

# Health Equity Impact Assessment: Tobacco Retail Licensing and Multnomah County

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Funded in part by the Knight Cancer Institute Community Partnership Program at Oregon Health & Science University and a SPArC grant from the Oregon Health Authority through Multnomah County Health Department

# Multnomah County 2014 Tobacco Retail Assessment



A PARTNERSHIP OF  
MULTNOMAH COUNTY  
HEALTH DEPARTMENT,  
UPSTREAM PUBLIC  
HEALTH,  
AND THE  
OREGON HEALTH  
EQUITY ALLIANCE

The Selling of Tobacco  
in Multnomah County

*June 2015*

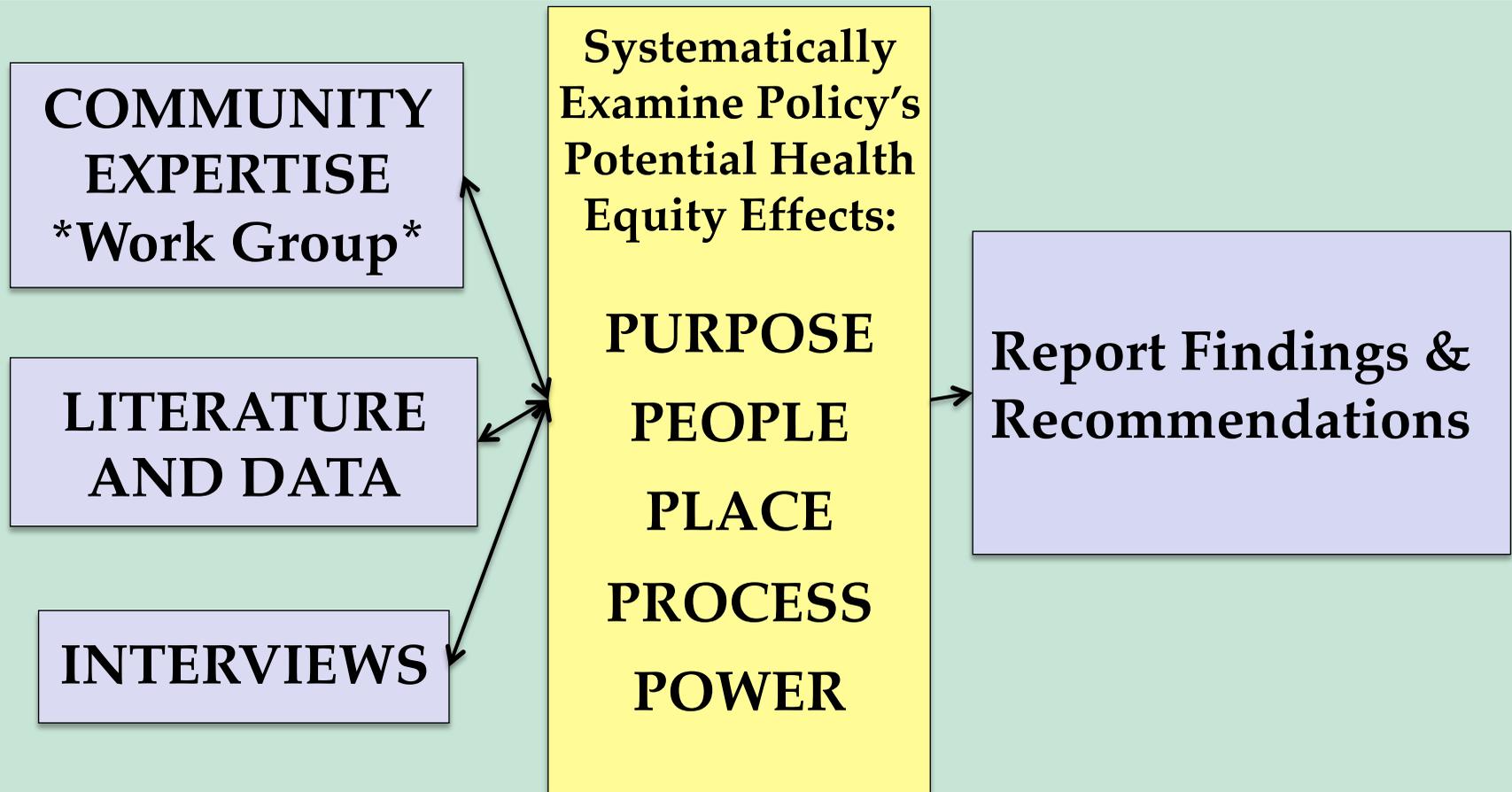


# Health Equity Impact Assessment Goals

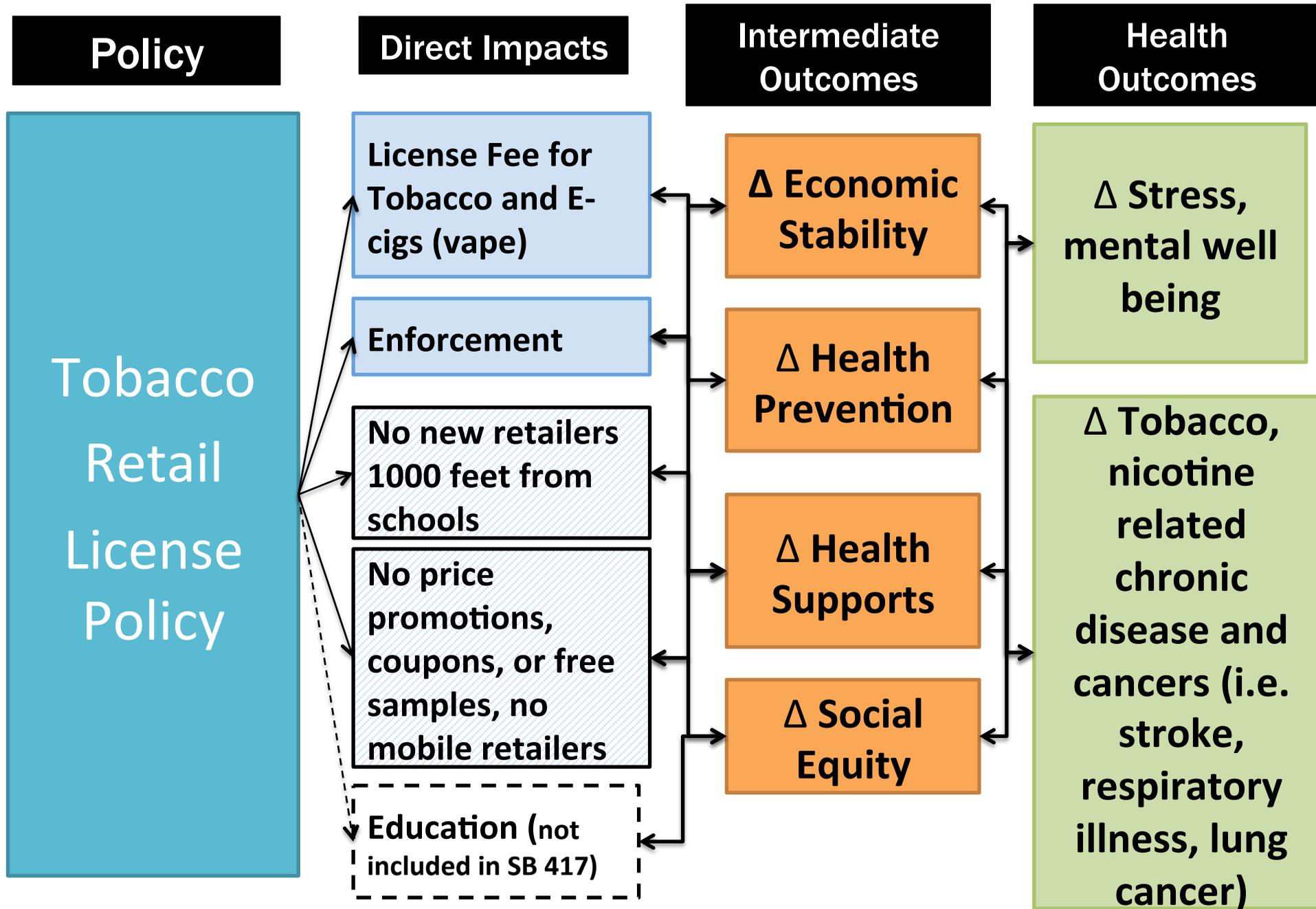
**Systematically examine the potential health equity impacts of a tobacco retail policy to:**

- **Inform the policy decision-making process** within Multnomah County and if possible the Oregon legislature.
- **Examine the racial, environmental, social, and economic health equity impacts** of a potential tobacco retail license policy through understanding how the policy interacts with health determinants.
- **Make recommendations** about how to create a balanced policy that prevents youth access to tobacco and nicotine products while supporting small retailer economic vitality and positive mental health in our communities.

