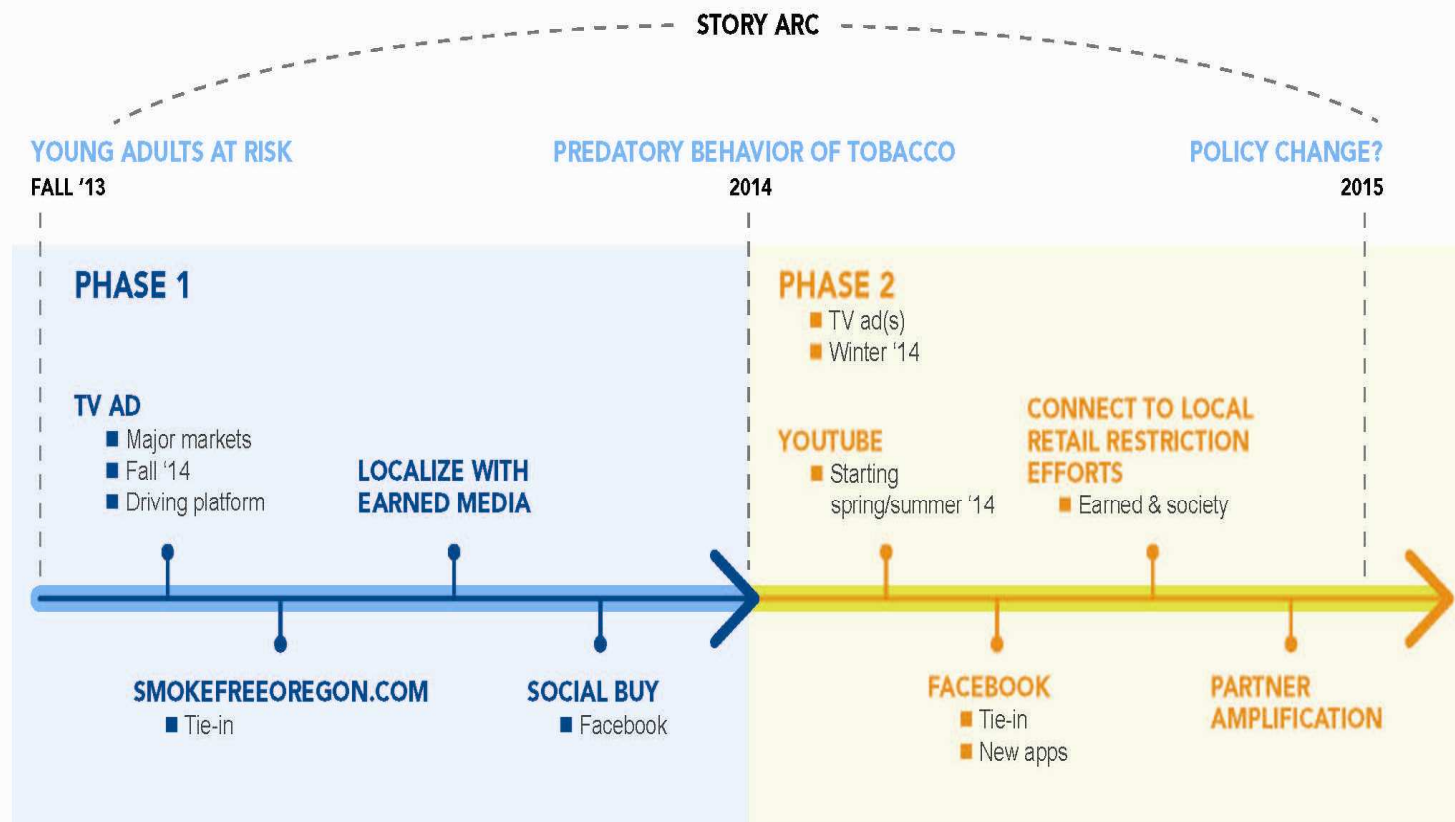


Media Strategy



TRANSMEDIA TOBACCO CONTROL STRATEGY



TOBACCO AFFECTS ALL OREGONIANS (BIG TOBACCO IS PREDATORY)

