



# Best Practices in Tobacco Prevention & Control

Dr. Jennifer Vines, Deputy Health Officer

Jeff Ruscoe, Synar Coordinator

Kari McFarlan, Program Supervisor

Dr. Jae Douglas, Environmental Health  
Director

November 25, 2014



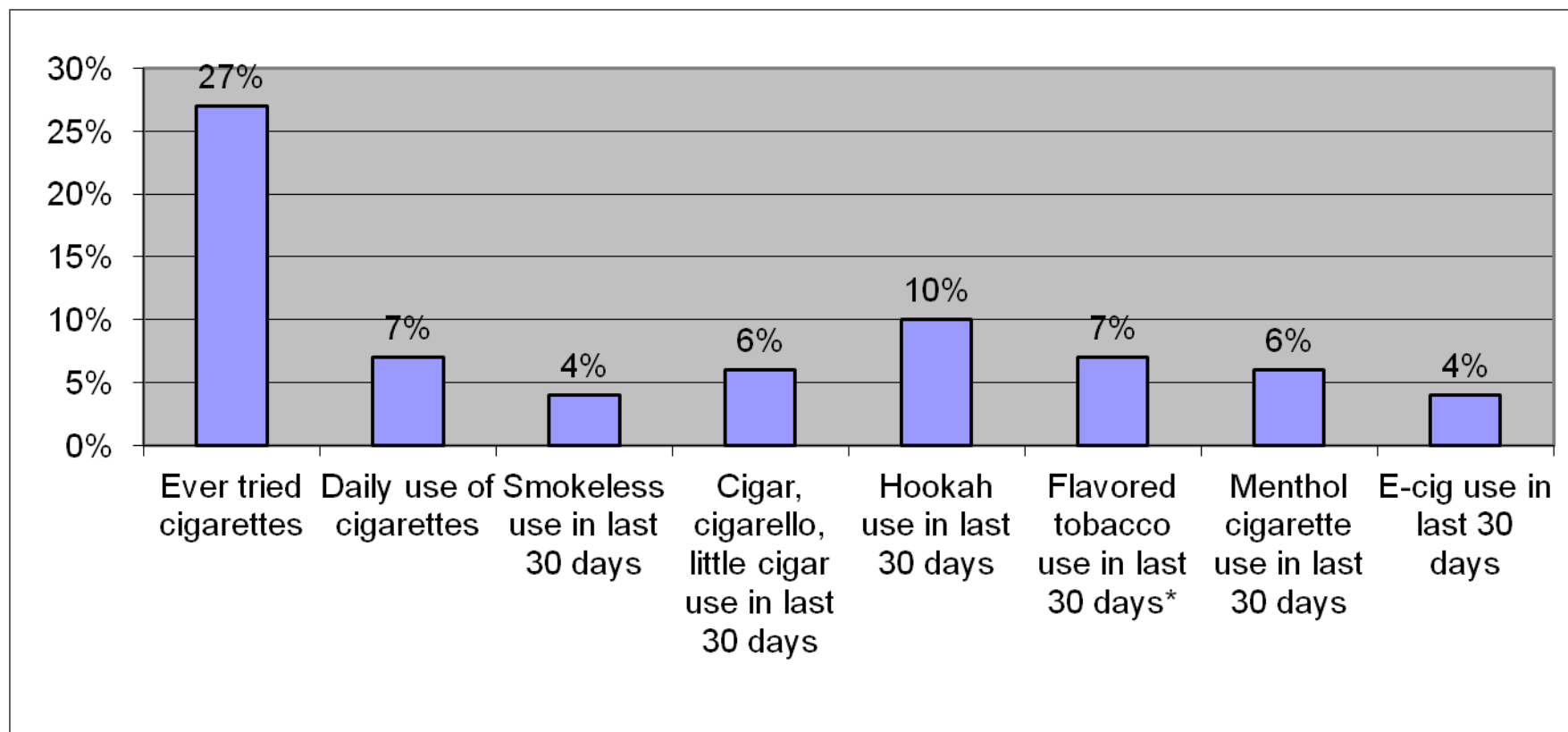
Campaign for a Healthy,  
Active Multnomah County

# Why We Are Here Today

- Provide an overview of best practices in youth tobacco prevention and control, because:
  - Multnomah County has one of the highest illegal sales rate of cigarettes to minors
  - The number of tobacco and nicotine products is increasing dramatically
  - Youth are increasingly using these products



