



The Selling of Tobacco in Multnomah County

June 2015

Partners in this Study

Multnomah County was awarded a grant from the Oregon Health Authority through a competitive RFP: Strategies for Policy and Environmental Change (SPArC)–Tobacco Free. This grant-funded study was a collaboration among the Multnomah County Health Department and five members of the Oregon Health Equity Alliance:

- Asian Health & Service Center
- Center for Intercultural Organizing
- Oregon Latino Health Coalition
- Upstream Public Health
- Urban League of Portland

Partners on this grant are concerned about preventing tobacco and nicotine use among our county's youth. The vast majority (90%) of adult smokers started using tobacco when they were under 18 years old.

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Executive Summary

Tobacco use is the leading preventable cause of death in Multnomah County and nationally. In Multnomah County, the medical care costs from tobacco use are more than \$200 million annually. To better understand the local tobacco environment, the Multnomah County Health Department and the Oregon Health Equity Alliance conducted assessments of retail stores that sell tobacco. In most states, retailers must obtain a license in order to sell tobacco products. Oregon does not require tobacco retail licensure, so a list of 590 tobacco retailers was created from various sources. Assessments were conducted at 411 of the 590 locations. Key findings are as follows:

Store types

Two-thirds (66%) of the retailers in the assessment were convenience stores, and some unique stores that sold tobacco included a bait and tackle shop, craft shop, espresso shop, marijuana paraphernalia shop, and tanning salon.

Almost all convenience and grocery stores sold tobacco, although there were some exceptions. Two locally-owned grocery chains, New Seasons Market and Zupan's Market, did not sell tobacco. Similarly, eight locally-owned pharmacies did not sell tobacco, while two national chains of pharmacies, Walgreens and Rite Aid, sold tobacco.

Store locations

In Multnomah County, the number of tobacco retailers per capita is higher in neighborhoods with a higher percentage of populations of color. Historically, the tobacco industry has targeted advertising to specific racial and ethnic populations, and smoking rates are higher in some of these populations.

More than one-third (37%) of tobacco retailers in Multnomah County are located within 1000 feet of a school. Surveys of adult smokers show that the vast majority (90%) started using tobacco when they were under 18 years old. In 2014, the federal Synar compliance checks show that nearly one in three (31%) stores in Multnomah County sold cigarettes illegally to a youth under 18 years old.

Types of tobacco sold

Almost all tobacco retailers (96%) sold cigarettes, including all convenience stores. More than 90% of convenience stores also sold little cigars, smokeless tobacco, and electronic cigarettes. Retailers often sold these products in flavors that appeal to youth, such as clown candy, root beer, and yummy gummy.





Tobacco advertising, placement, and price

Two-thirds (67%) of retailers had exterior advertisements for tobacco which could be seen by shoppers as well as people who do not shop at the store. Inside the stores, 18% displayed tobacco within 12 inches of products sold to youth (toys, candy, slushy/soda machine, or ice cream). Studies have shown adolescents who are exposed to tobacco advertising and promotional activities are more likely to start smoking. Nationally, the tobacco industry spends nearly \$10 billion in advertising and promotional activities each year, and the bulk of this promotion occurs in retail stores.

The tobacco industry uses in-store price promotions as a way to boost sales, and almost three-quarters (74%) of stores that sold cigarettes offered some kind of a price discount.

Possible law violations

Possible law violations were observed in a number of stores. Self-service displays of tobacco products were found in 21 stores where state law requires tobacco sales to be vendor-assisted. By law, retailers can only sell cigarettes in sealed packs of 20 or more. Retailers in 11 stores broke open cigarette packs to sell single cigarettes or “loosies.”

Conclusion

The assessment of Multnomah County tobacco retailers has provided valuable insights into the availability and marketing of a variety of tobacco and nicotine products. These findings can be used to inform policy changes designed to reduce tobacco use. Partners on this study, including members of the Oregon Health Equity Alliance, will continue to work together to reduce the disease and suffering caused by tobacco. This study can provide baseline data to help evaluate efforts to change policies and create environments that promote a healthier Multnomah County.

Introduction

All Multnomah County residents deserve to live in neighborhoods that promote health. Unfortunately, tobacco use remains the leading preventable cause of death in Oregon and the county. In Multnomah County, one in five (21%) deaths are tobacco-related, and the medical care from tobacco use costs more than \$200 million annually. Environments that have fewer outlets that sell tobacco, are free of tobacco advertising, and are smoke-free can improve health by discouraging tobacco use.

Tobacco use is also a barrier to achieving health equity in the county. For example, the adult cigarette smoking prevalence is higher among American Indians/Alaska Natives (42%) and African Americans (30%) compared to non-Hispanic Whites (20%). The Surgeon General’s Report on Tobacco Use Among U.S. Racial/Ethnic Minority Groups highlighted many instances where the tobacco industry targeted specific racial/ethnic populations to increase tobacco sales.

In Multnomah County neighborhoods, there are more tobacco retailers per capita in areas with a higher percentage of populations of color (see Table 1 on page 4). Figure 1 below shows the percentage of population from communities of color and the number of tobacco retailers in each census tract.