# Health Equity Impact Assessment Methods



# Analysis of TRL Policy Proposed in SB 417

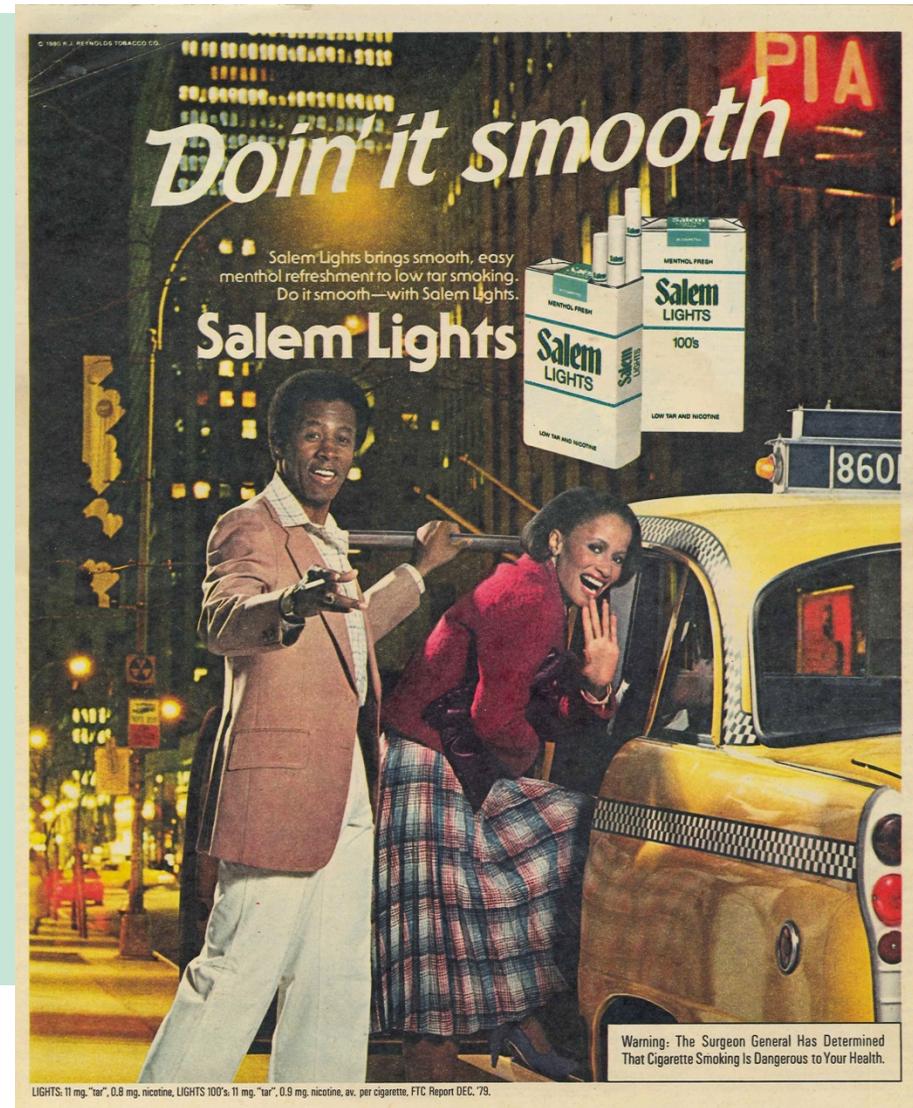


# Historical Conditions Led to Current Health Inequities

## Smoking Disproportionately Affects:

- People of color
- LGBTQ communities
- People with annual earnings <\$15,000
- Medicaid participants
- Youth
- Young mothers