# Youth Tobacco Use in Multnomah County



\* Flavored tobacco is defined as fruit, candy or alcoholic beverages

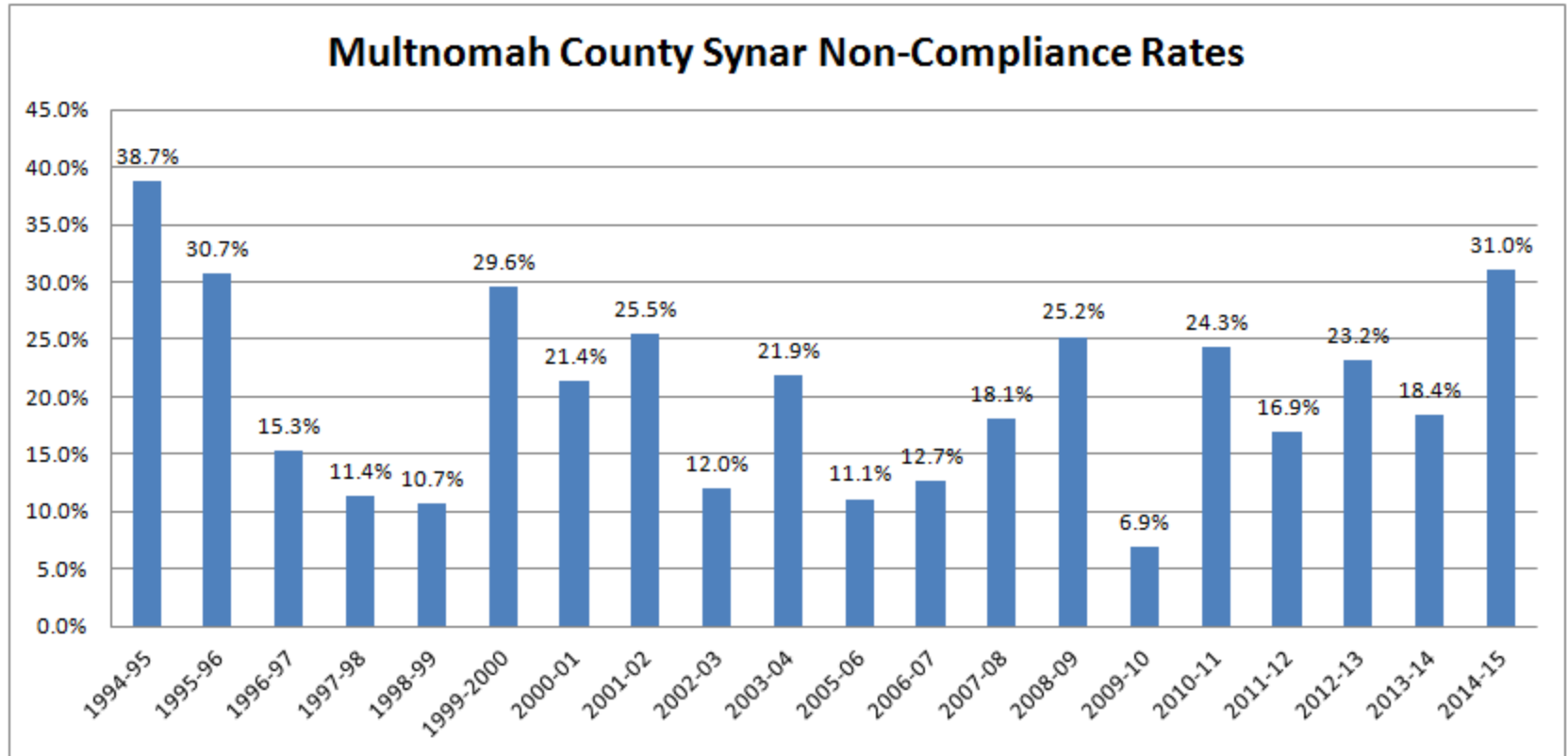




