Tobacco 21 Evaluation: Pre-implementation survey findings

Beth Vorderstrasse
Tobacco Reduction Advisory Committee meeting
July 26, 2018
Tobacco 21 – Senate Bill 754

• Raised minimum age to purchase tobacco and inhalant delivery systems to 21
• Governor Brown signed August 2017
• Enforcement began January 1, 2018
Oregon Health Authority
TOBACCO 21 EVALUATION
T21 expected outcomes – Logic model

Exhibit 2—Oregon Tobacco 21 Logic Model

Input

Tobacco 21 goes into effect on January 1, 2018.

Outputs

- Tobacco and vaping product retailers implement Tobacco 21.
- Law enforcement enforce Tobacco 21.

Short-Term Outcomes

- Youth and young adults report more frequent requests for proof of age when purchasing tobacco and vaping products.
- Youth and young adults perceive less ease of access to tobacco and vaping products.

Intermediate-Term Outcomes

- Youth and young adults’ age of tobacco use initiation increases.
- Youth tobacco use initiation decreases.
Oregon Tobacco Survey
Oregon Tobacco Survey

• Youth ages 13 – 17
• Young adults ages 18 - 25
• Tobacco users
• Facebook and Instagram
• Separate launches directed at different regions, zip codes, and ages
• Incentive to complete – gift card drawing
Survey timeline

- **January 1, 2018**: Enforcement of T21
- **December 2017**: Pre-implementation (baseline) survey
- **2018 - 2019**: Ongoing data evaluation (eg SWS, OHT)
- **September 2018**: Post-implementation survey

*Data shown today*
## Current tobacco users – respondent demographics

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>719</td>
</tr>
<tr>
<td>18-25</td>
<td>2,714</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland metro</td>
<td>2,346</td>
</tr>
<tr>
<td>Outside Portland</td>
<td>1,087</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>54%</td>
</tr>
<tr>
<td>Female</td>
<td>43%</td>
</tr>
<tr>
<td>Something else fits better</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LGB or Something else</td>
<td>25%</td>
</tr>
<tr>
<td>Straight</td>
<td>73%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2%</td>
</tr>
<tr>
<td>American Indian / Alaska native</td>
<td>2.6%</td>
</tr>
<tr>
<td>Asian</td>
<td>2.3%</td>
</tr>
<tr>
<td>African American / Black</td>
<td>2.0%</td>
</tr>
<tr>
<td>Native Hawaiian / Pacific Islander</td>
<td>0.9%</td>
</tr>
<tr>
<td>White</td>
<td>83.9%</td>
</tr>
<tr>
<td>Multiple races</td>
<td>8.3%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11%</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>89%</td>
</tr>
</tbody>
</table>

Portland metro = Clackamas, Columbia, Multnomah, Washington, & Yamhill
What tobacco product(s) do you currently use?
Product used – among current tobacco users

**Age 13-17**
- Cigarettes: 55%
- E-cigarettes: 79%
- Smokeless: 18%
- Small cigars: 28%
- Large cigars: 12%
- Hookah: 9%

**Age 18-25**
- Cigarettes: 68%
- E-cigarettes: 57%
- Smokeless: 23%
- Small cigars: 27%
- Large cigars: 15%
- Hookah: 17%
Main reason you use e-cigarettes/JUUL

- Nicotine: 29% (23% for Age 13-17, 29% for Age 18-25)
- Flavors: 21% (20% for Age 13-17, 20% for Age 18-25)
- Alternative to cigarettes: 38% (18% for Age 13-17, 38% for Age 18-25)
- Social reasons: 18% (18% for both Age groups)
- Other: 14% (9% for Age 13-17, 14% for Age 18-25)

Among current e-cig users
Initiation of tobacco use

How old were you when you first used tobacco?

Did you first start using tobacco in the past 6 months? (June to December 2017)
Average age first used tobacco

<table>
<thead>
<tr>
<th></th>
<th>Age 13-17</th>
<th>Age 18-25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>E-cigarettes</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>Other tobacco</td>
<td>14</td>
<td>16</td>
</tr>
</tbody>
</table>

Among current smokers, e-cig users, or other tobacco product users, respectively
Started using tobacco in past 6 months

More than 6 months ago | Past 6 months
Age 13-17 | 66% | 34%
Age 18-25 | 80% | 20%

Among current tobacco users.
How hard is it to get tobacco?
Youth report it is slightly less easy to get tobacco than young adults

Among current tobacco users
Where did you get the tobacco that you use (past 30 days)?

Among current tobacco users. Respondents could select more than one source.

<table>
<thead>
<tr>
<th>Source</th>
<th>Age 13-17</th>
<th>Age 18-25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store (grocery, convenience, gas)</td>
<td>32%</td>
<td>81%</td>
</tr>
<tr>
<td>Friend or family (any age)</td>
<td>75%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Among current tobacco users. Respondents could select more than one source.
Where did you get tobacco?
Age 13-17

- Convenience/gas: 30%
- Grocery store: 7%
- Friend/Family 18 or over: 56%
- Friend/Family under 18: 31%
- Internet: 10%
- Other: 4%

Past 30 days. Among current tobacco users. Respondents could select more than one source.
Where did you get tobacco?
Age 18-25

- Convenience/gas: 79%
- Grocery store: 23%
- Friend/Family 18 or over: 20%
- Friend/Family under 18: 2%
- Internet: 7%
- Other: 3%

Past 30 days. Among current tobacco users. Respondents could select more than one source.
How often were you asked to show ID when you bought tobacco (past 30 days)?

How to Read an Oregon ID

Oregon sales clerks must check all persons under the age of 27 for valid ID before selling them tobacco products. The following IDs are acceptable as proof of age:

- Passport;
- Driver license with picture from Oregon or another state;
- Identification card with picture from Oregon or another state; and
- Any other ID card issued by a state or federal government agency.

The ID must contain the person’s:

How to check under 21 ID

This date refers to the date the individual turns 21. The customer needs to be 21 or older to purchase tobacco or vaping products. The red border feature is issued to Oregon residents under the age of 21.
Younger aged youth were **LESS likely** to be asked to show ID

<table>
<thead>
<tr>
<th>Age</th>
<th>Never asked for ID</th>
<th>Asked some of the time</th>
<th>Asked every time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 13-17</td>
<td>31%</td>
<td>29%</td>
<td>41%</td>
</tr>
<tr>
<td>Age 18-25</td>
<td>10%</td>
<td>36%</td>
<td>53%</td>
</tr>
</tbody>
</table>

Among current tobacco users
Additional data analysis for priority populations

• American Indian
• African American
Additional data analysis for priority populations

- LGB, something else

<table>
<thead>
<tr>
<th>Product used - among current tobacco users</th>
<th>LGB</th>
<th>Straight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>80</td>
<td>60</td>
</tr>
<tr>
<td>E-cigarettes, JUUL, other vaping</td>
<td>59</td>
<td>63</td>
</tr>
<tr>
<td>Smokeless</td>
<td>9</td>
<td>27</td>
</tr>
<tr>
<td>Small cigars</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
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<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Hookah</td>
<td>17</td>
<td>14</td>
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</tbody>
</table>
Next steps

• **Post-T21 implementation survey** (September 2018)
• **Comparison of responses pre- vs post-T21**
• **Analysis of race oversample data** (American Indian, African American)
• **Ongoing analysis of youth and young adult survey data** (Oregon Healthy Teens, Student Wellness Survey, Behavioral Risk Factor Surveillance System).