

## **TPEP 20<sup>th</sup> Anniversary Celebrations**

Salem – May 18, 2017

Cottage Grove – May 19, 2017

Bend – May 31, 2017

### **BACKGROUND:**

More than 20 years have passed since Oregonians voted to pass Measure 44, a ballot measure that increased the price of tobacco and dedicated a portion of tobacco tax sales revenue to the prevention movement. These public health initiatives, backed by Oregon voters, aim to keep kids and young people from starting to use tobacco and to helping tobacco users quit. Since 1997, per capita cigarette pack sales have declined by more than 55 percent.

### **EVENT SUMMARY:**

Three press events were held around the state during the month of May, including Salem, Cottage Grove, and Bend, to celebrate Oregon's major accomplishments in tobacco prevention efforts over the past two decades. These accomplishments include Oregon's strong Indoor Clean Air Act, 100% tobacco-free K-12 schools, and numerous tribal nation and community successes like Lane County's leadership in raising the age to purchase tobacco from 18 to 21.

The press events in Salem and Cottage Grove, held on May 18<sup>th</sup> and 19<sup>th</sup> respectively, featured keynote remarks by Oregon Governor Kate Brown, with support from Oregon Health Authority (OHA) Director Lynne Saxton, and Oregon Health Authority-Public Health Division Director Lillian Shirley. Other featured speakers included youth from Washington County and youth from the Cottage Grove Youth Advisory Council; and various community champions and long-time partners.

The press event in Bend, which was held May 31<sup>st</sup>, featured key remarks by Oregon Health Authority-Public Health Division Director Lillian Shirley, Crook County Health Department Administrator Muriel DeLaVergne-Brown, Physician and Bend City Councilor Dr. Nathan Boddie; Central Oregon CCO Director of Pacific Source, Leslie Neugebauer; and youth from Crook County.

### **TOBACCO PRIORITIES BEYOND 2017:**

Each of these events was used to announce the state's tobacco prevention priorities moving beyond 2017 and to celebrate the community partners who worked tirelessly to support Measure 44 two decades ago and those who continue their work today.

## **MEDIA COVERAGE:**

Each event received strong media coverage across channels including: television, newspaper, and radio.

- **53 news stories** – Salem (9 clips), Cottage Grove (28 clips), Bend (16 clips)
- **949,282 reader, viewer and listener impressions**
- **Facebook impressions:**
  - Governor Brown's posts (37,984 followers): 245 reactions, 43 comments, 3 shares
  - Smokefree Oregon posts (30,449 followers): 1,057 reactions, 51 comments, 49 shares, 668 Facebook Live video views
- Oregon tobacco prevention coordinators, seeing the success of the events, asked our team for a template press release to share the news in their county
- **241 page visits** to *20th Anniversary* blog post on Health Within Reach blog, the highest read blog post in the last year. <http://healthwithinreach.org/>

## **MEDIA HIGHLIGHTS:**

*Salem:*

- <https://www.dropbox.com/sh/w7edzegl353g5ky/AAAjn9g3Exs8UoM9zBU1qdMfa?dl=0>
- <http://www.statesmanjournal.com/story/news/2017/05/18/smoking-age-oregon-18-21-campaign-against-cigarettes/101824856/>

*Cottage Grove:*

- <http://www.kezi.com/story/35475664/gov-brown-celebrates-progress-made-in-tobacco-prevention>
- <http://nbc16.com/news/local/governor-brown-in-cottage-grove-celebrating-countys-tobacco-prevention-achievements>

*Bend:*

- <http://www.ktvz.com/news/bend-state-health-leaders-mark-tobacco-prevention-efforts/524534295>