(Oregon Tobacco Facts 2013, Multnomah County Report Card on Racial & Ethnic Disparities, 2014)



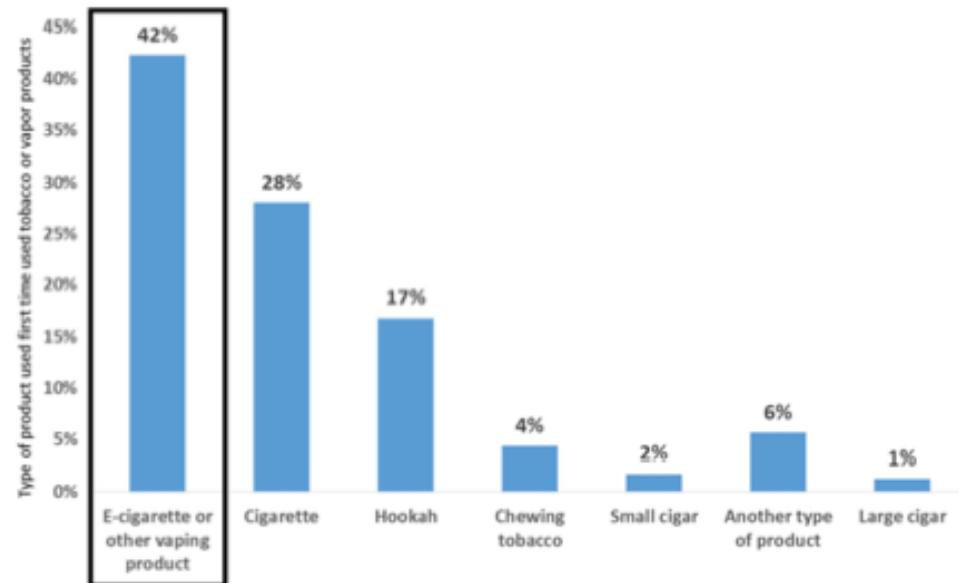
# Current Industry Practices Continue to Put Youth at Risk



# Which Includes a Risk of Future Smoking...

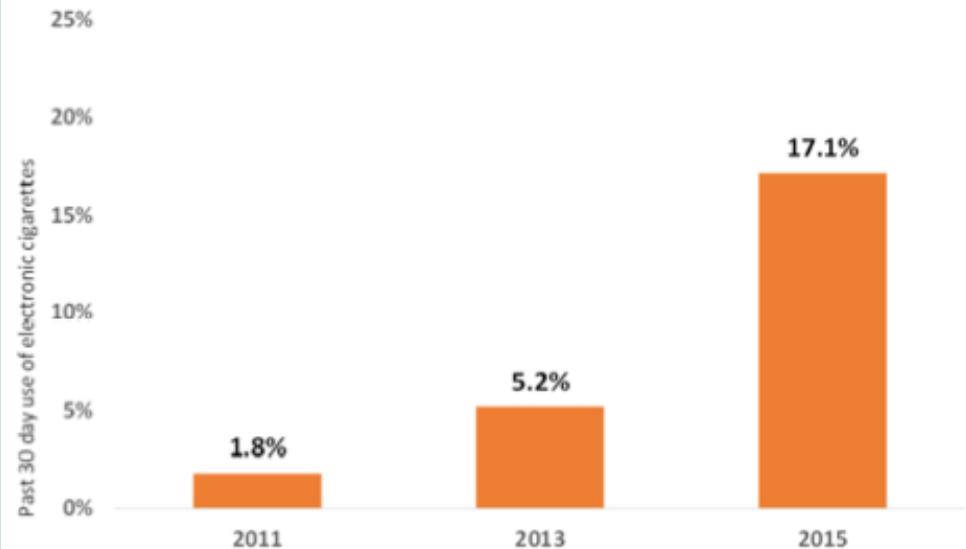
## First tobacco or vaping product used by 8<sup>th</sup> graders in Oregon in 2015

E-cigarettes were the first product used for about 2 in 5 tobacco or electronic cigarette users