Figure 1: Number of tobacco retailers by census tract and percentage of population from communities of color

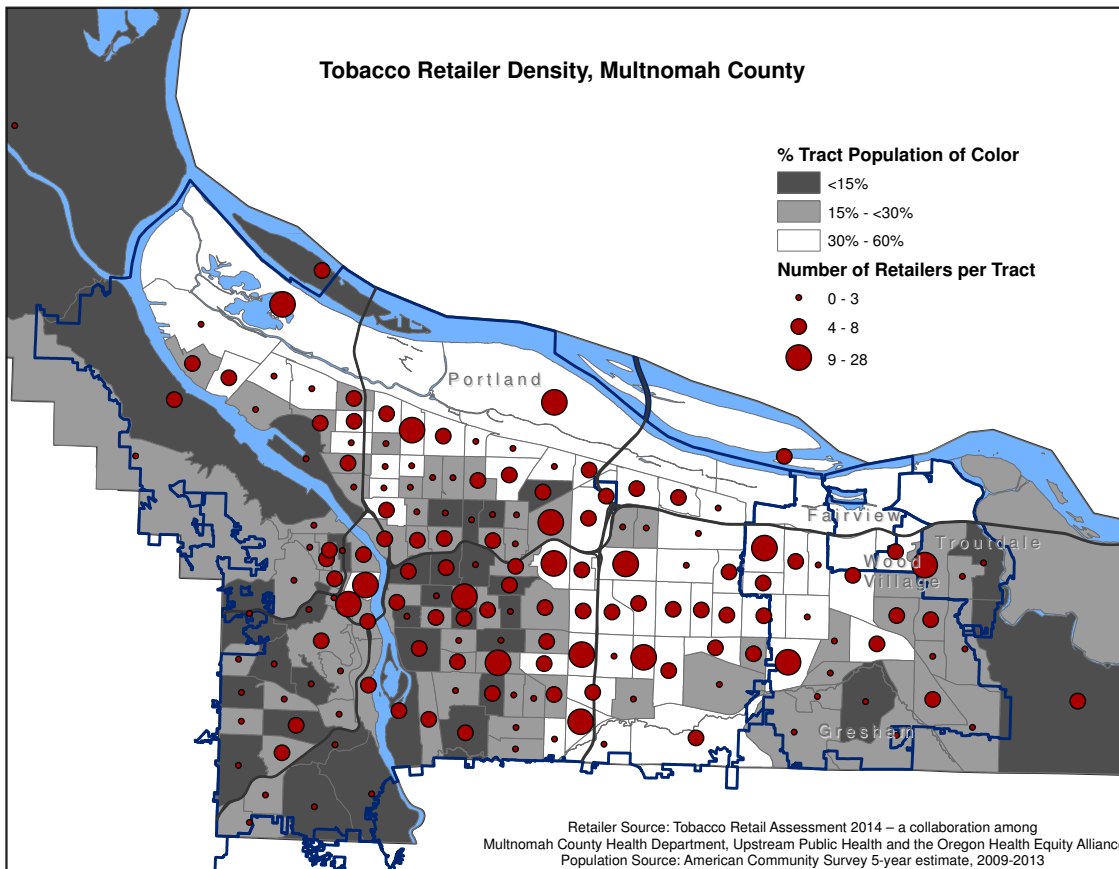


Table 1: Number of tobacco retailers per 10,000 population by percentage of population from communities of color

Census tracts	Tobacco retailers per 10,000 pop.
Less than 15% populations of color	7.8
15%-30% populations of color	8.9
Over 30% populations of color	11.0

Source: Oregon Public Health Division - Oregon tobacco retailers [computer files] and U.S. Census

“We do not want to create the next generation of nicotine addicts.”

*Deborah Kafoury,
Multnomah County Chair
(Meeting of the Board of Commissioners, 3/5/15)*

In 1998, Oregon was one of 46 states to reach the agreement that the five largest tobacco companies would repay the states for costs paid by Medicaid (Oregon Health Plan) to treat tobacco-related illnesses. In 2013, the Oregon Legislature – for the first time – allocated money from this Tobacco Master Settlement Agreement (TMSA) to fund tobacco control programs. With a portion of the TMSA allocation, the Oregon Health Authority released a competitive Request for Proposal: Strategies for Policy and Environmental Change (SPArC)–Tobacco Free.

Multnomah County was awarded one of these SPArC grants to implement a policy strategy to help curb youth access to, and use of, tobacco, with a particular focus on the tobacco retail environment. The grant program was a collaboration between the Multnomah County Health Department and five members of the Oregon Health Equity Alliance:

- Asian Health & Service Center
- Center for Intercultural Organizing
- Oregon Latino Health Coalition
- Upstream Public Health
- Urban League

The Oregon Health Equity Alliance is a regional partnership of diverse health equity advocates who serve populations facing health inequities in the Tri-County region of Clackamas, Multnomah, and Washington counties.

Partners on this project are concerned about preventing tobacco and nicotine use by youth in Multnomah County. The vast majority (90%) of adult smokers started using tobacco when they were under 18 years old. Cigarettes are still the most common form of tobacco used by adults, however youth are increasingly using a variety of tobacco and nicotine products that often have added flavorings that appeal to younger people (see Table 2). Electronic cigarette (e-cigarette) use among 11th graders almost tripled from 2011 to 2013 in Oregon.

