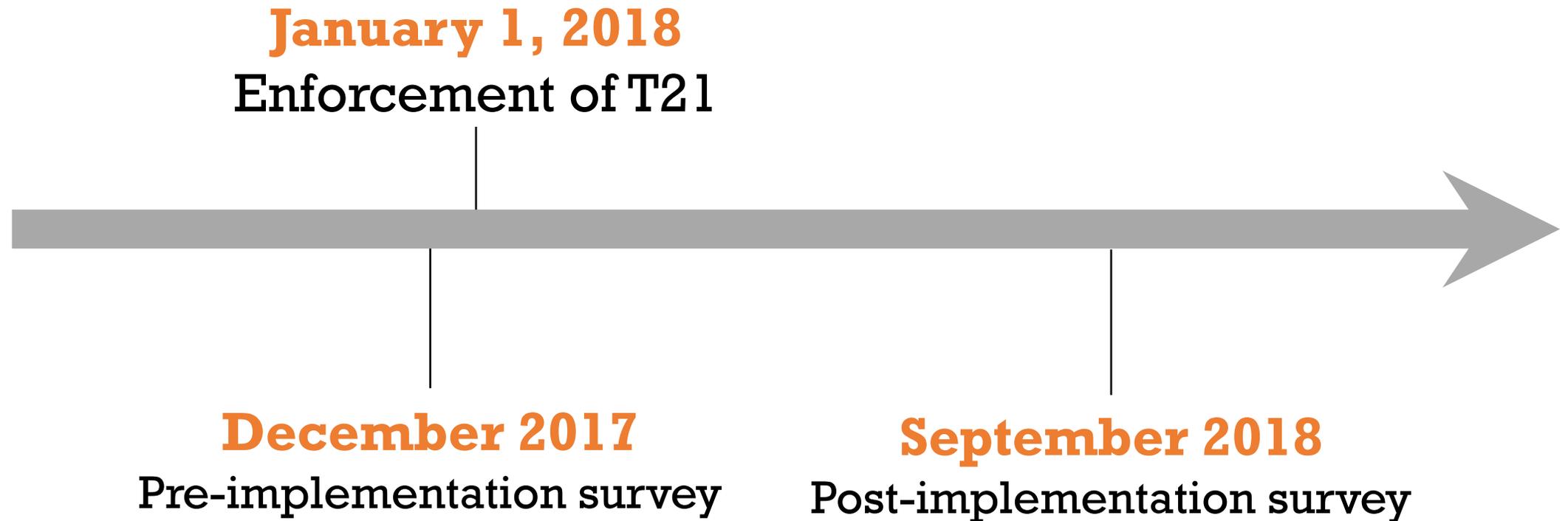
Between pre- and post-legislation, to what extent:

Did **initiation of tobacco** use decrease?

Among youth aged 13 to 17?

Among young adults age 18-20?

Did you first use tobacco within the past 6 months?



Key Evaluation Question 2

Between pre- and post-legislation, to what extent:

Did **perceived ease of access** to tobacco and vaping products decrease among youth and young adults aged 13 to 25 years?

Key Evaluation Question 3

Between pre- and post-legislation, to what extent:

Did frequency of **requests for proof of age** increase among youth and young adults aged 13 to 25 years?

Raising the minimum age for purchase of tobacco products will prevent kids from starting to use tobacco products and vaping products.

Most addiction to tobacco starts in adolescence. Most adults who smoke report that they started smoking before turning 18 years, and almost all start before they turn 26.

The earlier kids start using tobacco, the more at risk they are for chronic disease, including heart disease, asthma and cancer.

Retailer compliance is a key part of assuring Tobacco 21 laws reduce youth access to tobacco products.

Oregon is one of only nine states that does not have tobacco retail licensure. Requiring retailers to buy a license to sell tobacco can improve enforcement of the sales age.

Tobacco licenses can fund more inspections and impose effective penalties for illegal sales, including the suspension of tobacco licenses for retailers who repeatedly violate the law.

Retailer compliance is a key part of assuring Tobacco 21 laws reduce youth access to tobacco products.

Retailer owners and managers have a responsibility to educate their staff on why preventing underage tobacco sales is important. They also need to communicate the consequences of making an illegal sale.

Tobacco 21 is a complement to proven tobacco control measures.

High-impact policies supporting clean indoor air and tobacco-free schools and workplaces have helped reduce tobacco use in Oregon.

Tobacco 21 shows promise as an additional strategy to reduce nicotine addiction for future generations.