## Past 30 day use of electronic cigarettes among 11<sup>th</sup> graders in Oregon, 2011-2015

E-cigarette use has tripled since 2013



# When Smokers Live Near Tobacco Retailers, They May Have a Hard Time Quitting

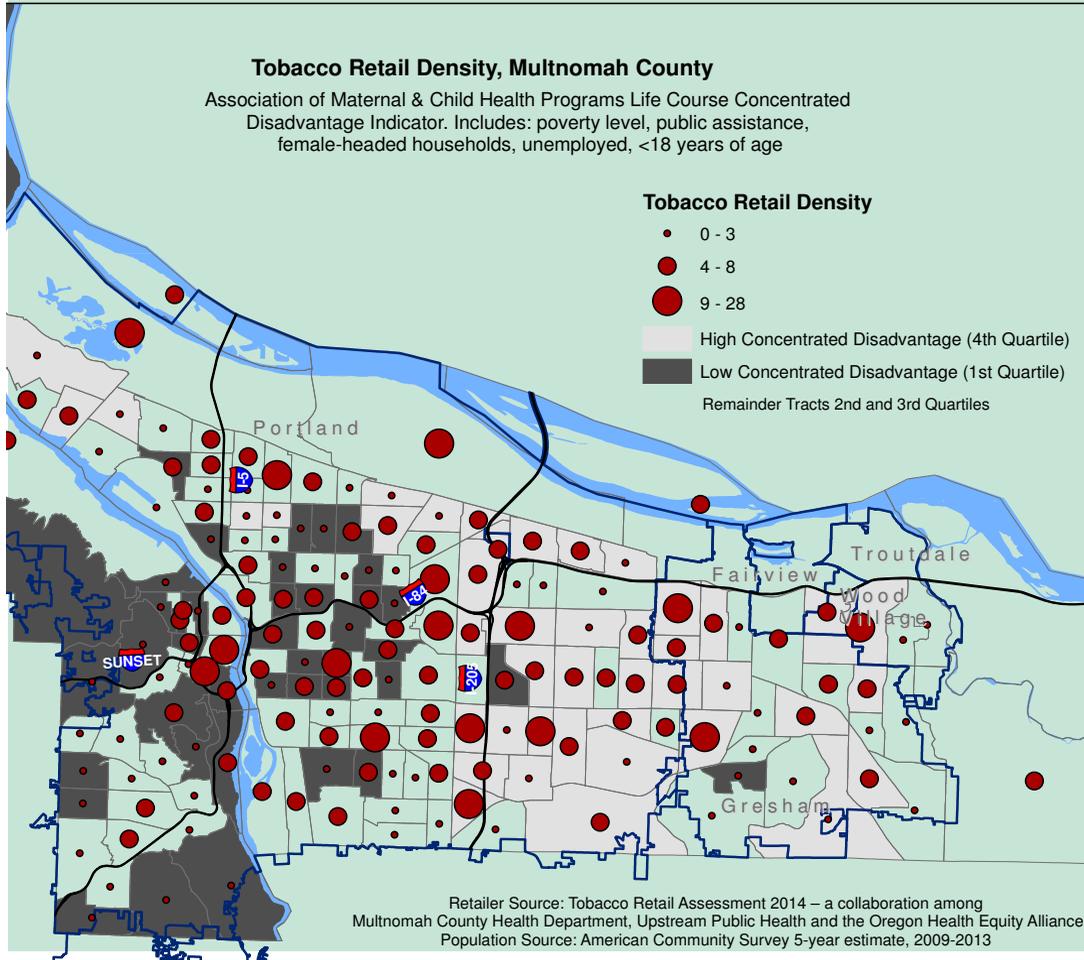
## Tobacco Retail Density, Multnomah County

Association of Maternal & Child Health Programs Life Course Concentrated Disadvantage Indicator. Includes: poverty level, public assistance, female-headed households, unemployed, <18 years of age

### Tobacco Retail Density

- 0 - 3
- 4 - 8
- 9 - 28

- High Concentrated Disadvantage (4th Quartile)
- Low Concentrated Disadvantage (1st Quartile)
- Remainder Tracts 2nd and 3rd Quartiles

