

**MULTNOMAH COUNTY BOARD OF COMMISSIONERS' MEETING  
PUBLIC COMMENT SIGN-UP SHEET**

Please complete this form and return to the Board Clerk

\*\*\*This form is a public record\*\*\*

MEETING DATE: 1/27/2015

AGENDA # \_\_\_\_\_ OR NON-AGENDA SUBJECT: Board of Health Hearing on E-cigarettes

FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: Luci Longoria, MPH

CONTACT INFORMATION (optional):

ADDRESS: OREGON PUBLIC HEALTH DIVISION - Tobacco Prevention Education Program

CITY/STATE/ZIP: 800 NE Oregon Street Suite 730

PHONE: 971-673-1064 EMAIL: luci.longoria@state.or.us

**IF YOU WISH TO ADDRESS THE BOARD IN PERSON:**

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**800 NE Oregon St, Ste 730**  
Portland, OR 97232  
Voice (971) 673-0984  
Fax: (971) 673-0994  
TTY (971) 673-0372

January 27, 2015

TO: Multnomah Commissioners Kafoury, Bailey,  
Smith, Shiprack and McKeel

FROM: Luci Longoria  
Health Promotion Manager  
Public Health Division

Subject: Tobacco retail licensure

Good Afternoon Chair Kafoury and Commissioners Bailey, Smith, Shiprack and McKeel:

I am Luci Longoria, and I am here today representing the Oregon Public Health Division. I am the Health Promotion Manager for the Health Promotion and Chronic Disease Prevention Section the Public Health Division, where our mission is to promote health and prevent the leading causes of death, disease and injury in Oregon. The leading cause of preventable death and disability in Oregon is tobacco use, and as the manager for the Tobacco Prevention and Education Program, I am delighted to be here today as you consider options for protecting Multnomah County residents from tobacco through retail licensing.

Oregon's Tobacco Prevention and Education Program works in partnership with local public health authorities, tribes, and community-based organizations; with public, private and non-profit partners to engage communities in promoting smokefree environments and reducing the influence of tobacco marketing on the most vulnerable among us, particularly kids. We also help the three quarters of Oregon smokers who want to quit, be most successful at quitting and staying quit. It's a great privilege to work in partnership with the experts in the Tobacco Prevention and Education Program at Multnomah County Health Department. We have a long history of working together on meaningful tobacco control strategies based in science that get results.

The Public Health Division commends Multnomah County's leadership in exploring options that can address tobacco and e-cigarettes in retail settings. Strong, science-

informed policies that work in local communities are critical to shaping meaningful and effective statewide policies that address health equity.

Addiction to tobacco starts in adolescence; in fact, nine of ten adults who smoke report that they started smoking before turning 18. Why is this? As noted in the Surgeon General's Report, "*...promotion and advertising by the tobacco industry causes tobacco use including its initiation among youth.*"

Kids in Oregon are under constant pressure to start using tobacco. Tobacco is cheap, readily available and easy to get, and it's heavily promoted and marketed in stores where kids frequent and hang out. The tobacco industry has shifted from billboards and sporting events and T.V. commercials, to dominating the retail environment with their eye-catching products. In fact, the tobacco industry is spending \$1 million an hour on advertising and promotion in retail stores. Tobacco products come in every size, shape, color, flavor, and price -- often displayed at young kids' eye level (three feet or lower), right near the candy.

And it's working. Seven out of ten Oregon 11<sup>th</sup> grade students and six out of ten 8<sup>th</sup> grade students recall seeing an advertisement for tobacco products on a storefront or inside a store (2013). Youth who live or go to school in neighborhoods with the highest density of tobacco outlets or retail advertising have higher smoking rates compared to youth in neighborhoods with fewer tobacco outlets. While consumption of cigarettes has decreased among Oregon teens, use of flavored little cigars and e-cigarettes has remained steady or increased – in fact, its use is twice that of cigarettes (18 percent use non-cigarette tobacco products; 9 percent smoke cigarettes).

Retail tobacco licensing is a tool to implement and enforce a package of innovative policies that will reduce the number of Multnomah County youth that become addicted to tobacco. Communities that have put in place meaningful retail restrictions through licensure have some of the lowest tobacco use rates in the country. A licensing package can include policy options such as a ban on flavors, on free samples, on the sale of single use products and on the redemption of coupons and multi-pack offers. Applications for new licenses could be prohibited for stores near schools, child care centers, or where there are already other tobacco retailers. Pharmacies could be prohibited from selling tobacco.

Please keep in mind, however, that policy approaches that only restrict youth access or that punish youth for getting or having tobacco have not proven effective. In Utah, for example, where smoking rates are low and age restrictions for e-cigarettes have been in place since 2010, e-cigarette use among youth continues to rise.