THE REAL COST

- \$
- Mortality

SECONDHAND
SMOKE

ENVIRONMENT

YOUTH

- Retail Practices
- Flavored Tobacco
- E-Cigs

ADDICTION

- Counters
"Personal
Responsibility"
Issue

DISPARITIES

- Industry Driven

Single Sentence

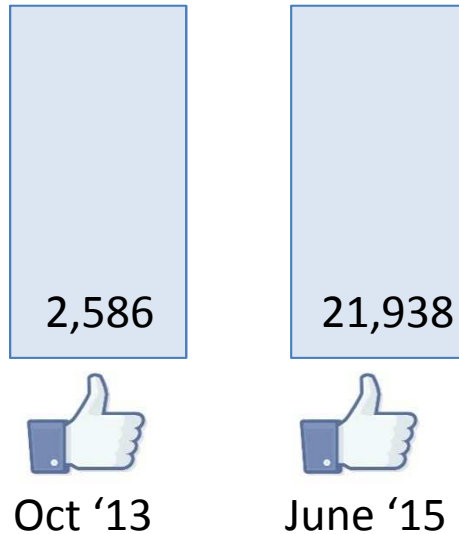
Tobacco affects your children, your health, your pocketbook, your environment and your community. Tobacco affects you.

How we tell the story

- **Television**
- **Grassroots/earned media**
- **Social**
- **Print**
- **Radio**
- **Out-of-home**

Social Media

Total Facebook Page Likes



Total Facebook Post Reach

2013 Average Post Reach
234

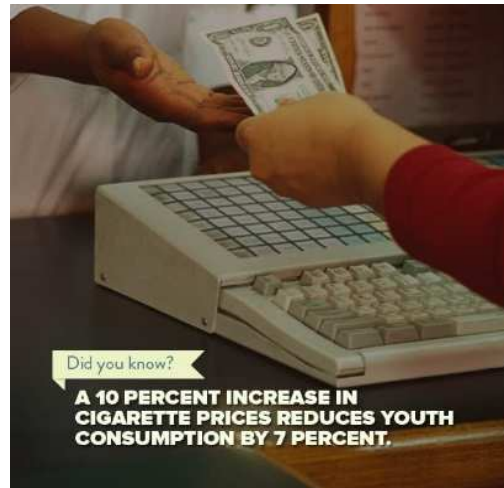
2015 Average Post Reach
19,665

Facebook Posts



Meet Midge Purcell, who is helping the African American community in Oregon push back against Big Tobacco's unhealthy influence

44,336 Reach
14,035 Video Views
108 Post Likes
7 Shares



23,192 Reach
1,021 Post Likes
46 Shares

Did you know?

**A 10 PERCENT INCREASE IN
CIGARETTE PRICES REDUCES YOUTH
CONSUMPTION BY 7 PERCENT.**

Website







COMMUNITY
ACTION



TOPICAL ACTIVITIES

RESOURCES

ABOUT US

1-800-QUIT-NOW
(1-800-784-8669)



TAKING ACTION TO MAKE THINGS BETTER

BAKER COUNTY

CONTACT US >

CHALLENGES TO ADDRESS TOGETHER

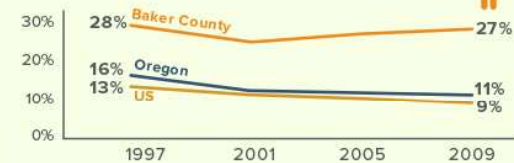


**ALL TOBACCO
RETAILERS**
sell at least one
type of flavored
tobacco.

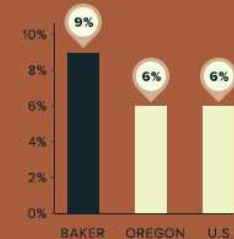
**THE ADULT
SMOKING
RATE IS 26%,**
which is much
higher than
the state
and national
average.



27% OF BIRTH MOTHERS
use tobacco products.



The adult smoking rate has risen
FROM 14% TO 26% SINCE 1997.



The number of
8th graders who
smoke is
**HIGHER THAN
THE NATIONAL
AND STATE
AVERAGES**
for this age group.

TAKING THE FIRST STEPS TOWARD A HEALTHIER COUNTY

THE BAKER
CITY LIBRARY



TAKING THE FIRST STEPS TOWARD A HEALTHIER COUNTY

**THE BAKER
CITY LIBRARY**
property is
tobacco-free.



**ALL PARKS IN
BAKER CITY**
are tobacco-free.



**THE BAKER CITY
WELLNESS COMMITTEE**

is working to assure a worksite focused on
supporting clients and employees to be
tobacco-free.

