

February 3, 2017

## Tobacco Retail Licensing

Comprehensive tobacco control programs can effectively reduce tobacco consumption, tobacco-use prevalence and tobacco-related disease. Effective strategies that combine prevention and treatment have been shown to reduce tobacco related morbidity and mortality. Tobacco control strategies include:

- Efforts to curb the availability of tobacco products
- Efforts to curb the use of tobacco products
- Efforts to educate about the harms of tobacco products and the tobacco industry
- Efforts to reduce exposure to tobacco smoke in public places
- Monitoring of tobacco distribution and use
- Examination of tobacco industry practices

The Multnomah County Commissioners were concerned about the number of youth accessing and using tobacco and nicotine inhalant products. In Multnomah County, 10% of all 8th graders use some type of tobacco product, and we continue to see disparities in the use of these products based on race. Nearly 1/4 of all Multnomah County 11th graders use a tobacco or nicotine product, and 11th graders who identify with more than one race use tobacco products even more. During the 2015-2016 Oregon Health Authority Enforcement Inspections, 13% of retailers in Multnomah County illegally sold cigarettes to a minor under the age of 18. Given these data, our Board of County Commissioners adopted a tobacco retail license ordinance in November of 2015 to be implemented on July 1, 2016.

- As of January 24, 2017, we have successfully licensed 723 retailers who have paid an annual fee of \$580 in order to lawfully sell tobacco and nicotine inhalant products in Multnomah County.
- Additionally, we provide our application and education materials in seven languages, including English, and placed advertisements to notify business owners of the new license requirement in multiple industry publications as well as community specific/language specific publications.
- We intentionally delayed any compliance activities for six months (July - December 2016) to allow time to provide outreach and education to retailers.
- It is our intent to provide education and assistance to tobacco retailers to help them comply with the ordinance and to enforce penalties in accordance with our rules. We will work with tobacco retailers in order to remedy violations found during inspections.



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