

A close-up photograph of a man with a beard using an e-cigarette. The man's face is partially visible on the left, with his mouth around the black tip of the device. His hand is holding the device, which has a blue light at the base. A thick plume of white vapor is being exhaled from the mouth. The background is blurred.

House Bill 2546

**Characterizing the policy
process to include e-cigarettes
in Oregon's tobacco laws**

Our time

1. Review components of House Bill 2546
2. Provide background for evaluation
3. Review evaluation methods
4. Discuss areas of interest for upcoming webinar



House Bill 2546 signed into law



Defines “Inhalant delivery systems”

- IDS are devices that can be used to deliver nicotine, cannabinoids and other substances, in the form of a vapor or aerosol
- Includes e-cigarettes, vape pens, e-hookah and other devices
- These are not considered tobacco products under the new law



A middle-aged man with glasses and a beard is sitting at a table in what appears to be a cafe or bar. He is holding a black and green vape pen in his right hand, and a plume of white vapor is rising from it. He is looking down at a newspaper or magazine on the table. In the background, another person is visible, and the setting includes a bar counter and hanging lights.

**Prohibits
use in
indoor
public
places**

Prohibits indoor use of “inhalants”

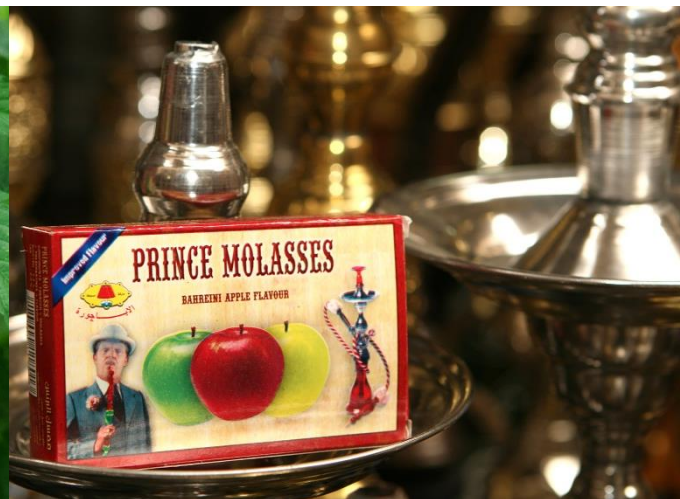
Nicotine



Cannabinoids



Herbal hookah





No exemptions for electronic cigarette retail outlets



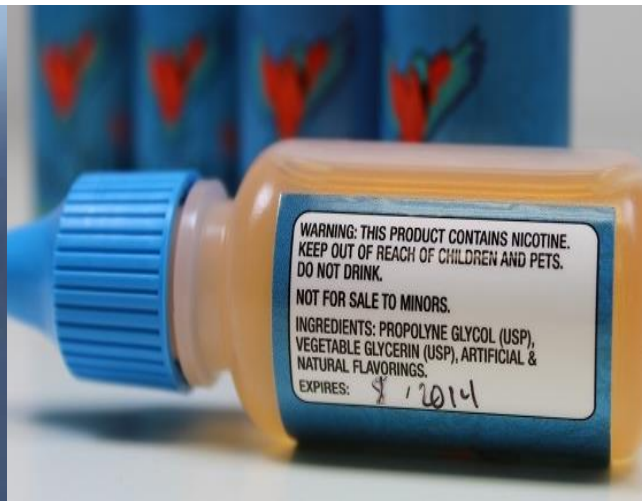
Bans the sale, purchase or use of electronic cigarettes for those under the age of 18

Rule-writing authority

Child-resistant
packaging



Labeling



Packaging that doesn't
appeals to minors



HB 2546 timeline

2014

Legislative session

Two e-cigarette bills were introduced, but did not pass

Late 2014 / Early 2015

External trends

E-cigarette awareness increases, CDC MMWR on youth use, local ICAA expansions, marijuana legalization

2014

Post session

E-cigarette workgroup formed with diverse membership to draft pre-session bill and agree on minimum needs

2015

Legislative session

Bills introduced in both chambers with minor amendments, nothing was removed

**Why are we evaluating
this policy process?**





Success!