# What is Synar?

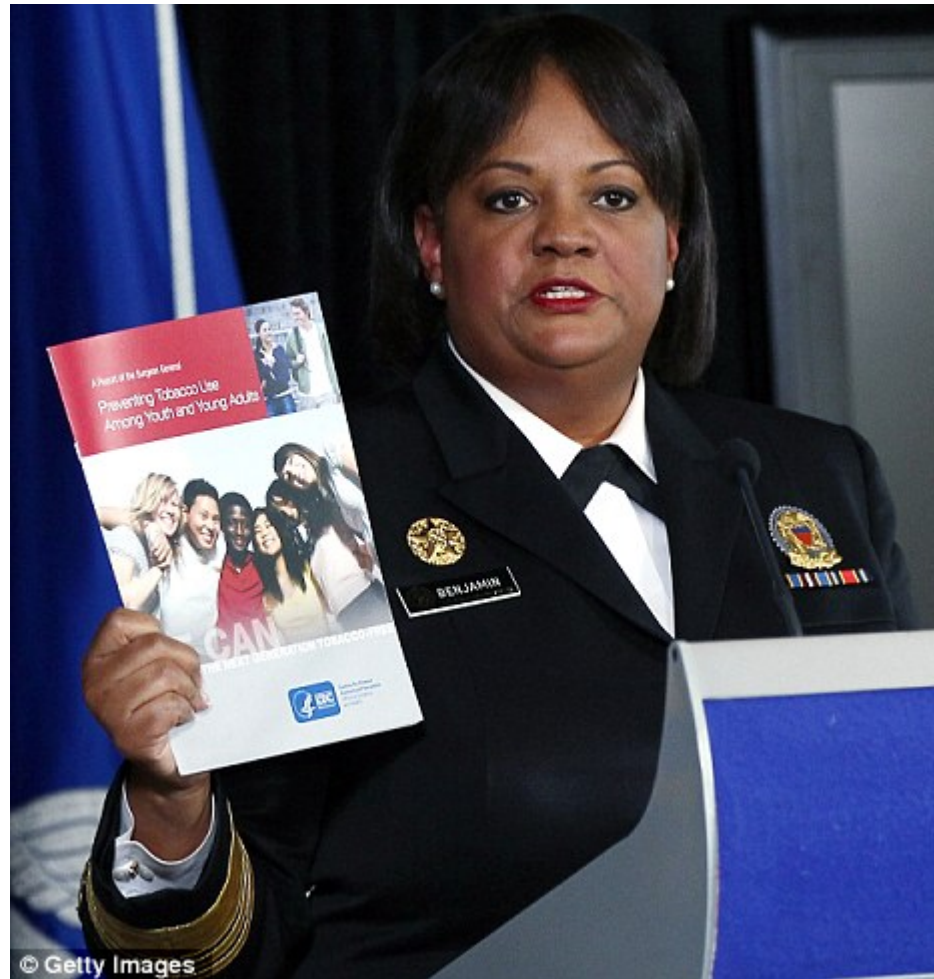


# Synar in Multnomah County



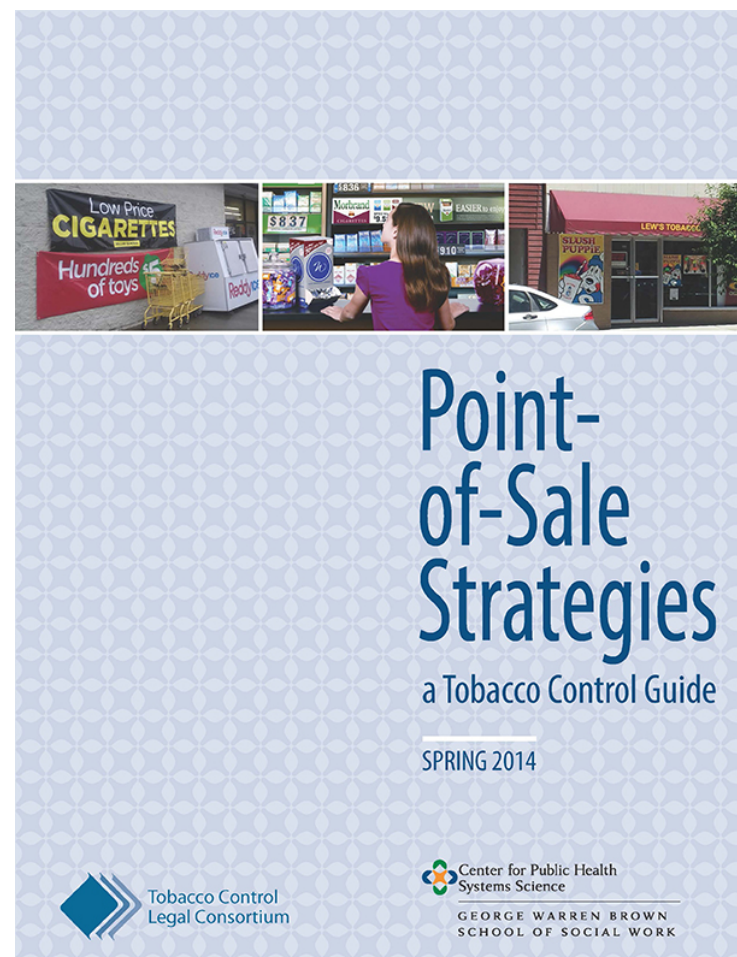
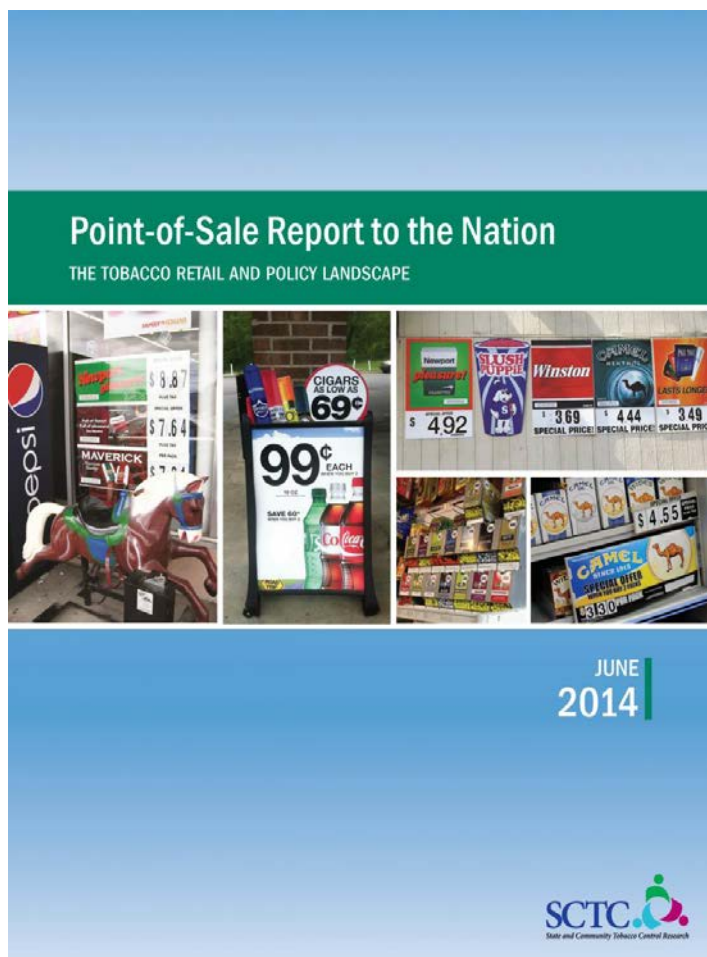