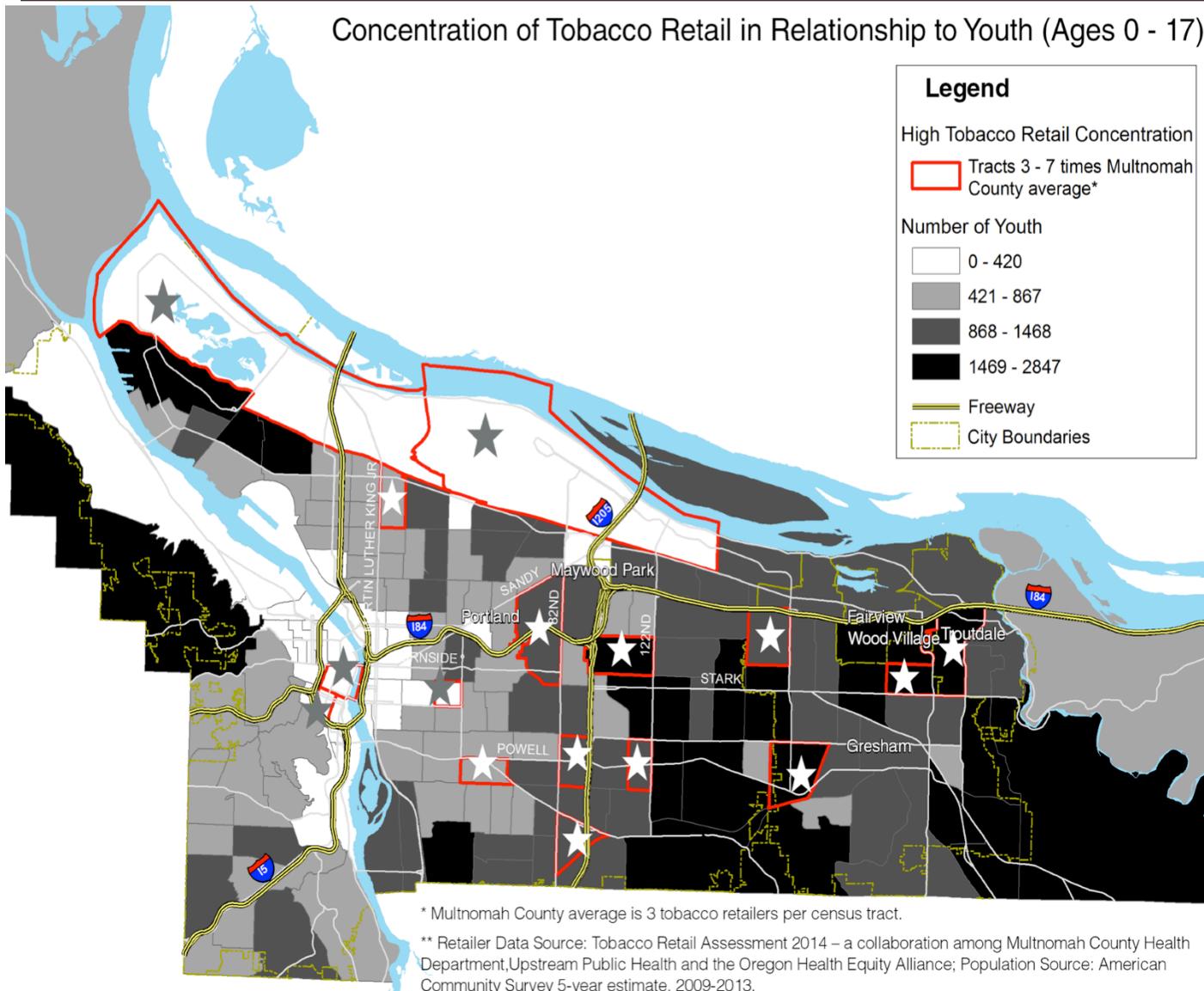


Retailer Source: Tobacco Retail Assessment 2014 – a collaboration among Multnomah County Health Department, Upstream Public Health and the Oregon Health Equity Alliance  
Population Source: American Community Survey 5-year estimate, 2009-2013

- Smokers who lived 1600+ feet away from retailers were 2x as likely to stay smoke free than peers who lived closer (Cantrell et al, 2015)
- 7.8 retailers in areas where 15% of residents are People of Color
- 11 retailers in areas where 30-60% of residents are People of Color

