Multnomah County's Tobacco & Nicotine Landscape

Deborah Kafoury – Multnomah County Chair
Dr. Jennifer Vines – Deputy Health Officer
Dr. Jae Douglas – Environmental Health Director

February 11, 2015

it
starts
here

Campaign for a Healthy,
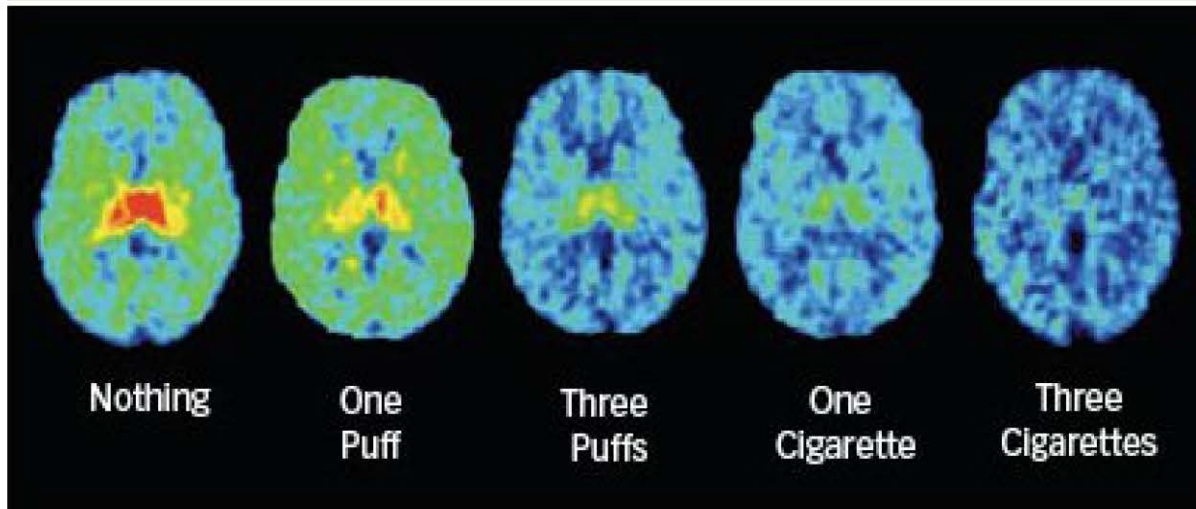Active Multnomah County

Purpose of Today's Briefing

- Provide an overview of the landscape of tobacco and nicotine in Multnomah County:
    - Health effects of nicotine
    - Youth access to tobacco and nicotine products
- Provide an overview of best practices in youth tobacco prevention and control

Your Brain & Nicotine Addiction

SMOKING SATURATES RECEPTORS As nicotine from a cigarette attaches to the α4β2*-nACh nicotinic receptors in the brain, it displaces a radiolabeled tracer (red and yellow indicate high levels of the tracer, green indicates intermediate levels, and blue indicates low levels). The nicotine from three puffs displaced 75 percent of the tracer from study participants' receptors, and the nicotine from three cigarettes, nearly all.

Nothing   One Puff   Three Puffs   One Cigarette   Three Cigarettes

E-Cigarettes and the Growing Concern of Health Impacts

http://www.ecigologist.com/news/ecigs-attracting-younger-students-get-high-class/

http://ehp.niehs.nih.gov/122-a244/

Current use of e-cigarettes among Oregon 11th graders has more than tripled recently, from 1.8% in 2011 to 5.2% in 2013

E-Cig Product Packaging & Design

Tobacco & E-Cig Product Flavoring & Placement

Multnomah County has one of the Highest Illegal Sales Rates of Cigarettes to Minors in the Nation

Regulating the Tobacco Retail Environment

- Retail Licensing
  - ✓ 38 States and 8 communities in Oregon
- Restrict Retailers Near K-12 Schools
  - ✓ Santa Clara County
- Prohibit Tobacco Sales at Pharmacies
  - ✓ Boston, San Francisco, Santa Clara County
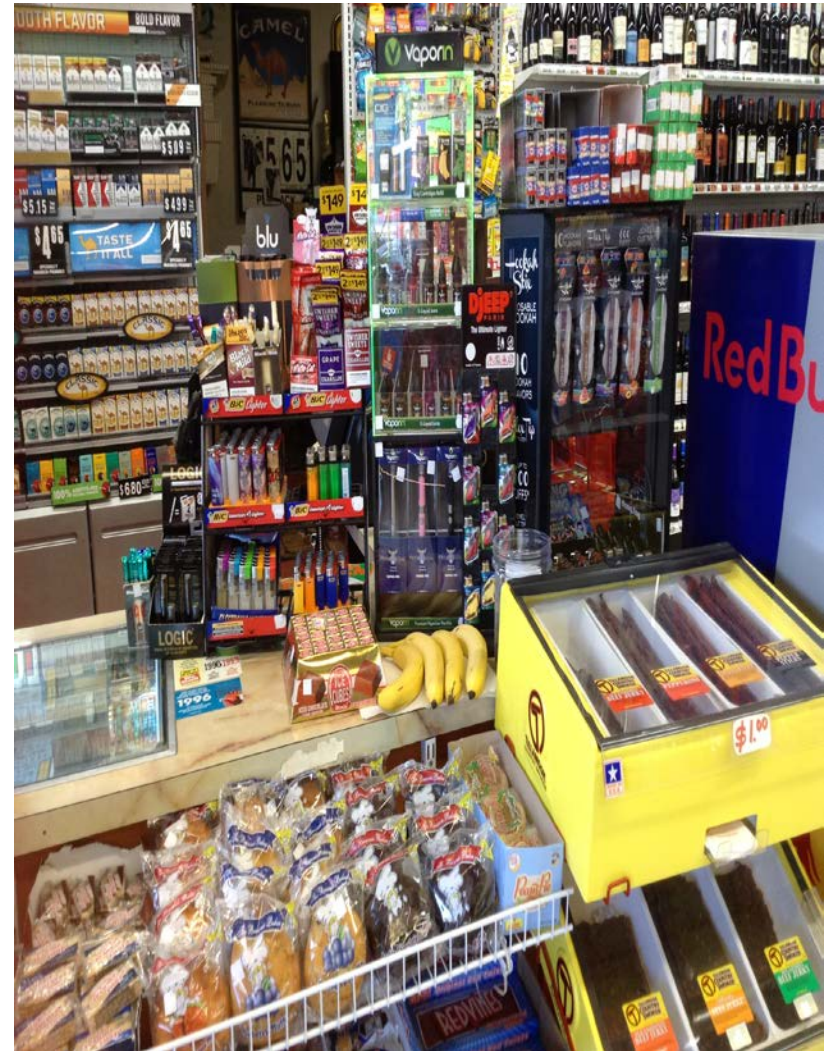- Limiting Advertising
  - ✓ Santa Clara County

Guess which one does **NOT** require a license?

Own a dog   Sell Christmas trees   Sell tobacco

- Increase Minimum Legal Sales Age
  - ✓ Needham, MA, NYC, Hawaii County, Suffolk County NY

Regulating the Tobacco Retail Environment

- Prohibit Self-Service
  - ✓ Minnesota
- Disallow Price Discounting
  - ✓ Providence RI
- Require Minimum Package Size
  - ✓ New York City, Boston, Washington DC
- Ban on Flavor Tobacco
  - ✓ Providence RI, New York City, Santa Clara County

Healthy Multnomah

Establish a Minimum Legal Sales Age for E-Cigarettes

Include E-cigarettes in Smokefree Workplace Policy

Work with Retailers to ensure that all laws are followed