

# Protecting Youth Through Tobacco Retail Licensing



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Clatsop County Public Health



# Protecting Youth Through Tobacco Retail Licensing

Guess which one does **NOT** require a license?



Own a dog      Sell Christmas trees      Sell tobacco

The image shows three options for a quiz. The first is a puppy, the second is a decorated Christmas tree, and the third is a pack of cigarettes and a tin of chewing tobacco. The text 'Sell tobacco' is circled in red, indicating it is the correct answer to the question 'Guess which one does NOT require a license?'.



# Tobacco 21 (T21)

- **On January 1, 2018 Oregon became the 5<sup>th</sup> state to raise the minimum age to purchase tobacco products to age 21.**
- More than 95% of smokers started before age 21
- Having a cigarette by age 18 makes it twice as likely to become a lifelong smoker.
- The developing teenage brain is particularly vulnerable to the addictive effect of nicotine.

# Illegal Tobacco Sales To Minors

- December 2017 12% of stores in Clatsop County sold to minors.
- No strong incentive for retailers to obey the law.

## According to a 2013 SAMHSA Report :

- Oregon is one of the easiest states for youth to illegally purchase tobacco from retailers.
- It takes teens in Oregon less than five attempts to purchase tobacco; nationally, it takes teens an average of 10 attempts before successfully purchasing tobacco



# VAPING: A New Threat

**YOUTH WHO USED JUUL FLAVOR PODS IN THE PAST 30 DAYS SAID THEY OBTAINED THE DEVICE IN THE FOLLOWING WAYS.**



\*youth could select multiple answers

[truthinitiative.org](http://truthinitiative.org)

 **truth initiative**  
INSPIRING TOBACCO-FREE LIVES

# VAPING: A New Threat

**63%**

**OF JUUL USERS  
DON'T KNOW THAT  
THE PRODUCT  
ALWAYS CONTAINS  
NICOTINE.**

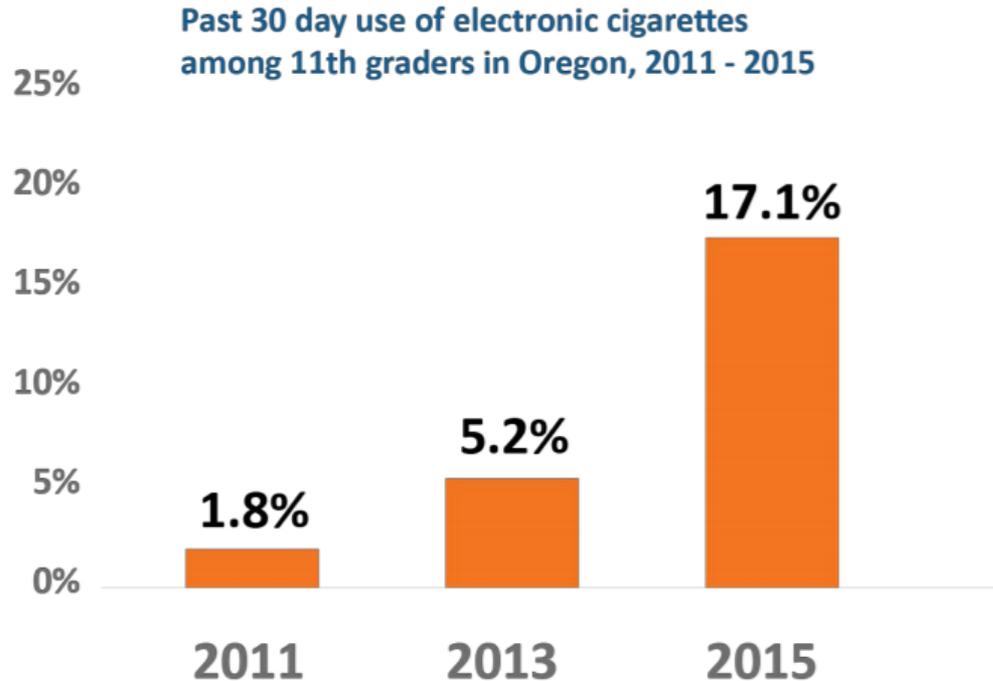


[truthinitiative.org](http://truthinitiative.org)



# VAPING: A New Threat

E-cigarette use has tripled among youth in Oregon



Source: Oregon Healthy Teens Survey

# VAPING: A New Threat



**Clatsop County Public Health Conducted an E-cigarette and Vaping use in Clatsop County Public Schools assessment and found:**

- School officials feel overwhelmed at the scope of the problem
- Student perception that vaping is not risky and poses no health threats
- E-cigarette use is easy to use and hide while in class or at school

# Tobacco Retail Licensure In Clatsop County

US Surgeon  
General Advisory

**“We have never seen use of any substance by America’s young people rise as rapidly as e-cigarettes.....**

We cannot allow e-cigarettes to become the on-ramp to nicotine addiction for younger Americans.....