Table 2: Percentage of 11th graders in Multnomah County who have used tobacco products in the past 30 days

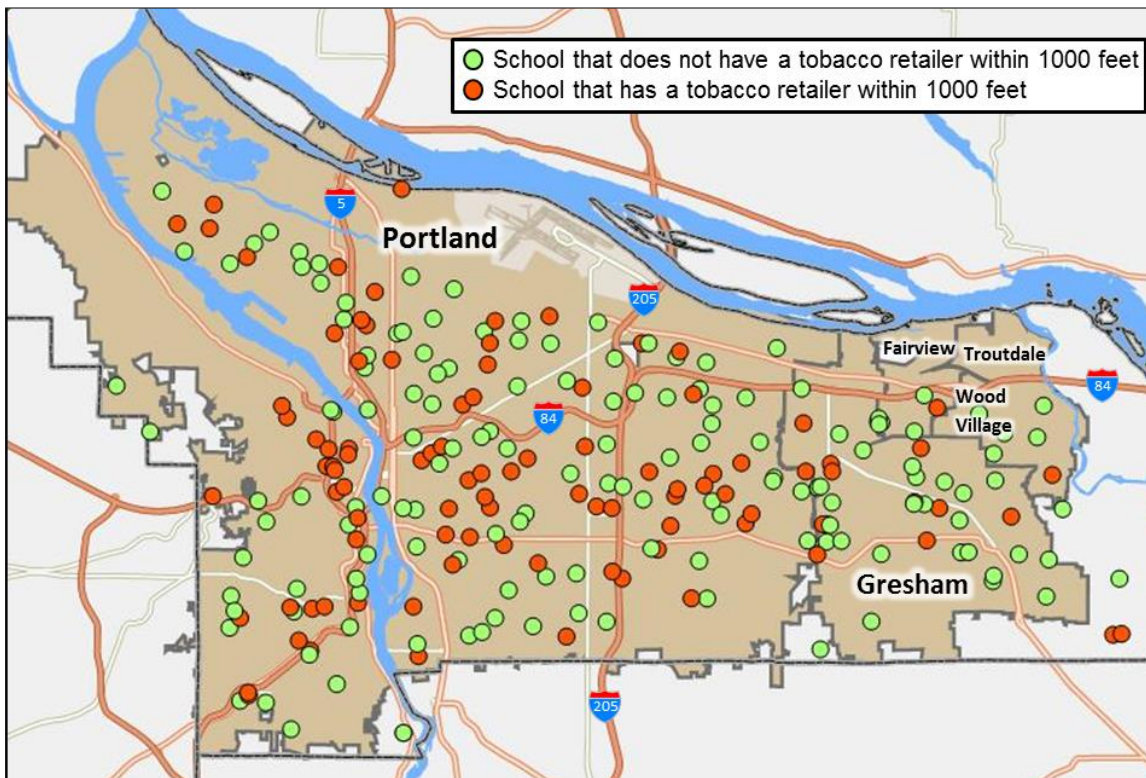
Cigarettes	8%
Cigars, cigarillos, little cigars	5%
E-cigarettes	4%
Smokeless tobacco	3%
Hookah	9%

Source: Oregon Healthy Teens Survey, 2013

More than a third (37%) of tobacco retailers in Multnomah County are located within 1000 feet of a school. Figure 2 shows the schools that had a tobacco retailer within 1000 feet (red) and those schools without a retailer within 1000 feet (green).

In 2014, nearly one in three (31%) Multnomah County stores sold cigarettes to youth under 18 years old, even though it is against state and federal law. These data are from the federal Synar compliance checks, where a minor decoy is sent into a store and attempts to purchase cigarettes. Multnomah County had one of the highest non-compliance rates in Oregon.

Figure 2: Schools that have a tobacco retailer within 1,000 feet, Public and private schools, Multnomah County



Map produced by Oregon Public Health Division. Sources: Office of Forecasting, Research and Analysis - Oregon schools 2013 to 2014 [computer files]; Oregon Public Health Division - Oregon tobacco retailers [computer files]



Inga Suneson, an AmeriCorps VISTA service member with Multnomah County Health Department, collects data for the tobacco retail assessment.



A typical display of the variety of tobacco products being sold. Tobacco cessation aids are also displayed.

Assessment of tobacco retail stores

A major focus of the SPArC project was to assess the tobacco retail environment for the availability and advertising of tobacco and e-cigarette products. In most states, retailers must obtain a license in order to sell tobacco products, so an accurate list of tobacco retailers can be monitored by a government agency. Oregon is one of only 9 states that does not require a license to sell tobacco. Although some local jurisdictions in Oregon have tobacco retail licensure, Multnomah County does not require retailers to obtain a license to sell tobacco. Benton and Lane counties have tobacco retail licensure, as do the cities of Ashland, Central Point, Corvallis, Eugene, Philomath, Salem, Silverton, and Springfield. These jurisdictions are able to revoke the license to sell tobacco when a store has violated the law, for example, by selling tobacco to minors. Studies have shown more than 30% reductions in sales to minors after the adoption of a tobacco retail license requirement.

