

Department: Health Department **Program Contact:** Charlene McGee
Program Offer Type: Operating **Program Offer Stage:** Proposed
Related Programs: 40053, 40060
Program Characteristics:

Program Description

ISSUE: Tobacco use is the single most preventable cause of disease, disability, and death in Multnomah County and across the nation. Although cigarette smoking has declined overall in Multnomah County, some groups defined by race, ethnicity, educational level, and socioeconomic status have higher rates of cigarette and other tobacco/nicotine use.

Research shows that these differences are preventable and due to systemic or societal causes, making them health disparities, and that addressing them will benefit the entire population. The Tobacco Control and Prevention Program uses a variety of policy, systems, and environmental change strategies to prevent and reduce tobacco and nicotine use and exposure, and associated chronic disease.

PROGRAM GOAL: The Program’s goal is to prevent and reduce tobacco and nicotine use and exposure for all people in Multnomah County, with particular attention to reducing tobacco-related racial/ethnic and other disparities.

PROGRAM ACTIVITY: Short-term goals include preventing new and continued use of tobacco products disproportionately and specifically marketed to communities with the highest rates of use and related adverse health outcomes: youth, American Indians/Alaska Natives, Black/African Americans, and LGBTQI communities. Program components include: strategies to reduce youth access to, and use of, tobacco and nicotine products; counter-marketing; support and resources for smokers who want to quit; engagement of diverse communities to reduce tobacco-related disparities; surveillance and evaluation; promotion of smoke-free environments; and policy/regulation, including tobacco retail licensing and restricting the sale of menthol and other flavored tobacco and nicotine products. Tobacco retail licensing includes several activities including annual compliance inspections, minimum legal sales age inspections, enforcement inspections, appeals, surveillance, monitoring, training, outreach, and consultation to increase retailer compliance with all laws related to the sale of tobacco and nicotine products.

Utilizing national, state, and county-level data on use and health impacts of tobacco products, programmatic activities are tailored to address racial disparities by creating prevention strategies to reach specific priority populations, ongoing evaluation of tobacco retail regulation, and employing language services to ensure access to all materials and services. Specific priority populations are engaged through partnerships (funded and unfunded) with community-based organizations serving those populations. Annually, the tobacco licensing system is evaluated for any disproportionate enforcement burden to ensure all businesses are treated fairly in policy enforcement.

Performance Measures

| Measure Type | Performance Measure | FY24 Actual | FY25 Budgeted | FY25 Estimate | FY26 Target |
|--------------|---|-------------|---------------|---------------|-------------|
| Output | Number of tobacco retail licenses issued | 632 | 775 | 726 | 750 |
| Outcome | Number of policies established to reduce tobacco use and exposure | 1 | 1 | 0 | 1 |
| Output | Number of retailer inspections | 828 | 1,500 | 1,200 | 1,500 |
| Output | Number of community partnerships | 35 | 55 | 35 | 45 |

Performance Measures Descriptions

- 1) Number of tobacco retail licenses issued under the County ordinance.
- 2) Number of policies is a measure of concrete changes resulting from a program's work and partnerships.
- 3) Retailers inspected on-site and virtually (includes annual compliance inspection, minimum legal sales age inspections, suspension inspections, education, and outreach as needed).
- 4) Number of partnerships among communities, especially those experiencing the highest rates of tobacco use and related adverse health outcomes by race/ethnicity and other demographics

Legal / Contractual Obligation

Tobacco Prevention and Education Grant, funded by the Oregon Public Health Division, OHA. Local Public Health Authority must comply with required work plans and assurances.

Multnomah County Code § 21.561, § 21.563

ICAA OARS plus MSA, SYNAR, RICO, FDA, and Family Smoking Prevention and Tobacco Act.

Revenue/Expense Detail

| | Adopted General Fund | Adopted Other Funds | Proposed General Fund | Proposed Other Funds |
|------------------------|-------------------------|------------------------|--------------------------|-------------------------|
| Program Expenses | 2025 | 2025 | 2026 | 2026 |
| Personnel | \$655,637 | \$1,066,373 | \$779,448 | \$359,328 |
| Contractual Services | \$16,333 | \$102,752 | \$8,776 | \$195,404 |
| Materials & Supplies | \$27,774 | \$23,429 | \$21,052 | \$22,397 |
| Internal Services | \$135,577 | \$299,540 | \$178,566 | \$127,387 |
| Total GF/non-GF | \$835,321 | \$1,492,094 | \$987,842 | \$704,516 |
| Program Total: | \$2,327,415 | | \$1,692,358 | |
| Program FTE | 4.20 | 6.98 | 4.90 | 2.15 |

| Program Revenues | | | | |
|---------------------------|------------------|--------------------|------------------|------------------|
| Fees, Permits & Charges | \$738,588 | \$0 | \$738,588 | \$0 |
| Intergovernmental | \$0 | \$1,492,094 | \$0 | \$535,612 |
| Beginning Working Capital | \$0 | \$0 | \$0 | \$168,904 |
| Total Revenue | \$738,588 | \$1,492,094 | \$738,588 | \$704,516 |

Explanation of Revenues

This program generates \$56,342 in indirect revenues.

Direct State - \$500,000 - Tobacco Prevention

HealthShare of Oregon - \$204,516 - Tobacco Prevention & Cessation

Licenses and Fees - \$738,588 - Tobacco Retail Licenses and Fees

Significant Program Changes

Last Year this program was: FY 2025: 40006 Tobacco Prevention and Control

The number of partnerships has decreased as the \$1,000,725 funding for contracted projects has decreased and will end June 30, 2025. Legal challenges to the policy banning the sale of flavored tobacco and nicotine products in Multnomah County has halted the implementation process.