

# TPEP program highlights, 2017–2019

## TPEP 20th Anniversary celebrations

In April 2017, TPEP celebrated its 20th anniversary. Local and statewide decision makers, including Governor Kate Brown, gathered at events around the state to mark the program's accomplishments.



Governor Kate Brown celebrates TPEP's 20th anniversary with youth advocates.

## Raising the tobacco sales age to protect Oregon's youth

On Aug. 9, 2017, Governor Kate Brown signed Senate Bill 754 into law, making Oregon the fifth state to raise the tobacco legal sales age to 21. Reducing youth access to tobacco is an important component of preventing future nicotine addiction.

## Statewide tobacco and alcohol retail assessments

For the first time, in 2018 local TPEP program coordinators joined with local alcohol and other drug prevention grantees to look closely at the retail environment. Assessments found that tobacco and alcohol are both sweet, cheap and easy to get in stores across Oregon.

## Ingredients for local success

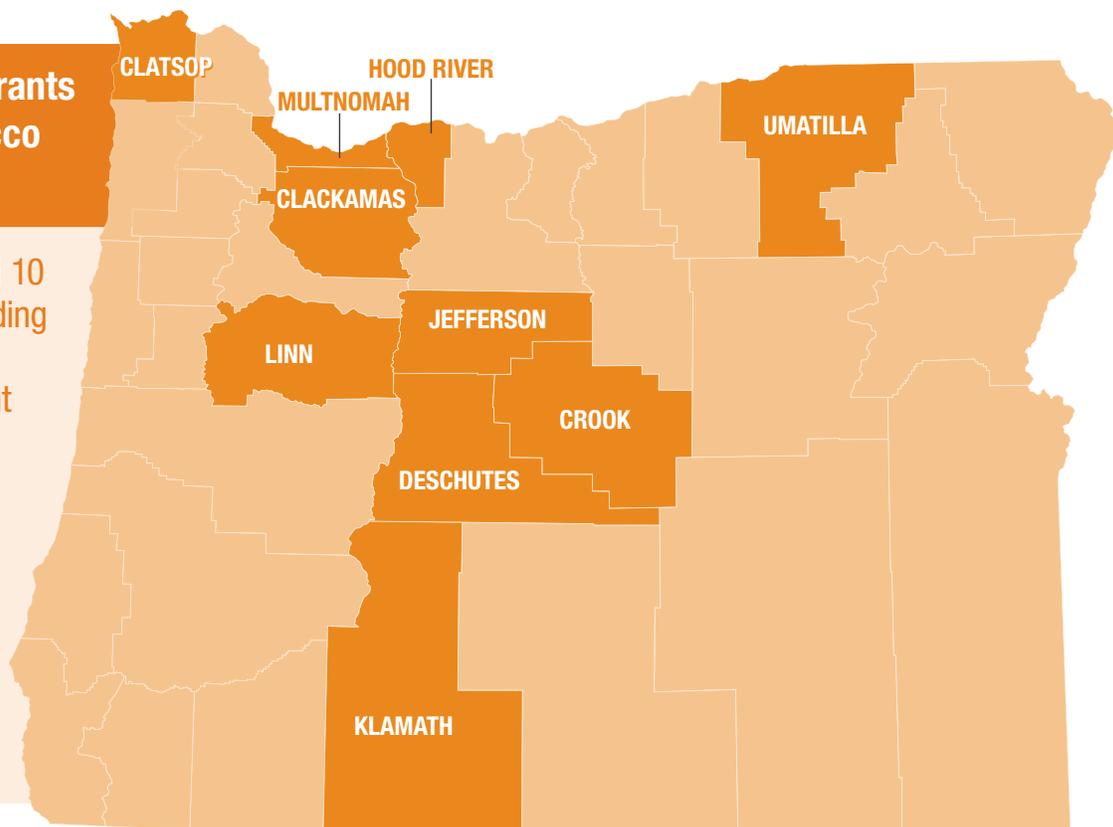
An evaluation of grants to accelerate local TPEP work identified key elements for grantee success. Supportive local leadership and technical assistance from the state were important to advance tobacco prevention policies.

## Integrating tobacco treatment and health information technology

A collaboration between TPEP, Deschutes County and PacificSource Community Solutions CCO Central Oregon Region as part of the Sustainable Relationships for Community Health Grant focused on improving electronic referrals to quit tobacco services. The project resulted in a **4,000% increase** in referrals in pilot clinics.

## Counties awarded grants for advancing tobacco prevention efforts

In 2018, TPEP awarded 10 counties additional funding to accelerate promising community engagement work. These counties are working on policy strategies to reduce tobacco's influence in the retail environment and strengthen clean indoor air policies.



# Klamath County

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**Tobacco products are sweet, cheap and easy to get in Oregon, and stores heavily market tobacco products. Tobacco marketing promotes youth tobacco use and makes it harder for people who use tobacco to quit.**

Klamath County received competitive TPEP grants as part of the Strategies for Policy and enviRonmental Change (SPArC) program in 2014 and 2016. Klamath County used the grant to further tobacco retail licensure across the county. Tobacco retail licensure is a foundational policy that can help communities improve enforcement of the tobacco sales age and explore additional policies such as prohibiting tobacco product discounts.

Working in a rural area, the Klamath County Tobacco Prevention Program understood the importance of personal connections for moving its tobacco work forward. Klamath TPEP met individually with all tobacco retailers in the county to talk about tobacco retail policy and gather their feedback. Klamath TPEP also met with the Klamath Falls City Council and the Klamath County Board of Commissioners to

answer questions about tobacco use and discuss how tobacco retail licensure could help decrease it. The program used the high local rate of tobacco sales to youth to demonstrate the need for stronger enforcement of tobacco retail laws.

In spring 2017, the Klamath County Board of Commissioners passed a tobacco retail licensure policy that covered unincorporated areas of the county. Shortly after, the City of Klamath Falls passed a matching policy. The policy is in the process of being implemented to support retailers and ensure compliance.

The path to tobacco retail licensure was not always smooth. Klamath TPEP found that it took time to gain community support for the policy and raise its staff's comfort with the policy process. In the end, staff time and dedication resulted in a strong outcome. Klamath's work demonstrated leadership and the value of community partnership, two key components of public health modernization. Klamath TPEP staff are optimistic that their new tobacco retail license — in conjunction with their other prevention work — will help protect the community from tobacco-related chronic disease for years to come.