To create the most comprehensive list of tobacco and e-cigarette retailers for this study, a number of data sources were used. The Oregon Health Authority maintains a list of tobacco retailers for conducting the annual Synar compliance checks. The Oregon Health Authority also has a list of certified smoke shops and cigar bars which sell tobacco. Internet searches were conducted for convenience stores, grocery stores, liquor stores, vape shops, and shops selling marijuana paraphernalia. Finally, some tobacco retailers were added to the list when the business was observed by staff out in the community.

After removing some stores that had closed, the list included 590 tobacco retailers in Multnomah County. The retailers were spread throughout the county (see Figure 3 on page 7).

For this study, a sample of 411 of the 590 retailers were assessed. Different sampling rates were used for each city in the county. To obtain more reliable data for the smaller cities, the sampling rates were higher for those cities. Table 3 shows the number of tobacco retailers in each city and the number of retailers in this assessment.

Letters were mailed to the owners of the retail stores in the sample prior to conducting the assessment (see Appendix A). Sixteen owners opted out of participating in the assessment. Twelve other stores were not assessed for other reasons, such as the store being closed at the time of the assessment visit.

Figure 3: Multnomah County Tobacco Retailers

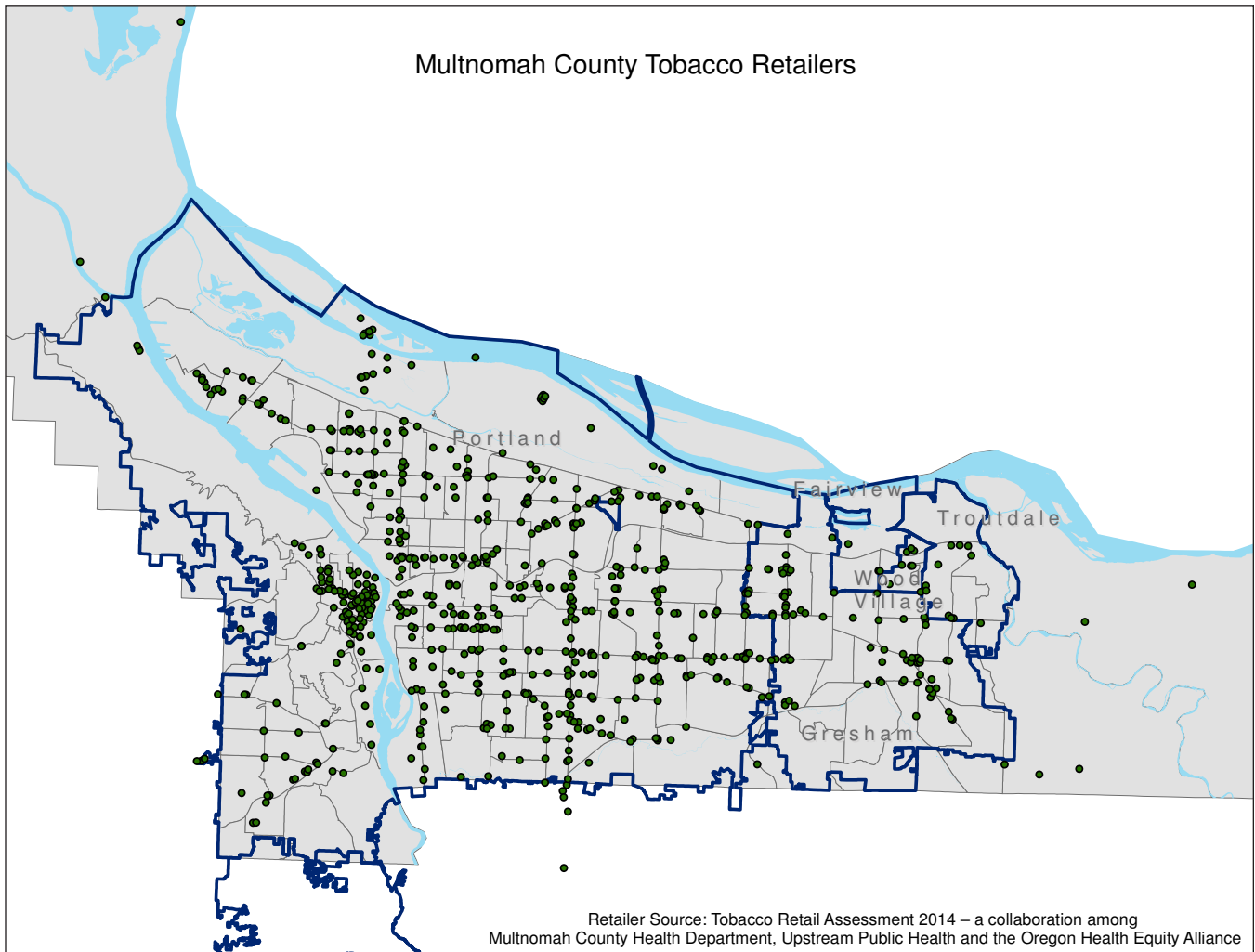


Table 3: Tobacco Retailers by City

City	Number of tobacco retailers	Number of tobacco retailers assessed
Fairview	3	3
Wood Village	4	3
Troutdale	10	7
Gresham	36	31
Portland	537	367
TOTAL	590	411

Table 4 (on page 8) shows the types of stores in the assessment. Two-thirds (66%) of the retailers were convenience stores, with the next most common type being grocery stores (10%). More unique stores that sold tobacco included a bait and tackle shop, craft shop, espresso shop, marijuana paraphernalia shop, and tanning salon.