January 27, 2015

Page 3

Again, the Oregon Public Health Division thanks Multnomah County for its leadership on this issue and welcomes any questions you may have now or in the future. Thank you for your consideration of these comments.

January 28, 2015

Good Afternoon Chair Kafoury and Commissioners

I am Luci Longoria, and I am here today representing the Oregon Public Health Division, where our mission is to promote health and prevent the leading causes of death, disease and injury in Oregon. The leading cause of preventable death and disability in Oregon is tobacco use, and as the manager for the Tobacco Prevention and Education Program, I am delighted to be here today as you consider options for protecting Multnomah County residents from tobacco through retail licensing.

Multnomah County Health Department and the Oregon Public Health Division have a long history of working together on meaningful tobacco control strategies that get results. The Public Health Division commends Multnomah County's leadership in exploring options that can address tobacco and e-cigarettes in retail settings. Strong, science-informed policies that work in local communities are critical to shaping meaningful and effective statewide policies that address health equity.

Addiction to tobacco starts in adolescence; in fact, nine of ten adults who smoke report that they started smoking before turning 18. Why is this? As noted in the Surgeon General's Report, *"...promotion and advertising by the tobacco industry causes tobacco use including its initiation among youth."*

Kids in Oregon are under constant pressure to start using tobacco. Tobacco is cheap, readily available and easy to get, and it's heavily promoted and marketed in stores where kids frequent and hang out. In fact, the tobacco industry spends \$1 million an hour promoting its products in stores.

And it's working. Youth who live or go to school in neighborhoods with the highest density of tobacco outlets or retail advertising have higher smoking rates compared to youth in neighborhoods with fewer tobacco outlets. While consumption of cigarettes has decreased among Oregon teens, use of flavored little cigars and e-cigarettes has

**remained steady or increased – in fact, its use is twice that of cigarettes**

**We know that when it is sweet, cheap and available kids use tobacco. A licensing package can regulate the density of tobacco retailers around schools and child care centers, ban flavored products and limit price discounts.**

**Please do keep in mind, however, that policy approaches that only restrict youth access have not proven effective. In Utah, for example, where smoking rates are low and age restrictions for e-cigarettes have been in place since 2010, e-cigarette use among youth continues to rise.**

**Again, the Oregon Public Health Division thanks Multnomah County for its leadership on this issue and welcomes any questions you may have now or in the future. Thank you for your consideration of these comments.**





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AGENDA # \_\_\_\_\_ OR NON-AGENDA SUBJECT: \_\_\_\_\_

FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: ALBERTO MORENO

CONTACT INFORMATION (optional):

ADDRESS: 240 N. Broadway  
CITY/STATE/ZIP: Portland OR 97212  
PHONE: (971) 269-8984 EMAIL: alberto@orthe.org

**IF YOU WISH TO ADDRESS THE BOARD IN PERSON:**

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FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: Ally Angeldkao - Madison Rebels

CONTACT INFORMATION (optional):

ADDRESS: A1

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

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AGENDA # \_\_\_\_\_ OR NON-AGENDA SUBJECT: \_\_\_\_\_

FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: Julia Adelbona - Beaverton Rebels

CONTACT INFORMATION (optional):

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

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FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: Kyra Ortega-Schwartz - Sohenenberg Rebels "KESRA"

CONTACT INFORMATION (optional):

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

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FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: Amelia Monfred - Beaverton Rebels

CONTACT INFORMATION (optional):

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

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AGENDA # \_\_\_\_\_ OR NON-AGENDA SUBJECT: \_\_\_\_\_

FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: Matt Minahan (Min-ah-han) Northwest Vapor Association (Lobbyist)

CONTACT INFORMATION (optional):

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

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FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: Will Krause - Northwest Vapor Association

CONTACT INFORMATION (optional):

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

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FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: Tim Schultz

CONTACT INFORMATION (optional):

ADDRESS: 3340 SE Hawthorne

CITY/STATE/ZIP: Portland 97214

PHONE: 503 381 6164 EMAIL: tim@elementspx.com

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AGENDA #      OR NON-AGENDA SUBJECT: e-cigs

FOR:      AGAINST:     

NAME: Chris Girard - Plaid Parkway

CONTACT INFORMATION (optional): "Chris Girard" Oregon Neighborhood Store owner.