# Many Youth, Live Near Higher Than County Average Number of Retailers; TRL With a School Buffer Can Prevent Youth Access

Concentration of Tobacco Retail in Relationship to Youth (Ages 0 - 17)



# TRL Can Prevent Future Health Inequities Through Reduced Sales to Minors



# Smallest Tobacco Retailers Likely to Raise Cigarette Prices Up to 12 Cents a Pack to Cover TRL License Fee Some May Choose to Stop Selling Tobacco

The potential impact of tobacco retailer license fees upon the additional cost of a pack of cigarettes

Annual sales volume for cigarettes	Number of packs sold *	Annual license fee						
		\$ 50	\$ 100	\$ 200	\$ 500	\$ 1,000	\$ 2,500	\$ 5,000
\$ 25,000	4,167	\$ 0.01	\$ 0.02	\$ 0.05	\$ 0.12	\$ 0.24	\$ 0.60	\$ 1.20
\$ 100,000 <sup>a</sup>	16,667	\$ -	\$ -	\$ 0.01	\$ 0.03	\$ 0.06	\$ 0.15	\$ 0.30
\$ 300,000 <sup>b</sup>	50,000	\$ -	\$ -	\$ -	\$ 0.01	\$ 0.02	\$ 0.05	\$ 0.10
\$ 500,000	83,333	\$ -	\$ -	\$ -	\$ 0.01	\$ 0.01	\$ 0.03	\$ 0.06
\$ 1,000,000	166,667	\$ -	\$ -	\$ -	\$ -	\$ 0.01	\$ 0.02	\$ 0.03
\$ 2,500,000 <sup>c</sup>	416,667	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.01	\$ 0.01

\* Assumes a \$6.00 per pack average price (national average= \$5.95, 11/1, 2010 - Tax Burden on Tobacco)

<sup>a</sup> Supermarket    <sup>b</sup> Gas w/convenience store

<sup>c</sup> Warehouse club. The prices that are highlighted are the ones that are more likely to have an impact. The other amounts, such as a potential \$.01 price hike, are very negligible.

Counter Tobacco website, 2015

# Smaller Retailers Feel Unsupported, TRL Needs to Accompany Economic Supports for Small Retailers



*“...We have one foot in, we don’t earn very much [from tobacco sales]. Everyone comes in to check on us and it’s too much. It discourages running a convenience store.” – Retailer, 8-12% of sales are tobacco related*

# ...And They Feel Targeted by Repeat Visits

## TRL System Needs to Avoid Inequitable Retail Licensing Enforcement, Align With Existing Systems

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Protecting and Promoting *Your* Health

Home | Food | Drugs | Medical Devices | Radiation-Emitting Products | Vaccines, Blood & Biologics | Animal & Veterinary | Cosmetics | Tobacco Products