About two-thirds of tobacco retailers are convenience stores, which often display advertising for tobacco products.

Table 4: Types of stores assessed

	Number	Percent
Convenience store (with or without gasoline)	272	66%
Grocery store	43	10%
Tobacco shop	34	8%
Drug store or pharmacy	21	5%
Mass merchandiser or discount store	12	3%
Liquor store	4	1%
Others	25	6%
TOTAL	411	100%

Assessment procedures

Staff from the Multnomah County Health Department and members of the Oregon Health Equity Alliance conducted the retail assessments in the summer of 2014. Two staff members conducted each assessment and entered data into an iPad, took pictures (the photos in this report are from this assessment), and made other notes.

The data collection form was adapted from the Standardized Tobacco Assessment for Retail Settings (STARS). State and Community Tobacco Control Research created the STARS form, and similar forms have been used in many tobacco retail assessments around the country. Data collected included information on the types of tobacco sold, and the advertising and marketing of such products. The full list of items in the data collection form can be found in Appendix C.

Tobacco products sold

In recent years, there has been an increase in the variety of tobacco products sold in the United States. Cigarettes remain the most common form of tobacco consumed, and almost all tobacco retailers (96%) sold cigarettes, including all convenience stores (see Table 5). More than 90% of convenience stores also sold little cigars, smokeless tobacco, and e-cigarettes.

Table 5: Percentage of tobacco retailers that sold specific products: Convenience stores and all retailers

	Convenience stores	All tobacco retailers
Cigarettes	100%	96%
Little cigars	97%	89%
E-cigarettes	91%	87%
Smokeless tobacco	97%	86%
Blunt wraps	57%	47%
Large cigars	24%	32%
Hookah or shisha	15%	17%

The most popular types of tobacco were commonly available with flavorings. For example, among stores that sold e-cigarettes, 88% sold e-cigarettes with flavorings. Among stores that sold cigarettes, little cigars, smokeless tobacco or blunt wraps, nearly all (more than 97%) of the stores sold those products with added flavorings.

Federal law does not allow flavorings in cigarettes except for menthol. Federal law also does not allow cigarettes to be sold in packs of less than 20, as a way to increase the price barrier to purchase tobacco. However, that law does not apply to little cigars, and most (90%) stores that sold little cigars allowed them to be purchased as singles. Little cigars often contain flavorings that can appeal to youth. The most common price for one little cigar was 79 cents. Some store clerks said that the flavored little cigars are popular among young adults.

Tobacco prices

The tobacco industry uses in-store price promotions as a way to entice customers to purchase tobacco. Almost three-quarters (74%) of stores that sold cigarettes offered some kind of price discount. Price discounts were less common for smokeless tobacco (33%), little cigars (18%), and e-cigarettes (3%). In each store assessed, data were collected on the cheapest price for a pack of cigarettes, and the average for all the stores assessed was \$4.70. Data were also collected on the price of a pack of premium cigarettes – a regular hard pack of Newport menthol. The average price of these cigarettes was \$6.50 per pack. These prices included the federal cigarette tax of \$1.01 per pack and the Oregon cigarette tax of \$1.31. In Washington, just across the Columbia River, the state cigarette tax is \$3.02 per pack.



Flavored little cigars are often sold as singles.

“I simply couldn’t believe the proliferation of tobacco products since I was young and a smoker. There appear to be unlimited options for smoking and TONS of fun flavors that, admittedly, were very enticing.”

*Claudia Arana Colen,
Health Equity Coordinator at
Upstream Public Health*



Advertising placed under three feet for cigarettes and e-cigarettes.



E-cigarette liquid is displayed next to candy.

Advertising of tobacco

The Surgeon General's Report on Preventing Tobacco Use Among Youth and Young Adults concluded that, "Advertising and promotional activities by tobacco companies have been shown to cause the onset and continuation of smoking among adolescents and young adults." The Federal Trade Commission reported that the tobacco industry spent almost \$10 billion for advertising and promotional expenses nationally in 2012.

In recent years, the bulk of tobacco industry advertising and promotion has been occurring in retail stores. In Multnomah County, two-thirds of tobacco retailers are convenience stores, which have a large customer base among youth. The Surgeon General's report found that nearly three-quarters (70%) of youth in the U.S. shop at a convenience store at least once each week.

Among eleventh graders in Multnomah County, 72% reported seeing an advertisement promoting tobacco products at a store in the past 30 days. And, the majority (68%) of 11th grade smokers usually smoke Marlboro and Camel cigarettes, two of the most heavily advertised cigarette brands (Oregon Healthy Teens Survey, 2013).

Tobacco distributors pay some stores to display tobacco advertising, often dictating where the advertisements are placed. This assessment did not collect information on why certain ads were placed in specific locations. Youth are more likely to be exposed to advertising that is placed near products they are purchasing. In the stores in this study, nearly 2 in 10 (18%) displayed tobacco within 12 inches of products sold to youth, such as toys, candy, slushy/soda machine, or ice cream. In 11% of stores, ads were placed within three feet of the floor where young children were most likely to see them.

