

TITLE: Tobacco Retail Licensing: 10 Equity Considerations and Challenges to Consider

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: Policy makers, public health professionals, health educators working on tobacco free policies health educators engaging with limited english proficient (LEP) populations, and health department communications staff.

ABSTRACT: The groundwork for the Multnomah County Tobacco Retail Licensing (TRL) Program revealed what a community driven approach to policy change could achieve. In 2015 the Multnomah County Board of Commissioners unanimously adopted a TRL ordinance to address the pressing issues of illegal tobacco sales to minors and disproportionate health outcomes in communities of color amongst other concerns. The 2014 Multnomah County retail assessment provided a snapshot of the diversity of Multnomah County's tobacco retail store environment. From corner stores, specialty shops, to local and national franchises, each store has its own unique identity including those of the store owners and employees through their diverse ethnicity and language. The implementation stage of the TRL Program provided an opportunity to operationalize equity considerations made by community stakeholders during the public comment phase and by the October 2015 Health Equity Impact Assessment. Further, as areas of regulation and enforcement expanded to include a new Minimum Legal Sales Age law, the challenge of this work provides an opportunity for learning and growth. This presentation will cover recommendations to consider for sustaining policy, communication, and enforcement practices in an equitable, enduring, and impactful way.

OBJECTIVE(S): List at least five points to consider when promoting equity in your tobacco program

Learn at least five challenges to Tobacco Retail Licensing efforts

Describe 2-3 ways health departments can strengthen equity work through a retail licensing program