Assessing Oregon’s Tobacco Retail Environment
Supporting Local Public Health Prevention Initiatives

Sarah Wylie, Health Promotion and Chronic Disease Prevention Section
Tobacco Reduction Advisory Committee
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Overview

Defining the Problem
Why assess the tobacco and alcohol retail environments?

Assessing the Retail Environment
What did we do? What did we find?

Sharing Results and Building Community Support
How are we and local grantees disseminating findings? How do the findings support grantee workplans?
Why assess the tobacco retail environment?

DEFINING THE PROBLEM
Tobacco Industry Spending

$8.6 billion
National advertising and promotional expenditures for cigarettes and smokeless tobacco in 2017

$7.3 billion
National advertising and promotional expenditures for cigarettes in 2017 at point of sale
What did we do? What did we find?

ASSESSING THE TOBACCO RETAIL ENVIRONMENT
History of Oregon Retail Assessments

- **2015**: County-level tobacco retail assessment
- **2016**: State-level assessment
  - Modeled after the Standardized Tobacco Assessment of Retail Settings (STARS)
  - Additional questions on alcohol and food environments
2018 Retail Assessment Timeline

- **December 2017**: User group workshops
- **February 2018**: Assessment training webinars
- **April-October 2018**: Samples drawn
- **April 2018**: Technical assistance
- **January 2018**: Began assessments
- **November 2018**: Completed all county assessments
2018 Assessment Snapshot

3,100 Tobacco retailers in Oregon (not restricted to people under 18)

2,000 Retail assessments completed

36 Counties participated (both Tobacco and Alcohol Prevention and Education Programs)

2 Tribal partners participated
The 2018 assessment tool is based on a national, standardized tobacco retail assessment (STARS).

Oregon is one of the first states to include alcohol in a tobacco retail environment assessment.
What is a tobacco retailer?
## Percentage of Retail Store Types

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini Mart (including Gas)</td>
<td>63%</td>
</tr>
<tr>
<td>Market</td>
<td>10%</td>
</tr>
<tr>
<td>Grocery Store</td>
<td>10%</td>
</tr>
<tr>
<td>Drug Store</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Tobacco Shop</td>
<td>1%</td>
</tr>
<tr>
<td>Certified Smoke Shops</td>
<td>0.33%</td>
</tr>
</tbody>
</table>
Tobacco Assessment Results
Outdoor Ads

Nearly **50%** of tobacco retailers had outside advertising for at least one product.
Product Availability

- Marlboro: 98%
- Swisher Sweets: 90%
- Juul: 68%
- Kodiak: 91%
Price Promotions

63% of retailers offered a price discount for at least one tobacco product

57% of retailers advertised cigarillos for less than $1
Flavored Products

93% of retailers sold fruit- and candy-flavored products

96% of cigarette retailers sold menthol products.

23% of retailers placed products within a foot of candy or toys
How are we and local grantees disseminating findings? How do the findings support grantee workplans?

SHARING RESULTS
Local Tobacco Prevention Policy Priorities

- Tobacco Retail Licensure
- Raising the Price of Tobacco Through Non-Tax Approaches
- Regulating Flavored Tobacco Products
- Proximity and Density
- Tobacco-Free Pharmacies
Communications Products

**Reports**
- County and Tribal Service Area Data Summaries
- Statewide Results
- County Retail Assessment Summaries

**Earned Media**
- Toolkit
  - Email announcement
  - Press release
  - Social media posts
  - Newsletter article
  - Talking points
  - PPT presentation
- Technical Assistance
ASSESSING OREGON’S RETAIL ENVIRONMENT
SHINING LIGHT ON TOBACCO INDUSTRY TACTICS

If we thought the tobacco industry didn’t advertise anymore, it’s time to think again. This assessment shines light on how the industry spends over $100 million to promote its products in Oregon stores and to hook the next generation.
County Retail Assessment Summaries
Earned Media Toolkit

2018 Tobacco and Alcohol Retail Assessment

In 2018, HPCDP supported local health department staff, nonprofits, tribes and volunteers to conduct assessments of nearly 2,000 tobacco retailers, including grocery stores, convenience stores, gas stations and pharmacies. The assessment looked at tobacco product availability and marketing, similar to earlier assessments in 2013-2015 and 2016.

To read the statewide report and to learn more about results in your county, visit SmokefreeOregon.com.

Media Toolkit

The media toolkit provides customizable resources, content and ideas to help TPEP staff and local communities announce the eye-opening findings from the assessment, tell the story about the tobacco industry’s marketing tactics and motivate policy action to reduce the use of tobacco products.

The toolkit includes:
- Tobacco Media Toolkit Overview.docx
- Email Announcement Template.docx
- Newsletter Template.docx
- PowerPoint Presentation Template.pptx
- Press Release Template.docx
- Sample Social Posts.docx
- Sample Talking Points.docx

Webinar Series

Learn more about the assessment process and findings by viewing the webinar series below:
- Retail Environment Assessment: Tobacco Results
  - Webinar Recording
  - Presentation Slides.pdf
- Retail Environment Assessment: Media Toolkit
  - Webinar Recording
  - Presentation Slides.pdf
- Retail Environment Assessment: Alcohol Results
  - Webinar Recording
  - Presentation Slides.pdf

Sample post 1:
Local health department staff and volunteers visited nearly 2,000 Oregon tobacco retailers to see how big tobacco markets to people—including kids. Bottom line: The industry is aggressively marketing its deadly products. Learn more in this new report from @OHA.

90-character version: Find out how big tobacco markets to Oregon adults and kids. Learn more @OHA.

Potential image 1:

2018 Tobacco and Alcohol Retail Assessment
Shining a Light on Tobacco Industry Tactics in Oregon

Insert name of presenter:
Insert date & other relevant information
Insert retail photos if available

Health Promotion and Chronic Disease Prevention
PUBLIC HEALTH DIVISION
Initial Earned Media Coverage

Columbia County

Deschutes County

Metro Area

HOLY SMOKES: Assessing Oregon’s tobacco retail environment, statewide and locally

Deschutes County may license tobacco retailers

Study: Oregon tobacco retailers try to lure youth

By: KTVZ.COM news sources
Posted: Jul 10, 2019 10:38 AM PDT
Updated: Jul 11, 2019 09:58 AM PDT

Tobacco in Oregon: Cheap, Sweet, Plentiful and Sold at Kids’ Eye Level

Published: 11 Jul 2019
Questions and Discussion