

Multnomah County Tobacco Retail Assessment Findings

AUTHOR(S): Olivia Quiroz, Senior Policy Specialist, Community Wellness and Prevention Program, Multnomah County Health Department & Nafisa Fai, Program Manager, Chronic Disease Prevention, Upstream Public Health

PRESENTATION FORMAT: 15 minute oral presentation

TOPIC/TARGET AUDIENCE: public health professionals

ABSTRACT: 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. Staff from the Multnomah County Health Department and members of the Oregon Health Equity Alliance conducted the retail assessments in the summer of 2014. Assessments were conducted at 411 of the 590 locations. Project was to assess the tobacco retail environment for the availability and advertising of tobacco and e-cigarette products. This workshop will present data collected and key findings which include information on the types of tobacco sold, and the advertising and marketing of such products. We will also examine how this study provided baseline data to help evaluate efforts to change policies and create environments that promote a healthier Multnomah County.

OBJECTIVE(S): Discuss key findings from the Multnomah County tobacco retail assessment which provided valuable insights into the availability and marketing of a variety of tobacco and nicotine products.

Examine how tobacco retail data can be used to inform policy changes designed to reduce tobacco use. Demonstrate the role of community partnerships in implementing a health equity lens in tobacco prevention efforts.

PRIMARY CONTACT INFORMATION:

Olivia Quiroz, BS
Senior, Policy Specialist
Multnomah County Health Department
Portland, OR
503-988-9453 | olivia.quiroz@multco.us

CO-PRESENTER(S):

Nafisa Fai | nafisa@upstreampublichealth.org