Advertisements on a store's exterior can be seen by shoppers as well as youth and adults who do not shop at the store. In this assessment, 67% of retailers had outside advertisements for tobacco, including 86% of convenience stores. As shown in Table 6, cigarettes were the most common type of tobacco advertised on the exterior of stores.

Table 6: Tobacco products advertised on the exterior of stores

	Percentage of stores
Non-menthol cigarettes	62%
Menthol cigarettes	48%
E-cigarettes	43%
Smokeless tobacco	23%
Little cigars	16%

Possible law violations

Self-service displays

Oregon and federal law require tobacco sales to be vendor-assisted, i.e., no self-service tobacco displays, unless the venue is off limits to minors. Convenience stores, grocery stores, drug stores/pharmacies, and mass merchandisers generally allow minors into the store. A total of 346 such stores that allow minors were in the assessment. Of these stores, 7 (2%) sold cigarettes in a self-service display, 16 (5%) sold little cigars in a self-service display and one store sold smokeless tobacco in a self-service display. In addition, 14 (4%) of these stores had self-service displays of e-cigarettes, which was legal at the time the assessment was conducted. Self-service displays of e-cigarettes were prohibited on May 26, 2015, when the Oregon governor signed HB 2546 into law.

Cigarette singles sale

Federal law does not allow cigarettes to be sold in packs of less than 20. And, Oregon law requires cigarettes to be sold in sealed packages. Some retailers break open a cigarette pack to sell single cigarettes or “loosies,” in violation of these laws. In this study, 11 stores (3%) sold single cigarettes. Seven of these stores were located in North or Northeast Portland. Approximately 10% of the stores selling tobacco in North or Northeast Portland sold single cigarettes.

Sales-to-minors signage

Oregon law requires tobacco retailers to display a sign indicating that no sales to minors are allowed. Among the tobacco retailers in this assessment, 62 stores (15%) did not display the required sign.



Advertising on the store’s exterior for cigarettes, e-cigarettes, and smokeless tobacco.



Self-service display of e-cigarette liquid, in flavors such as *Clown Candy*, *Root Beer*, *Kettle Corn*, and *Yummy Gummy*.

Stores that did not sell tobacco

Most grocery stores sold tobacco, though there were some stores that have decided not to sell tobacco. Two locally-owned grocery chains did not sell tobacco: New Seasons Market (eight stores in Multnomah County) and Zupan's Markets (three stores in the county). Tienda La Amistad is another grocery store that has chosen not to sell tobacco. This store was highlighted in the Oregon Heroes series, and the video can be seen here: <http://smoke-freeoregon.com/oregonians>. From the video:



From the Oregon Heroes video featuring Tienda La Amistad, a grocery store that does not sell tobacco.

“...[T]hey decided not to sell tobacco because of family concerns of the owner. Maybe it helps the young people to not have access or easy access to tobacco. Yes, I think it does set a good example because tobacco doesn't bring you anything good...”

The owners or managers of a few stores that had a largely Latino customer base reported that they did not advertise tobacco and that they only sold a small amount of tobacco to long-term customers.

An Internet search revealed eight pharmacies in the county that were not part of national chains, and none of these locally-owned pharmacies sold tobacco. The CVS Health chain of pharmacies, which does not have stores in Multnomah County, has made a corporate decision to stop selling tobacco. However, all of the pharmacies in Multnomah County that were part of national chains (e.g., Walgreens, Rite Aid) sold tobacco. A few jurisdictions, including San Francisco, CA and Boston, MA, have passed ordinances that prohibit the selling of tobacco in stores that have pharmacy counters.

Conclusion

The assessment of Multnomah County tobacco retailers has provided valuable insights into the availability and marketing of a variety of tobacco and nicotine products. These findings can be used to inform policy changes designed to reduce tobacco use. Partners on this study, including members of the Oregon Health Equity Alliance, will continue to work together to reduce the disease and suffering caused by tobacco. This study can provide baseline data to help evaluate efforts to change policies and create environments that promote a healthier Multnomah County.

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Appendix A: Letter sent to stores prior to assessment

Health Department



Community Wellness & Prevention Program

July 3, 2014

Dear Store Owner/Manager:

The Multnomah County Health Department (MCHD) and Oregon Health Equity Alliance (OHEA) are conducting an assessment of tobacco retail stores in Multnomah County. The purpose of the project is to learn about the current practices of how tobacco products are placed and advertised in stores.

We will be careful not to interfere with shoppers or store employees while we are in the store. Data from all stores will be combined for analysis, and individual stores will not be identified. The store assessments will be conducted by representatives of MCHD or OHEA during the months of August, September and October. When the representative arrives at the store, he or she will introduce themselves and then conduct the assessment. The assessment will take approximately 15-25 minutes and consists of making observations and taking notes about how tobacco products are placed and advertised. We appreciate your help!

If you have any questions or would like additional information, please contact us at the information provided below. If you do not want your store assessed, please contact us by July 21, 2014.

If you need this information in Spanish, please contact Jeff Strang at jeffrey.strang@multco.us or 503.988.3663 x 25799.