Jerome Adams,  
December 2018

We need to protect our kids from all tobacco products, including all shapes and sizes of e-cigarettes.”

They say:

**“Make the Switch.”**

E-cigarettes were created to be a satisfying alternative to cigarettes. Learn about our mission to improve the lives of the world's one billion adult smokers. “



**We Can Trust Them,  
Right?**

# Vaping



# Marlboro Modernizes Its Method Of Peddling Death To Kids

Forbes Dec 23, 2018



# E-Cigarettes Hook a New Generation of Teens

Public health and tobacco-control advocates scramble to catch up

Eugene Weekly 1.3.2019



# Tobacco industry creates new products and flavors to appeal to youth



**81%** of kids who ever used tobacco products started with a flavored product, including:



**81%** of kids who ever tried e-cigarettes



**65%** of kids who ever tried cigars

[tfk.org/flavortrap](http://tfk.org/flavortrap)



WHAT  
CAN WE  
DO?

# Tobacco Retail License

# Tobacco Retail Licensing

- Requires businesses to purchase a license to sell tobacco and nicotine products, including vape
- Provides for annual inspections and compliance checks of all retailers
- Provides a mechanism to educate retailers and a penalty system for those who violate the law
- Annual license fee sustains the program
- Be county-wide, creating a level playing field

# Tobacco Retail Licensing

- Ensure e-cigarettes and vape juice move behind the counter as required by state law
- Prevent new retailers within 1,000 feet of schools and youth facilities
- Eliminates price discounts and coupons
- Prohibits flavored E-cigarette and other tobacco products

# Tobacco Retail Licensing

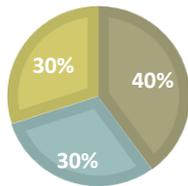
## Tobacco Retailer Survey Results

A majority support TRL



### SUPPORT OF TRL TO PREVENT YOUTH INITIATION OF TOBACCO AND VAPING

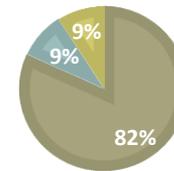
■ Agree ■ Disagree ■ Need more info



48 retailers contacted; 11 responded and were interviewed.

### PERCEIVED IMPACT OF TRL ON BUSINESS

■ No impact  
■ Would not continue selling tobacco  
■ unsure



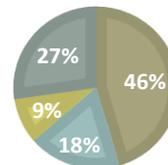
82% believe a TRL will have no impact on their businesses

A majority of retailers would consider discontinuing the sale of vaping products to prevent youth from using:



### DISCONTINUATION OF SALE OF VAPING PRODUCTS TO REDUCE YOUTH USE

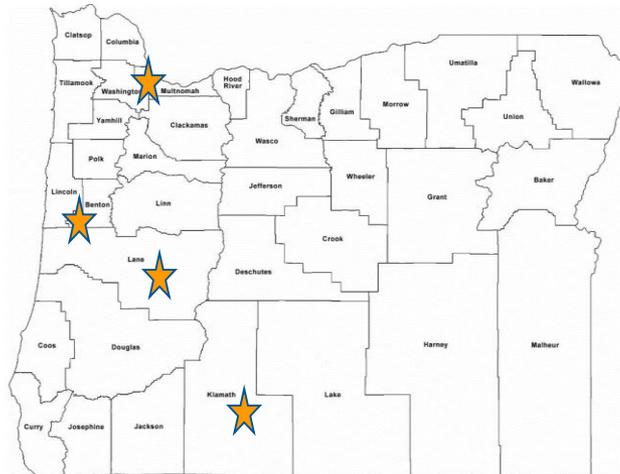
■ Agree ■ Neutral ■ Disagree ■ Does Not Carry Product



# Tobacco Retail Licensing

- Oregon is one of only 9 states that don't have Tobacco Retail Licensing
- Lessons learned from Benton, Klamath, Lane & Multnomah Counties