### Compliance Check Inspections of Tobacco Product Retailers (through 09/30/2015)

FDA Home | Tobacco Products | Information about Compliance Check Inspections

**Search Inspection Decisions**

**Retailer Name:**

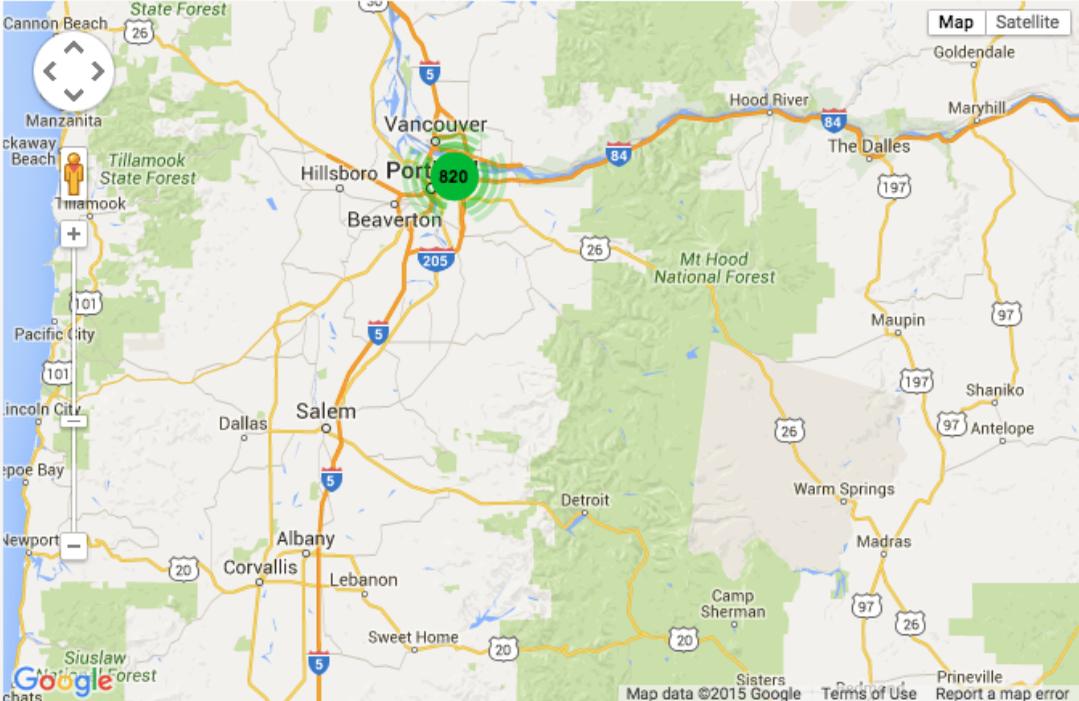
**City:**

**State:**  **Zip:**

**Decision Type:**

**Decision Date:**  
 To

**Minor Involved:**  **Sale to Minor:**



Information displayed on the map is provided 'as-is' and FDA explicitly disclaims any representations and warranties as to the accuracy, timeliness, or completeness of map data.

REAM HEALTH

# TRL Is a Starting Point

## ...People Who Smoke Need Relevant Cessation Support

80% of smokers want to quit (Oregon Tobacco Facts, 2013)

The top five tobacco companies spend \$108.4 million in marketing in Oregon, while the state spends only \$9.9 million on tobacco prevention and cessation (Broken Promises Report)



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Quit Coach Juan Ortiz

Smokers spend an average of **\$1,500 a year** on cigarettes.

*Quit today and start saving money.*

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Lives Helped Counter

# Conclusions



- Effective tobacco retail licensing system basic components include:
  - A sustainable funding source, such as an annual fee
  - The option to suspend or revoke a license
  - Monitoring, tracking and culturally responsive education
- Most workgroup members support a TRL if HEIA recommendations are in place especially an inclusive rule making process and programs that support impacted groups

<b>HEIA Priority Recommendations</b>	<b>Environment Equity</b>	<b>Economic Equity</b>	<b>Social Equity</b>
<b>Set the price of the TRL fee to cover enforcement, education, training, &amp; monitoring</b>	✓		
<b>Include ability to suspend and revoke a license within a timeframe determined in a rule making process with input from impacted groups</b>	✓	✓	✓
<b>Require owners, not clerks, be responsible for annual license fees and penalties</b>	✓	✓	✓
<b>Develop evaluation and monitoring system to ensure equitable implementation of the policy</b>	✓	✓	✓
<b>Develop universal training on tobacco retail laws that is culturally responsive, free</b>		✓	✓
<b>Use rule making process for TRL with 1/3 of seats occupied by individuals most impacted by the policy where participants receive stipend if needed</b>		✓	✓
<b>Develop economic programs that support retailers who want to switch away from selling tobacco [PROGRAM]</b>		✓	✓
<b>Develop education to impacted groups about tobacco and e-cigarette potential harms and industry marketing tactics [PROGRAM]</b>	✓		✓
<b>Increase funding for culturally responsive smoking cessation programs [PROGRAM]</b>	✓		✓

# Thank you!

- Workgroup members
- OHSU
- Multnomah County Health Department
- OHA
- SPARC
- Interview participants
- Staff in other state agencies in CA and WA
- Sonali Bajalee
- Craig Mosbaek
- Wendy Bjornson
- PSU Collections and the Rutherford Collection
- Oregon Poison Control Center
- Coalition of a Livable Future
- All others who helped...

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