Si gusta obtener más información en Español, por favor llame a Jeff Strang al 503.988.3663 x 25799 o mande correo electrónico a jeffrey.strang@multco.us

Thank you in advance for your cooperation and participation in this project.

Sincerely,

Handwritten signature of Olivia Quiroz in black ink.

Olivia Quiroz, Senior Policy Specialist
Multnomah County Health Department
Community Wellness & Prevention Program
Email: olivia.quiroz@multco.us
Tel: 503.988.3663 x 22625

Handwritten signature of Nafisa Fai in black ink.

Nafisa Fai, Program Manager
Upstream Public Health / Oregon Health Equity Alliance
Email: nafisa@upstreampublichealth.org
Tel: 503-284-6390

Appendix B: Follow-up letter sent to stores (English)

Health Department



Community Wellness & Prevention Program

June 22, 2015

Dear Store Owner or Manager:

You are receiving this letter as a thank you! In the summer of 2014, the Multnomah County Health Department (MCHD) and Oregon Health Equity Alliance (OHEA) conducted an assessment of tobacco retail stores in Multnomah County. The purpose of the project was to learn about the current practices of how tobacco products are placed and advertised in stores. If you were one of the 411 stores that participated in this assessment, we would like to thank you for your help and support in allowing us to conduct the assessment in your store.

We thought you may be interested in some of the high level findings, so we have included them with this letter. We will be producing a full report that will be available in the months to come. If you would like a copy of the full report, you may email us a request at cwpp@multco.us.

We know as a store owner or manager, you're working hard to stay up-to-date and comply with laws and regulations. There are several new laws and regulations pertaining to tobacco and nicotine products. The following link provides an overview of the Oregon Tobacco Laws as of January 2014: <https://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Documents/tobfacts.pdf>. For more information and resources, please feel free to contact Tish Mack, at the Oregon Synar Program at Letitia.M.Mack@state.or.us or 503.945.5765.

If you have any questions or would like additional information about the tobacco retail assessment, please contact us at the information provided below.

Para leer esta información en español, dé vuelta a la hoja.

Thank you in advance for your cooperation and participation in this project.

Sincerely,

Handwritten signature of Olivia Quiroz in black ink.

Olivia Quiroz, Senior Policy Specialist
Multnomah County Health Department
Community Wellness & Prevention Program
Email: olivia.quiroz@multco.us
Tel: 503.988.9453

Handwritten signature of Nafisa Fai in black ink.

Nafisa Fai, Program Manager
Upstream Public Health / Oregon Health Equity
Alliance
Email: nafisa@upstreampublichealth.org
Tel: 503.284.6390

Appendix B: Follow-up letter sent to stores (Spanish)

Departamento de Salud



Programa de Bienestar y Prevención de la Comunidad

22 de junio de 2015

Estimado propietario o gerente de la tienda:

¡Usted está recibiendo esta carta como agradecimiento! En el verano del 2014, el Departamento de Salud del Condado de Multnomah (MCDH, por sus siglas en inglés) y la Alianza de Equidad de Salud de Oregon (OHEA, por sus siglas en inglés) realizaron una evaluación de las tiendas minoristas de tabaco en el Condado de Multnomah. El propósito del proyecto era aprender sobre las prácticas actuales de colocación y publicidad de los productos de tabaco en las tiendas. Si usted fue una de las 411 tiendas que participaron en esta evaluación, queremos agradecerle por su ayuda y apoyo al permitirnos realizar esta evaluación en su tienda.

Pensamos que puede estar interesado en algunos de los resultados de alto nivel, así que los hemos incluido en esta carta. Elaboraremos un informe completo que estará disponible en los próximos meses. Si desea recibir una copia del informe completo, puede enviarnos un correo electrónico a cwpp@multco.us.

Sabemos que como propietario o gerente de tienda, usted está trabajando duro para mantenerse actualizado y cumplir con las leyes y normas. Existen varias leyes y normas nuevas relacionadas con los productos a base de tabaco y nicotina. El siguiente enlace proporciona un resumen de las Leyes de Tabaco de Oregon a partir de enero de 2014: <https://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Documents/tobfacts.pdf>. Para más información y recursos, no dude en ponerse en contacto con Tish Mack, en el Programa Synar de Oregon a Letitia.M.Mack@state.or.us o al 503.945.5765.

Si tiene preguntas o desea recibir información adicional sobre la evaluación de la venta minorista de tabaco, póngase en contacto con nosotros a través de la información de contacto que se encuentra más abajo.

To read this information in English, please see reverse.

Agradecemos de antemano su cooperación y participación en este proyecto.

Atentamente,

A handwritten signature in black ink, appearing to read "Olivia Quiroz".

Olivia Quiroz, Especialista experta en políticas
Departamento de Salud del Condado de Multnomah
Programa de Bienestar y Prevención de la Comunidad
Correo electrónico: olivia.quiroz@multco.us
Tel: 503.988.9453

A handwritten signature in black ink, appearing to read "Nafisa Fai".