Novel definition that accounted for marijuana

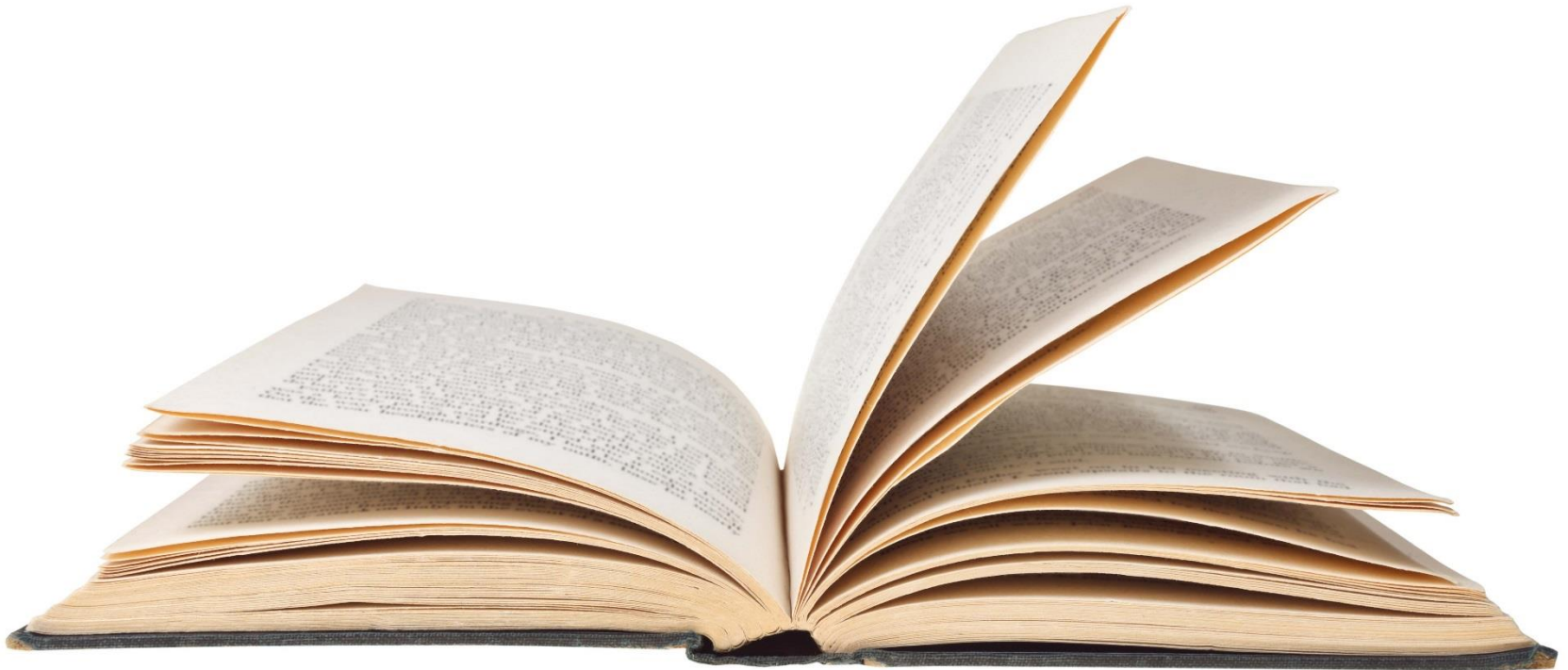


Remained intact; no exemptions for vape shops



Diverse group of stakeholders involved

“ Evaluation is the systematic investigation of the **merit, worth** or **significance** of an object ”
- Scriven, 1999



