

# Preventing Youth Access to Tobacco

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**Public Health**  
Prevent. Promote. Protect.





# Agenda

- Discuss evidence based strategies
- Landscape
- Data
- Where we are now



# Youth Prevention Strategies That Work

- Tobacco retail licensure
- Penalties for sales of tobacco or nicotine products to minors
- Regulate flavors
- Determine zoning – set restrictions on the amount of retailers near schools
- Establish a vape tax
- Raise the price of tobacco products
- ✓ Raise the purchasing age from 18 to 21

# Changing the Trend

475+ Cities & Counties in **29** States



*“Tobacco 21 works by putting the legal purchasers outside the social circles of most high school students, making it more difficult for 15 to 17 year-olds to pass as legal purchasers or have legal purchasers as a friend.”*

Rob Crane, MD

President

Preventing Tobacco Addiction Foundation

# Tobacco and Alcohol Retail Assessment



1 in 2 advertised tobacco or e-cigarettes outside the store



1 in 2 offered price promotions/discounts



94% sold flavored products (menthol, candy, etc.)



55% of those that sold cigarillos or small cigars advertised them for less than \$1



31% sold products within 12 inches of toys, candy, gum, slushy/soda machines or ice cream



# Electronic Cigarette Use Among Oregon Youth

	2017		2019
8 <sup>th</sup> grade	6%	→	12%
11 <sup>th</sup> grade	13%	→	23%



# Who Uses Flavored Products?

63% of 8<sup>th</sup> graders

75% of 11<sup>th</sup> graders

50% of Young adults (18-24)

18% of Adults (25+)

# Tobacco Retail Licensing (TRL)

- Requires businesses to purchase a license to sell tobacco and nicotine products
- Retailer education and support
- Annual license fee
- Enforcement system
- Strengthens Indoor Clean Air Act (ICAA)





# Why TRL?

- Opportunity for relationships with retailers (similar to restaurant inspections)
- Enforce Tobacco 21 and other tobacco laws
- TRL effectively decreases illegal tobacco sales to youth

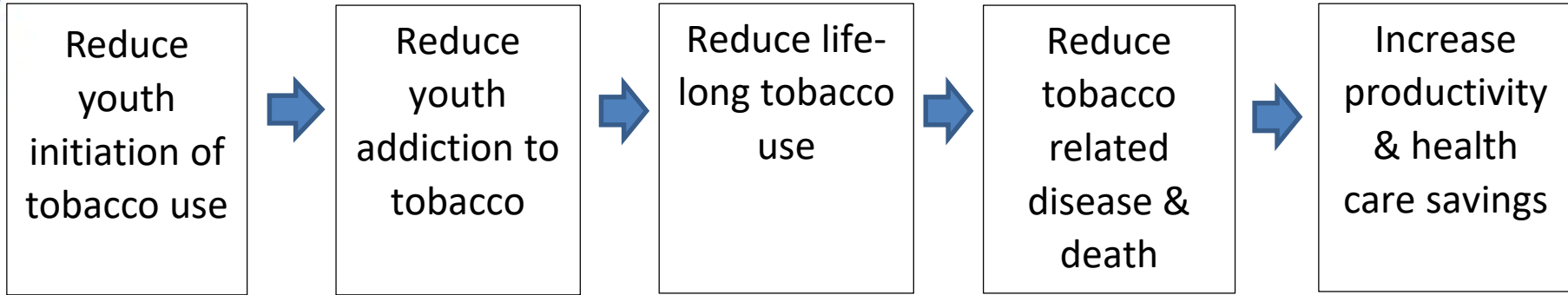




# Potential Components of TRL

- Flavor Restrictions
- Zoning/Density
- Restriction on price discounts
- Advertising guidelines

# Predicted Impact of TRL



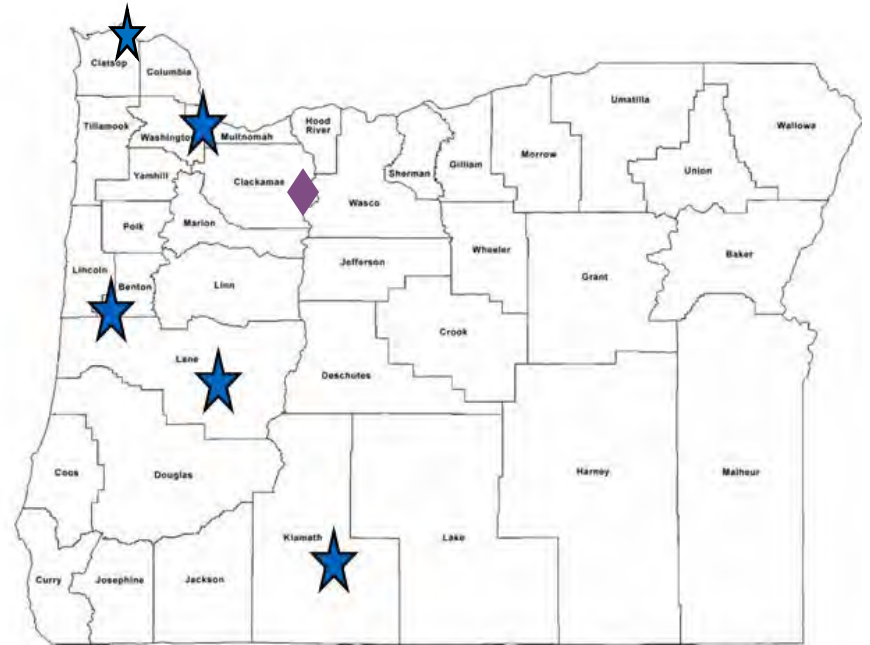
No significant adverse economic impact

	Total	Reduction
<b>Employees (FTE)</b>	370,880	-5.89
<b>Labor income</b>	\$31,008,794,624	-\$198,697

# TRL in Oregon

Jurisdictions that have passed  
TRL:

- Benton
- Klamath
- Lane
- Multnomah
- Clatsop
- Clackamas in progress





# Potential City Partnerships

- Cities adopt model ordinance aligned with the County ordinance.
- Enforcement options
  - IGA with Public Health (similar to what cities have with Animal Services)
  - Cities enforce their TRL ordinance



# Community and Stakeholder Support and Engagement

- Washington County Board of Commissioners
- Advocate Support
  - Substance Use Prevention Collaborative
  - Public Health Advisory Council
- Community survey



# Thank you!

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