Tobacco Retail Environment: Update on local and statewide efforts

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Outline

• Why focus on retail environment
• State retail environment overview
• Local retail environment overview
WHY FOCUS ON THE RETAIL ENVIRONMENT?
The tobacco industry is outspending prevention efforts in Oregon

<table>
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<tr>
<th>Tobacco industry marketing and promotion</th>
<th>CDC-recommended budget</th>
<th>TPEP program budget</th>
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<tbody>
<tr>
<td>$116 ($Annual)</td>
<td>$39 ($Annual)</td>
<td>$10 ($Annual)</td>
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Over 75% of tobacco promotion and advertising dollars are invested at the point of sale.
STATEWIDE OVERVIEW
State efforts

- State policy efforts
- Data collection
- Funding to local communities
- Technical assistance and training
- Evaluate local retail policy change efforts
- Communications
LOCAL OVERVIEW
All Tobacco Prevention and Education Programs are:

• Advancing comprehensive tobacco retail licensing ordinances
• Advancing work on at least one retail policy strategy:
  – Prohibit flavored tobacco products
  – Restrict proximity of tobacco retailers to schools
  – Increase cost of tobacco through coupon restrictions
  – Eliminate the sale of tobacco products in pharmacies
Strategies for Policy And Environmental Change (SPArC)

SPArC funding accelerates policy change.

SPArC funding mobilizes communities most impacted by the influence of tobacco.

Community leadership play a key role in local and statewide SPArC goals.
Oregon communities with TRL

- Multnomah County
- Benton County, unincorporated
- City of Corvallis
- City of Philomath
- Lane County, unincorporated
- City of Veneta
- City of Creswell
- City of Cottage Grove
- Klamath County, unincorporated
- Klamath Falls
Flavor ban
Proximity and Density of Retailors

WHAT ARE YOUR KIDS SEEING ON THEIR WAY TO SCHOOL?

ONE OF THESE THINGS DOESN'T BELONG
Non-tax price increases

- Require minimum pack size (e.g. no single cigarillos)
- Establish minimum price
- Prohibit price discounting (e.g. specials, multipack discounts)
- Prohibit redemption and/or distribution of coupons
Ban of Tobacco Sales in Pharmacies