BRIGHT SPOTS TO BUILD ON



82 PERCENT
of adult smokers
report no-smoking
rules in their home.

The percent of 11th graders who smoke is
**5 PERCENTAGE POINTS LOWER THAN
THE NATIONAL AVERAGE.**

BAKER COUNTY

14%

NATIONAL AVERAGE

19%

HERE'S HOW YOU CAN HELP

CONTACT YOUR BAKER COUNTY REPRESENTATIVE



TORIE ANDREWS

Tobacco Program Coordinator

Phone:
(541) 523-8211
Email:
tdandrews@bakercounty.org

SEND A MESSAGE

Your Name

Your Email

Message

SEND >

SMOKEFREE
oregon

!

COMMUNITY
ACTION

TOPICAL ACTIVITIES

RESOURCES

ABOUT US

1-800-QUIT-NOW
(1-800-784-8669)

TAKING ACTION
TO MAKE THINGS BETTER

DESCHUTES COUNTY

CONTACT US >

TAKING LOCAL ACTION TOGETHER

ALL 70 PARKS
in the Bend Parks and Recreation
division are tobacco-free.

TAMMY BANEY
DESCHUTES COUNTY

THINK AGAIN PARENTS
LA PINE

ALL COUNTY PROPERTIES
including the fairground are
tobacco-free.

TAKING LOCAL ACTION TOGETHER

ADULT

THE NUMBERS ARE IMPROVING



ADULT SMOKING HAS DECREASED
and is lower than the state and national average.



RANDY OLANO

BEND



93% OF ADULTS
report no-smoking rules in their home.



PHILLIP GALVIN,
MERCADO COLIMA, BEND

WE SELL THINGS THAT DON'T HARM ANYONE.
HE DOESN'T SELL TOBACCO IN HIS STORE.



BRANDY RICE, STORE MANAGER
NATURAL GROCERS BY VITAMIN COTTAGE, BEND

I BELIEVE THAT THE FACT THAT WE DON'T SELL TOBACCO IS BENEFICIAL TO OUR EMPLOYEES.

BUT WE STILL HAVE WORK TO DO

NEARLY 7 IN 10 RETAILERS have tobacco products or advertising displayed near candy or within 3.5 feet of the floor at a child's eye level.

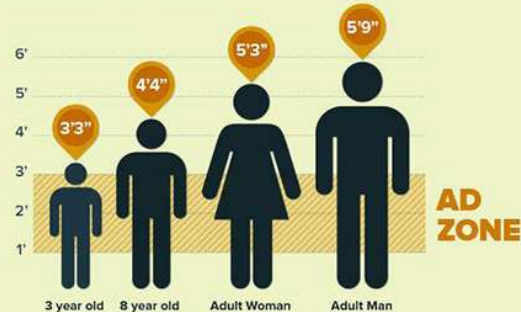


71 PERCENT of tobacco retailers have price promotions for tobacco products.



BUT WE STILL HAVE WORK TO DO

NEARLY 7 IN 10 RETAILERS have tobacco products or advertising displayed near candy or within 3.5 feet of the floor at a child's eye level.



4,510 PEOPLE suffer from a serious illness caused by tobacco.



71 PERCENT of tobacco retailers have price promotions for tobacco products.



TAYLOR JOHNSON

BEND

<18

CHILD SMOKING RATE, especially for 11th graders is higher than the state and national averages.

HERE'S HOW YOU CAN HELP

CONTACT YOUR DESCHUTES COUNTY REPRESENTATIVE



PENNY PRITCHARD

Tobacco Prevention Coordinator

Phone:
(541) 322-7481

Email:
penny.pritchard@deschutes.org

SEND A MESSAGE

Your Name

Your Email

Message

SEND >

WHAT'S INSIDE THE STORE

FOR A YOUNG PERSON, *stepping inside a convenience store or gas station mini-mart where most cigarettes are sold can be an overwhelming experience.⁸ The aisles are lined with brightly-colored products—soda, snacks, small toys—in shiny, eye-grabbing packages.*

Tucked in with the candy and toys are a **wide variety of tobacco and nicotine products**. These include conventional cigarettes; smokeless products such as chew, snus, tiny orbs and dissolvable sticks and strips; electronic cigarettes; and inexpensive little cigars and cigarillos, which often are sweetened and packaged in kid-friendly flavors and colors.

All of these products contain nicotine, the addictive drug found in conventional cigarettes. But many of them look like candy—in small, bright and colorful foil wrappers—and sometimes are displayed within arm's reach of the real candy, gum and other products kids like.



NEARLY 9 IN 10
stores that sell tobacco
sold little cigars or cigarillos.



NEARLY 8 IN 10
stores that sell tobacco
sold electronic cigarettes.