CDC program evaluation framework



Evaluation advisory group members

6

Members

4

State public
health

1

Local public
health

1

Lobbyist



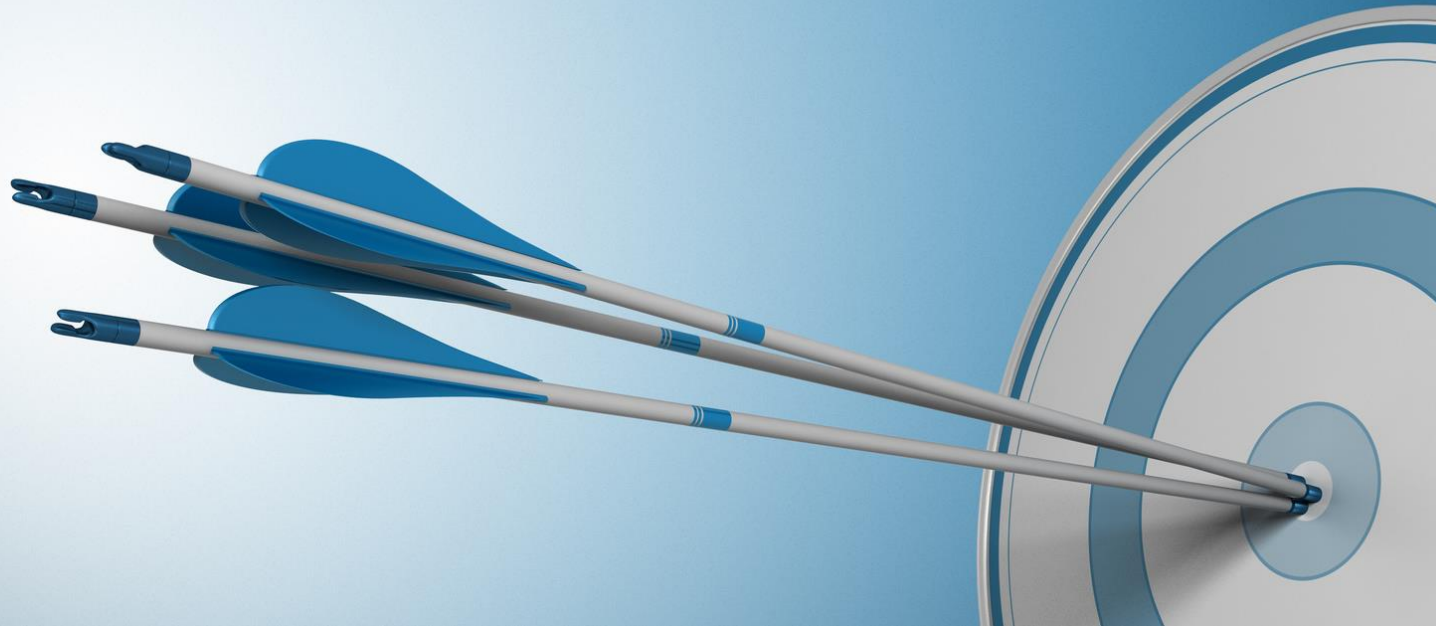
Goals for policy evaluation

1

Document strengths and areas for improvement in internal process and cross-sector collaboration

2

Describe the policy process and lessons learned for other jurisdictions interested in tobacco prevention



Evaluation questions

1 To what extent and effect did state government, local government, and lobbyists collaborate in the policy process?

2 What role did local, state, and national tobacco control infrastructure play in the policy process?

3 What role did secular trends (events out of our control) play in the process? How (if at all) was the system set up to respond to these events?