ADDRESS:     

CITY/STATE/ZIP:     

PHONE:      EMAIL:     

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MEETING DATE: 1/27/2014

AGENDA # \_\_\_\_\_ OR NON-AGENDA SUBJECT: E-CIGS

FOR: \_\_\_\_\_ AGAINST: NEUTRAL X

NAME: DAVID PEYTON

CONTACT INFORMATION (optional):

ADDRESS: Dept of Chem

CITY/STATE/ZIP: Portland State Univ

PHONE: 503-805-1271 (M) EMAIL: peytond@psu.edu

**IF YOU WISH TO ADDRESS THE BOARD IN PERSON:**

1. Fill out this form and submit to the Board Clerk.
2. Non-Agenda items will be called immediately after the vote on the Consent Agenda.
3. Agenda items will be called during that item's presentation, before the vote is taken.
4. Presenters are called to testify in the order forms are received. The Presiding Officer may rearrange the order testimony is given or ask Invited Guests or Elected Officials to speak first.
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**IF YOU WISH TO SUBMIT WRITTEN COMMENTS TO THE BOARD IN LIEU OF GIVING ORAL COMMENTS:**

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**MULTNOMAH COUNTY BOARD OF COMMISSIONERS' MEETING  
PUBLIC COMMENT SIGN-UP SHEET**

Please complete this form and return to the Board Clerk  
\*\*\*This form is a public record\*\*\*

MEETING DATE: 1/27/15

AGENDA # \_\_\_\_\_ OR NON-AGENDA SUBJECT: \_\_\_\_\_

FOR: X AGAINST: \_\_\_\_\_

NAME: Gwyn Ashcom

CONTACT INFORMATION (optional):

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

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# MULTNOMAH COUNTY BOARD OF COMMISSIONERS' MEETING PUBLIC COMMENT SIGN-UP SHEET

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MEETING DATE: 1/27/15

AGENDA # \_\_\_\_\_ OR NON-AGENDA SUBJECT: \_\_\_\_\_

FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: Paul Bates

CONTACT INFORMATION (optional):

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: paulnbates@gmail.com

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MEETING DATE: \_\_\_\_\_

AGENDA # \_\_\_\_\_ OR NON-AGENDA SUBJECT: \_\_\_\_\_

FOR: \_\_\_\_\_ AGAINST: \_\_\_\_\_

NAME: James Cook

CONTACT INFORMATION (optional):

ADDRESS: 2686 SW 17th Place

CITY/STATE/ZIP: Gresham OR

PHONE: 503 841 9524 EMAIL: Captainjamescook33@gmail.com

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PUBLIC COMMENT SIGN-UP SHEET**

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MEETING DATE: 1.27.15

AGENDA #      OR NON-AGENDA SUBJECT: e-Cigarettes legislation

FOR:      AGAINST:     

NAME: DR. TIA Henderson

CONTACT INFORMATION (optional):

ADDRESS:     

CITY/STATE/ZIP:     

PHONE:      EMAIL:     

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**To:** Commissioners Deborah Kafoury, Jules Bailey, Loretta Smith, Judy Shiprack, and Diane McKeel  
**From:** Tia Henderson, PhD, Research Manager, Upstream Public Health  
**Date:** 1/27/15  
**Re:** Tobacco Policies

Good afternoon, my name is Dr. Tia Henderson, the Research Manager at Upstream Public Health, a statewide nonprofit focused on improving the health of all Oregonians through sound policy. I want to commend the Commissioners for considering protecting our children's health through reduced access to nicotine products. As a Portland resident, I appreciate the government taking this proactive role in looking after community wellbeing.

The set of tobacco policies you are considering today will help protect our community's current and future health. Tobacco-related illness robs us of our loved ones and steals our youth's health when they become addicted to nicotine at an early age. I have friends who began using tobacco chew in middle school and have tried countless efforts to stop without success. I participated in the recent tobacco retail assessment with the Oregon Health Equity Alliance and the Multnomah County Health Department and I was troubled by the focus of many nicotine products focus on children. I don't know a child who can resist a name like "silly strawberry." Every 3<sup>rd</sup> High School junior you meet today in Oregon has used some form of smokeless tobacco products according to a recent Healthy Teens Survey. It's no wonder then that tobacco-related illness continues to be the number one killer in Oregon. I am also troubled by recent research that indicates nicotine is exhaled by users of e-cigarettes and can be absorbed second hand by youth. As of today, I can inhale from this e-cigarette, exhale nicotine into the air that affects my peers sitting nearby, and I can legally sell one to a five year old.

We have a shared responsibility to consider prevention-focused policies including a licensing system, regulating e-cigarettes so that minors cannot purchase them, and include e-cigarettes in the Indoor Clean Air Act. I urge you to take these common sense actions to protect our youth's health now and in the future.

Thank you,  
Dr. Tia Henderson  
Research Manager  
Upstream Public Health