The tobacco industry pays store owners to strategically place these products **in places where young people can't help but see them,⁹** and studies have shown that this exposure increases the likelihood that a child will experiment with tobacco or start using it.¹⁰



JUST THE FACTS

AN OVERVIEW OF OREGON DATA PRESENTED IN THIS REPORT



FLAVORED TOBACCO

- Excluding menthol cigarettes, about 9 in 10 (93%) stores that sell tobacco sold at least one type of flavored tobacco product.
- Including menthol cigarettes, nearly all (98%) stores sold at least one type of flavored tobacco product.
- Nearly all (95%) stores sold menthol cigarettes.
- Among stores that sold cigarillos or little cigars, about 9 in 10 (93%) sold flavored little cigars or cigarillos.
- Among stores that sold electronic cigarettes, about 8 in 10 (84%) sold flavored electronic cigarettes.
- Among stores that sold smokeless tobacco products, about 9 in 10 (93%) sold flavored, smokeless tobacco products, such as chew, snus, orbs and dissolvable sticks and strips.
- Among stores that sold large cigars, nearly 4 in 10 (36%) sold flavored large cigars.



STORE CHARACTERISTICS

- Nearly 3 in 4 (73%) stores that sell tobacco in Oregon accepted SNAP (food stamps, EBT) and about 1 in 5 (20%) accepted WIC.



PRODUCT AVAILABILITY

- Stores that sell tobacco offer a wide variety of tobacco products, in addition to conventional cigarettes.
- Nearly all (97%) stores sold non-menthol cigarettes.
 - Nearly all (95%) stores sold menthol cigarettes.
 - 9 in 10 (90%) stores sold smokeless tobacco products.
 - Nearly 9 in 10 (89%) stores sold little cigars or cigarillos.
 - Nearly 8 in 10 (78%) stores sold electronic cigarettes.
 - About 4 in 10 (41%) stores sold large cigars.



PRODUCT AND ADVERTISING PLACEMENT

- 1 in 4 (25%) stores that sell tobacco displayed tobacco products within 12 inches of products sold to youth like toys, candy, gum, slushy or soda machines, or ice cream.
- Nearly 1 in 4 (24%) stores displayed tobacco advertising within 3 feet of the floor at the eye level of a child.
- Taken together, about 1 in 3 (38%) stores displayed tobacco products or advertising in a manner that appeals to children (near youth products or at a child's eye level).



OUTSIDE ADVERTISING

- 3 in 5 (60%) stores that sell tobacco had outside advertisements promoting tobacco products.



SINGLE LITTLE CIGARS OR CIGARILLOS

- Among stores that sell little cigars or cigarillos, nearly 9 in 10 (86%) sold them as singles.



PRICE PROMOTIONS

- Nearly 8 in 10 (76%) stores that sell tobacco had a price discount for at least one type of tobacco product.



PRICE

- The average cheapest price of tobacco products in stores that sell tobacco ranged from \$1.04 for a single, flavored little cigar or cigarillo to \$10.11 for one brand of disposable electronic cigarette.

1 Estimate derived from Federal Trade Commission reports, March 2015. <https://www.ftc.gov/news-events/press-releases/2015/03/ftc-releases-reports-2012-cigarette-smokeless-tobacco-sales>
 2 Oregon Health Authority, 2013. https://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/Documents/tobacco_facts/costs_of_tobacco.pdf
 3 Oregon Health Authority, 2013. http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Documents/databases/ORAnnualOHT_Tobacco.pdf
 4 Centers for Disease Control and Prevention, 2012. http://www.cdc.gov/tobacco/data_statistics/sgr/2012/consumer_booklet/pdfs/consumer.pdf
 5 Federal Trade Commission reports, March 2015. <https://www.ftc.gov/news-events/press-releases/2015/03/ftc-releases-reports-2012-cigarette-smokeless-tobacco-sales>

6 Oregon Health Authority, April 2014. <http://public.health.oregon.gov/DiseasesConditions/CommunicableDisease/CDSummaryNewsletters/Documents/2014/ohd6308.pdf>
 7 Countertobacco.org. <http://countertobacco.org/why-retail-tobacco-control-important>
 8 Campaign for Tobacco-Free Kids, March 2012. www.tobaccofreekids.org/content/what_we_do/industry_watch/store_report/deadlyalliance_full_report.pdf
 9 Center for Public Health Systems Science, 2014. http://cpss.wustl.edu/Products/Documents/CPHSS_TCLC_2014_PointofSaleStrategies1.pdf
 10 Centers for Disease Control and Prevention, 2012. http://www.cdc.gov/tobacco/data_statistics/sgr/2012/
 Other estimates calculated from Oregon county level data collected March 2014 through January 2015.

Community engagement