# Jurisdictional Responses to Preventing Youth Access & Use of Tobacco & E-Cigarettes

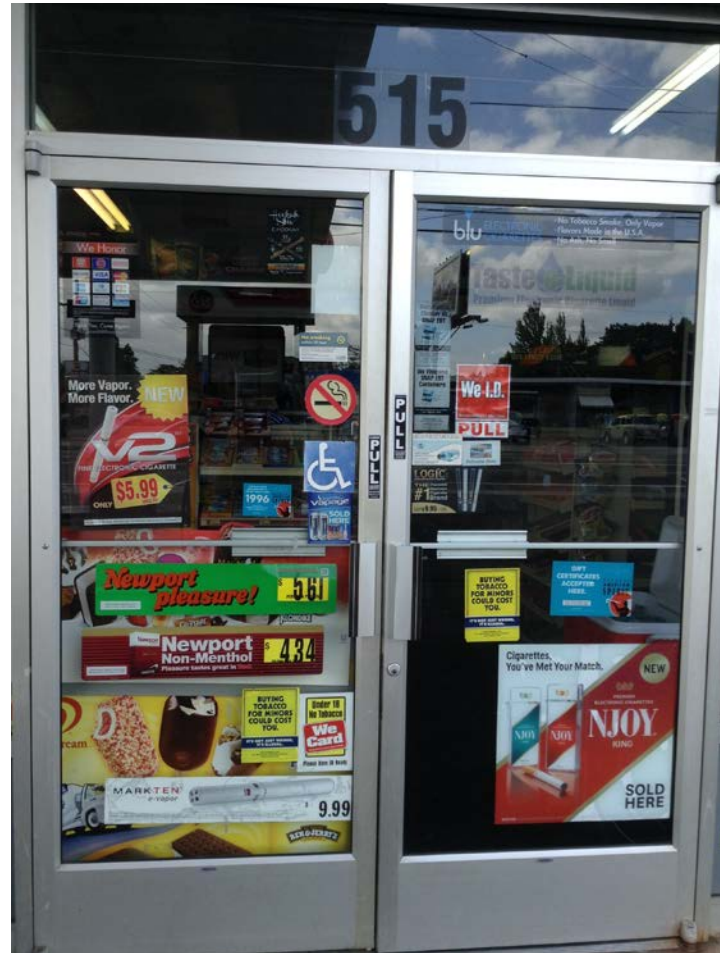




# Addressing the Tobacco Retail Environment



# 70% of Youth Shop at Convenience Stores at Least Once a Week





# Regulating the Tobacco Retail Environment

- Retail Licensing
  - ✓ 38 States and 8 communities in Oregon
- Restrict Retailers Near K-12 Schools
  - ✓ Santa Clara County
- Prohibit Tobacco Sales at Pharmacies
  - ✓ Boston, San Francisco, Santa Clara County
- Limiting Advertising
  - ✓ Santa Clara County