Nafisa Fai, Gerente de proyecto
Salud Pública Upstream / Alianza de
Equidad de Salud de Oregon
Correo electrónico:
nafisa@upstreampublichealth.org
Tel: 503.284.6390

Appendix C: Multnomah County tobacco retail assessment form

1. Date of visit:
2. STORE ID:
3. CODER ID:
4. Store Name: Does the actual store name match the assigned store name?
 - Yes
 - No - Enter correct name
5. Store Location: Does the actual store address match the assigned address?
 - Yes
 - No – Enter correct address
6. Can you survey this store?
 - Yes I can
 - No, store does not exist
 - No, store is closed
 - No, membership or fee required to enter
 - No, environment unsafe for me
 - No, asked to leave before completing the survey
 - Other (specify):
7. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?
 - Cigarettes – non-menthol
 - Cigarettes – menthol
 - Cigarillos/little cigars
 - Large cigars
 - Chew, moist or dry snuff, dip or snus
 - E-cigarettes
 - E-cigarillos
 - E-cigars
 - E-hookah
 - Flavored tobacco products
8. Store Type: (Choose one)
 - Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)
 - Drug store/pharmacy (e.g., CVS, Walgreens, Rite Aid)
 - Beer, wine, or liquor store (e.g., ABC)
 - Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertson's)
 - Mass merchandiser (e.g., WalMart, Costco, BJ's, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)
 - Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)
 - Other (e.g., gas station kiosk, donut shop, bait & tackle) (specify):
9. Is the store a franchise (e.g., 7-Eleven, Walmart, etc.) or locally owned?
 - Franchise
 - Locally owned
 - Don't know
10. Does the store have a pharmacy counter?
 - Yes
 - No
11. WIC accepted here?
 - Yes
 - No
12. SNAP (i.e., food stamps, EBT) accepted here?
 - Yes
 - No
13. Alcoholic beverages sold here?
 - Yes
 - No

14. Any tobacco products sold here (i.e., cigarettes, cigars/cigarillos/little cigars, chew, moist or
 dry snuff, dip, snus, or e-cigarettes)? (Choose one)
 Yes and visible to customers
 Yes but not visible to customers
 No [SKIP TO END OF SURVEY]
15. Is there a wall or shelf of tobacco within 3 feet of the checkout counter?
 Yes
 No
16. Counter-marketing: Does store display a graphic tobacco health warning sign?
 Yes
 No
17. Is there a sign warning against purchasing tobacco for minors?
 Yes
 No
18. Answer these questions about cigarettes.
 Any cigarettes sold here?
 Menthol cigarettes sold here?
 Single cigarettes (“loosies”) visible/sold here?
 Any cigarettes (menthol or non-menthol) within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?
 Product ad (menthol or non-menthol) within 3 feet of the floor?
 Self-service display?
 Any cigarette price promotions?
 Any menthol cigarette price promotions?
19. Cigarillos/little cigars
 Sold here?
 Flavored products?
 Single cigarillos/little cigars sold here?
 Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?
 Product ad within 3 feet of the floor?
 Self-service display?
 Any product price promotions?
 E-cigarillos?
 Blunt wraps sold here?
 Flavored blunt wraps?
20. Large cigars
 Sold here?
 Flavored products?
 Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?
 Product ad within 3 feet of the floor?
 Self-service display?
 E-cigars?
21. Chew, moist/dry snuff, dip, or snus
 Sold here?
 Flavored products?
 Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?
 Product ad within 3 feet of the floor?
 Self-service display?
 Any product price promotions?
 Cross-product promotion with cigarettes?

22. E-cigarettes
- Sold here?
 - Flavored products?
 - Flavored e-cigarette tanks or refills?
 - Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?
 - Product ad within 3 feet of the floor?
 - Self-service display?
 - Any product price promotions?
 - Cross-product promotion with cigarettes?
23. Hookah or shisha
- Sold here?
 - Flavored products?
 - Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?
 - Product ad within 3 feet of the floor?
 - Self-service display?
 - Any product price promotions?
 - Electronic hookah (e-hookah)?
24. What is the cheapest price to purchase a single pack of cigarettes?
- Cashier provided price
 - Observed advertised price
 - Unable to determine (e.g., only cartons sold here)
 - Not sold here
 - Cheapest price: \$xx.xx
25. What is the price to purchase one regular hard pack of Newport menthol?
- Cashier provided price
 - Observed advertised price
 - Sold here but can't get price
 - Not sold here
 - Cheapest price: \$xx.xx
26. What is the cheapest price to purchase one Blu disposable e-cigarette (menthol)?
- Cashier provided price
 - Observed advertised price
 - Sold here but can't get price
 - Not sold here
 - Cheapest price: \$xx.xx
27. What is the cheapest price to purchase a single, flavored little cigar or cigarillo?
- Cashier provided price
 - Observed advertised price
 - Sold here but can't get price
 - Not sold here
 - Cheapest price: \$xx.xx
28. What is the cheapest price to purchase one can of chewing tobacco?
- Cashier provided price
 - Observed advertised price
 - Sold here but can't get price
 - Not sold here
 - Cheapest price: \$xx.xx
 - Field Notes:
29. End time:

Oregon Tobacco Quit Line: 1-800-QUIT-NOW (1-800-784-8669)

Espanol: 1-855-DEJELO-YA (1-855-335-3569)

Or register online at www.quitnow.net/Oregon

www.multco.us/health