Key informant interviews

18

Stakeholders

8

Legislature

3

Non-traditional
partners

3

Local public health

4

Lobbyists



Key informant interviews

15

Stakeholders

8

Legislature

3

Non-traditional
partners

~~3~~

2

Local public health

~~4~~

2

Lobbyists



Evaluation results areas



Bill attributes

Process attributes

Reasons for bill support

External factors

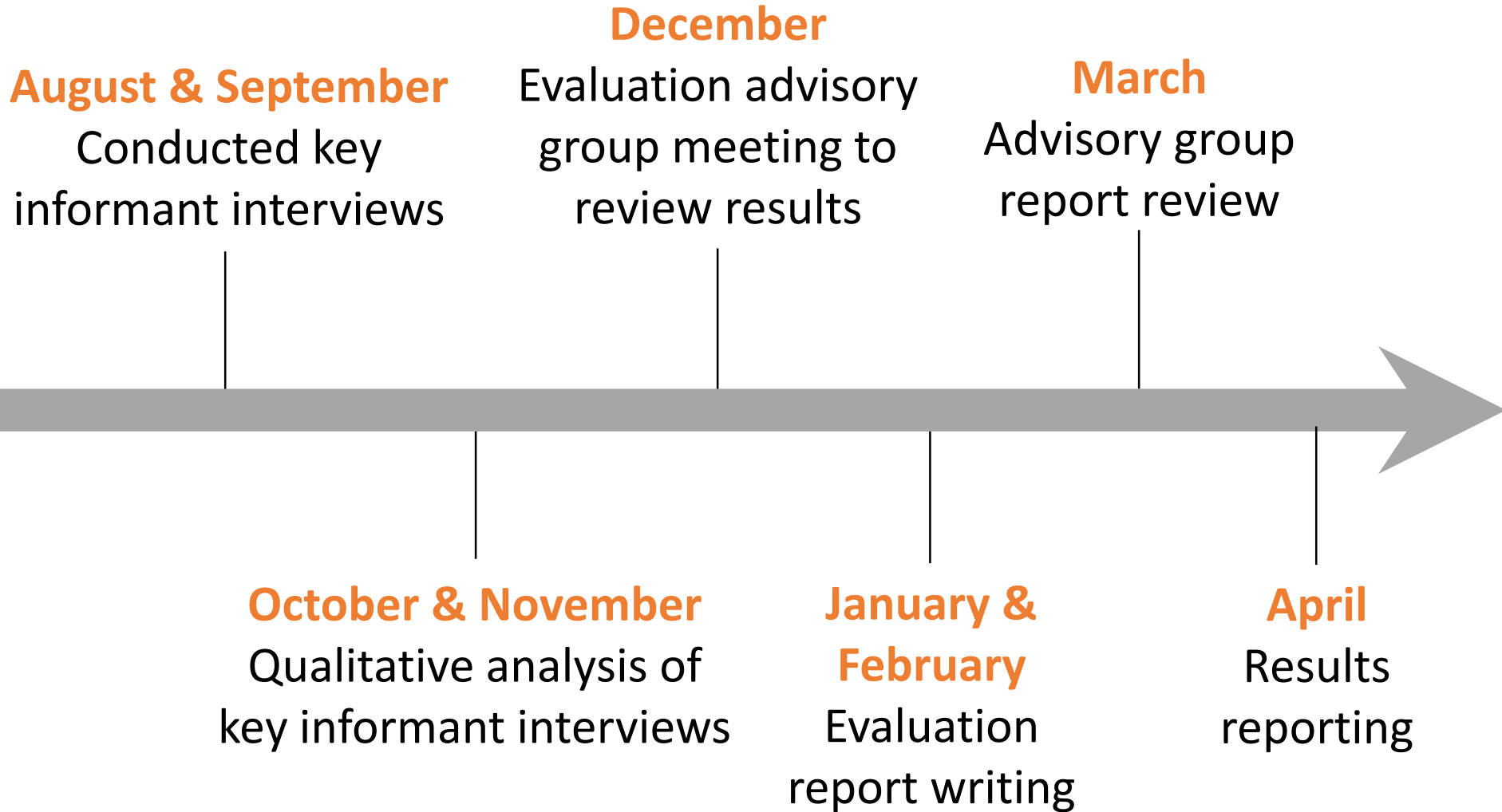
Challenges

State public health contribution

Local public health contribution

Lobbyist contribution

HB 2546 evaluation next steps



1

Any questions?

2

What do you want
to hear more
about in May?





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