

PUTTING TOBACCO MASTER SETTLEMENT AGREEMENT (TMSA) DOLLARS TO WORK TOBACCO IN THE RETAIL ENVIRONMENT

OREGON'S INVESTMENT IN TOBACCO PREVENTION & EDUCATION

Oregon's Tobacco Prevention and Education Program (TPEP) works in partnership with local public health authorities, tribes and community-based organizations to engage communities in promoting smokefree environments and reducing the influence of tobacco marketing on the most vulnerable among us, particularly kids.

NEW TMSA FUNDING

The majority of TPEP funding comes from state taxes on tobacco products. However, in 2013, the Legislature for the first time directed a portion of funds from the Tobacco Master Settlement Agreement (TMSA) to support tobacco prevention efforts. This \$4 million commitment funded:

- Community interventions to reduce tobacco use and encourage adults to quit
- Health education and communications
- Data collection and program evaluation
- Training for public health, health care and community partners
- Technical assistance to support community health
- The Oregon Tobacco Quit Line, available 24/7 by phone and online



Multnomah and Lane counties were awarded grants to implement innovative retail policies to reduce the number of Oregon youth who become addicted to tobacco.

SWEET, CHEAP & EASY TO GET

Addiction to tobacco starts in adolescence; in fact, nine of ten adults who smoke report that they started smoking before turning 18. Kids in Oregon are under constant pressure to start using tobacco. It is cheap, readily available and easy to get, and it's heavily promoted and marketed in stores that kids go to. Tobacco products come in every size, shape, color, flavor and price—often displayed at young kids' eye level (three feet or lower) and near candy.

Youth who live or go to school in neighborhoods with the highest density of tobacco outlets or retail advertising have higher smoking rates compared to youth in neighborhoods with fewer tobacco outlets. While consumption of cigarettes has decreased among Oregon teens, use of flavored little cigars and e-cigarettes has remained steady or increased—in fact, use of non-cigarette tobacco products (18 percent) is twice that of cigarettes (9 percent).



COMMUNITY INTERVENTION— MULTNOMAH COUNTY:

Multnomah County Health Department, in partnership with the Oregon Health Equity Alliance (OHEA), focused on a policy strategy to curb youth access to and use of tobacco. Multnomah County and OHEA assessed 411 tobacco retail venues and presented the results to the Multnomah Board of County Commissioners. County health department leaders conducted a series of presentations to the Board, culminating in three policy options under consideration:

- Prohibit e-cigarette sales to, and use by, minors
- Include use of e-cigarettes in the Multnomah County Smoke-free Workplace law
- License retailers who sell tobacco and e-cigarette products

COMMUNITY INTERVENTION – LANE COUNTY:

In December 2014, the Lane County Board of Commissioners passed a tobacco ordinance that achieves the following:

- Bans the sale of e-cigarettes to minors
- Requires tobacco and e-cigarette retailers to be licensed in unincorporated areas of the county
- Prohibits free samples of tobacco products
- Prohibits the redemption of tobacco industry coupons and other price discounting practices like multi-pack discounts
- Prohibits tobacco retailers within 1,000 feet of places that serve children, like schools, child care centers, libraries, playgrounds, youth centers, recreation facilities or parks
- Prohibits self-service displays and mobile vending
- Requires posting of health warnings and Quit Line information in each retailer

SUPPORT

TRAINING AND TECHNICAL ASSISTANCE: With the help of Oregon Health Authority staff, all local public health authorities completed a tobacco retail assessment to determine tobacco product availability, price, promotion and placement.

OHA staff trained local public health authorities on proven tobacco prevention retail strategies. These strategies work to reduce (or restrict) the number, location, density and types of tobacco retail outlets; increase the cost of tobacco products; implement prevention and cessation messaging; and other point-of-sale strategies including a ban on the sale of flavored tobacco.

HEALTH EDUCATION AND COMMUNICATIONS: The Smokefree Oregon education campaign informs local communities about the retail practices of the tobacco industry and highlights retailers, students and policy makers across Oregon who have taken a stand against the tobacco industry.