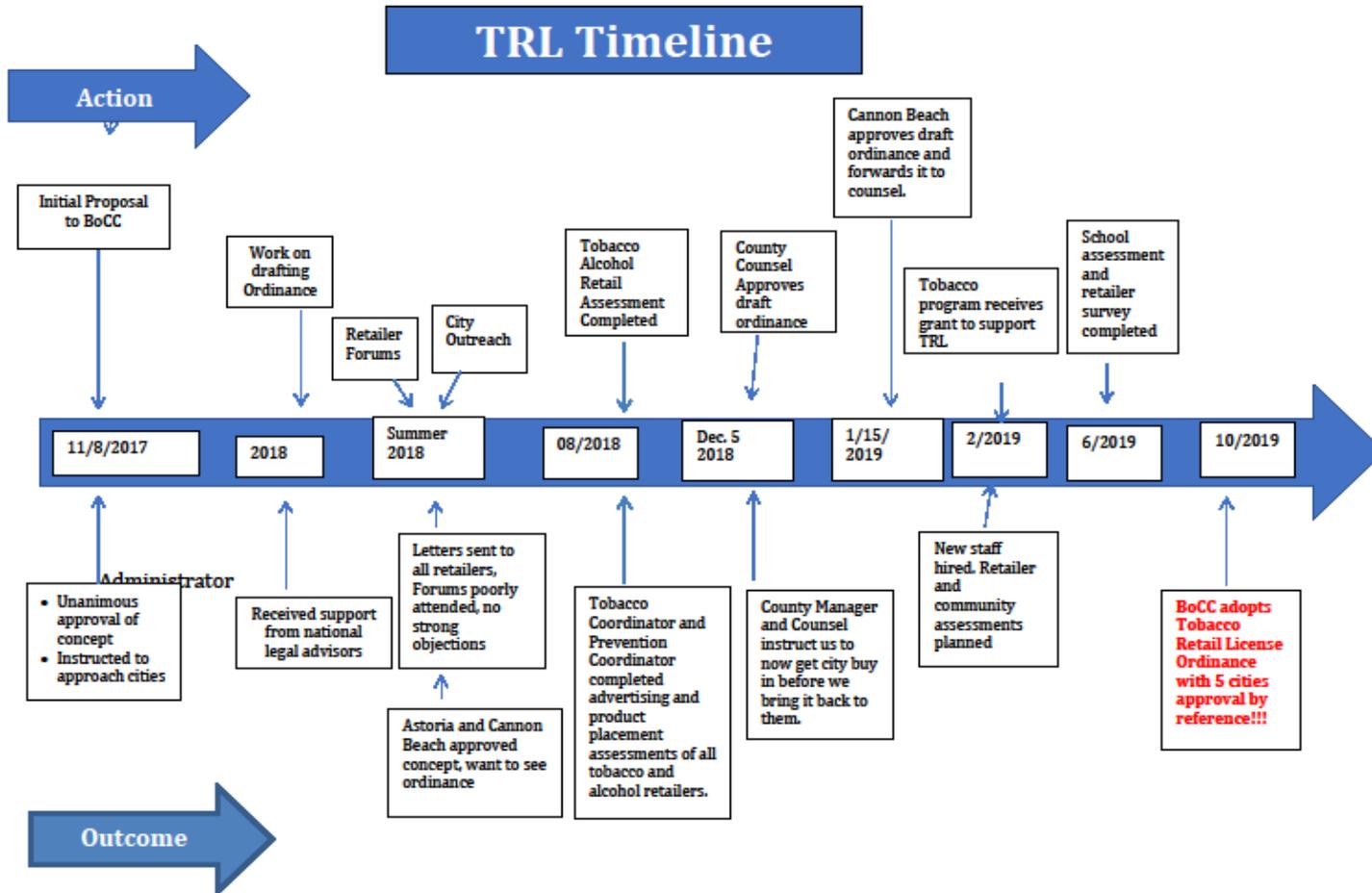
- An adequate licensing fee is needed to cover education and enforcement.
- Public Health Authorities are best positioned to implement Tobacco Retail Licensure.

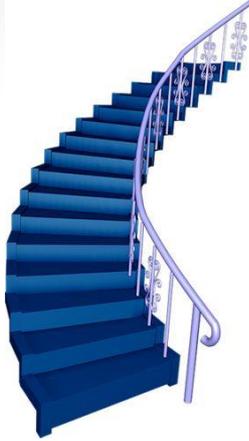


- Tobacco Retail Licensing is most effective when implemented countywide.
- Support from city leaders is critical to successfully pass and implement Tobacco Retail Licensing.

# Where We Are At Now

# What We've Done So Far





# Next Steps

Approval from Astoria,  
Warrenton, and Seaside  
City Councils



# Tobacco Retail Licensing

Reduce youth initiation  
of tobacco use

Protect youth from a  
lifelong tobacco addiction

Reduce lifelong  
tobacco use

Reduce tobacco-related  
disease & death

Increase productivity &  
health care savings

Have a happier and healthier community!



# Tobacco Retail Licensure In Clatsop County





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