

**TITLE:** Designing a responsive Tobacco Retail License training in Multnomah County

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**STUDENT SUBMISSION:** No

**TOPIC/TARGET AUDIENCE:** Tobacco Retail Licensure/ Policy makers, Program Developers, Evaluators, Health Inspectors.

**ABSTRACT:** In July 2016, the Multnomah County Health Department initiated a Tobacco Retail License (TRL) program therefore requiring that all tobacco retail establishments meet a list of requirements including a valid annual license. In addition, the county conducts an undercover minimum legal age sales check with youth who are 18-19 years old. Any retailer who fails an annual inspection, or sells to an underage youth, must participate in a mandatory training class in-person or online and successfully complete a knowledge quiz. The Tobacco Control and Prevention Program (TCPP) offers different options to complete the training requirement including: quarterly, on site at a retailer location, and online. As a way of ensuring that every retailer is successful and comprehends all licensing requirements, the TCPP designs trainings and materials considering popular education methods, language access, and plain language. Between July 2016 and June 2019, the TCPP held 7 trainings and 237 retail store owners/store managers have completed the TRL quiz. The goal of the TCPP remains to value equitable and diverse strategies to help reduce sales of tobacco products to underage youth and increase knowledge of the licensing requirements. This poster highlights the programs' efforts.

**OBJECTIVE(S):** Describe popular education strategies for increasing awareness of tobacco retailers licensing requirements.

Identify outreach and training tactics with tobacco retailers to increase awareness of county licensing requirements.

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