- Increase Minimum Legal Sales Age
  - ✓ Needham, MA, NYC, Hawaii County, Suffolk County NY



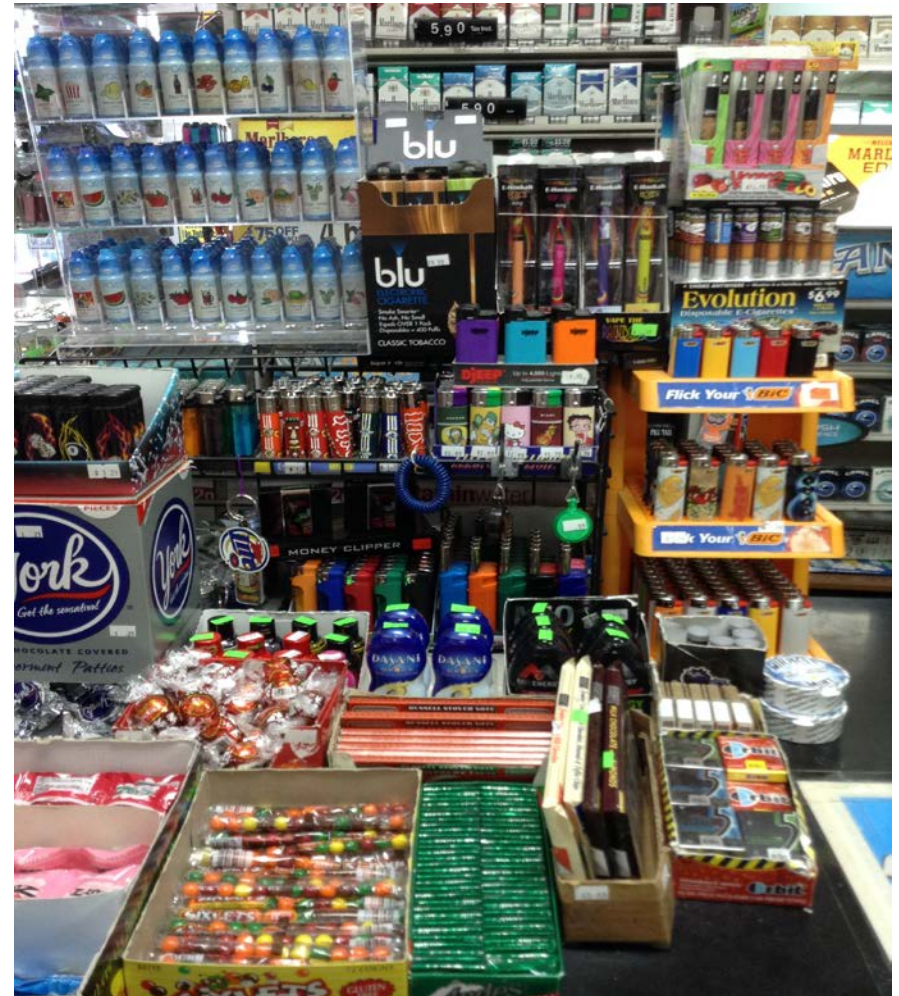
# Regulating the Tobacco Retail Environment

- Prohibit Self-Service
  - ✓ Minnesota
- Disallow Price Discounting
  - ✓ Providence RI
- Require Minimum Package Size
  - ✓ New York City, Boston, Washington DC
- Ban on Flavor Tobacco
  - ✓ Providence RI, New York City, Santa Clara County





# Regulate Sale of E-Cigarettes: 41 states, North Plains and Banks OR



# Electronic Cigarettes Included in Smokefree Workplace Laws:

- Multnomah County
- 77 Oregon School Districts
- Benton County
- Corvallis





# Areas of Focus for Greater Youth Protection

- Increase public awareness of youth access to tobacco and e-cigarettes
- Create youth-targeted mass-media education re: dangers of tobacco and e-cigarettes
- Expand Clean Air Act to include e-cigarettes
- Increase youth protection through changes to the retail environment for tobacco and e-cigarettes products
- Prohibit sales of e-cigarette devices and liquids to minors



# Next Steps?

## We Must Protect Our Youth

