

Oregon Tobacco Enforcement Report

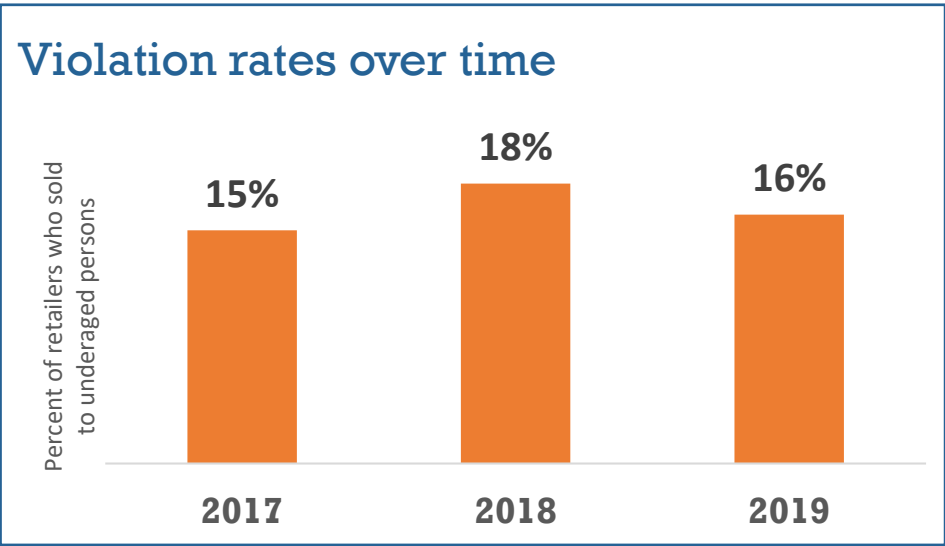
August 2019



Description

The sale of tobacco products and inhalant delivery systems to persons under 21 years of age is prohibited by Oregon law. The OHA Public Health Division and law enforcement agencies conduct random, unannounced inspections of retailers that sell tobacco products and inhalant delivery systems, such as e-cigarettes, to ensure compliance with laws that prohibit the sale of tobacco products to underage persons.

Oregon is one of only nine states that does not require a license to sell tobacco products, otherwise known as “tobacco retail licensure”. Tobacco license systems can support retailer accountability by imposing effective penalties, including the suspension of tobacco licenses for retailers who repeatedly violate the law.



Fines

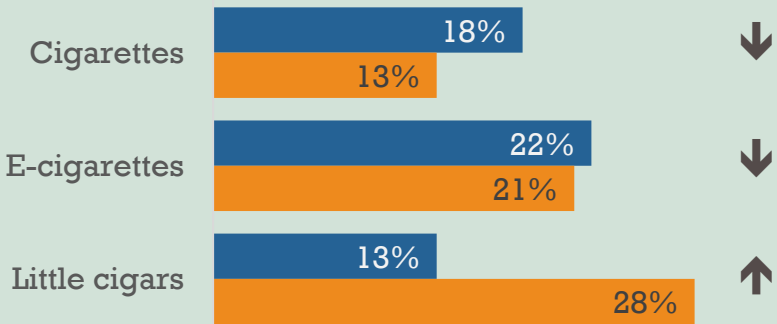
Oregon retailers must check all persons under the age of 27 for valid ID before selling them tobacco products.

During the inspection, if the store makes an illegal sale, the Oregon State Police issue a citation to the store clerk, manager or owner.

Youth marketing

Research shows that if people do not start smoking before they turn 19, they are far less likely to ever start, making young people key targets of the tobacco industry. The tobacco industry surrounds young people with marketing and promotes products with flavors that appeal to youth. While youth use of cigarettes has been decreasing over time, use of other tobacco and nicotine products, such as e-cigarettes and small cigars, are on the rise.

Between 2018 and 2019, violations varied by product type. Sales of cigarettes and e-cigarettes decreased, but sales violations of little cigars and cigarillos more than doubled.



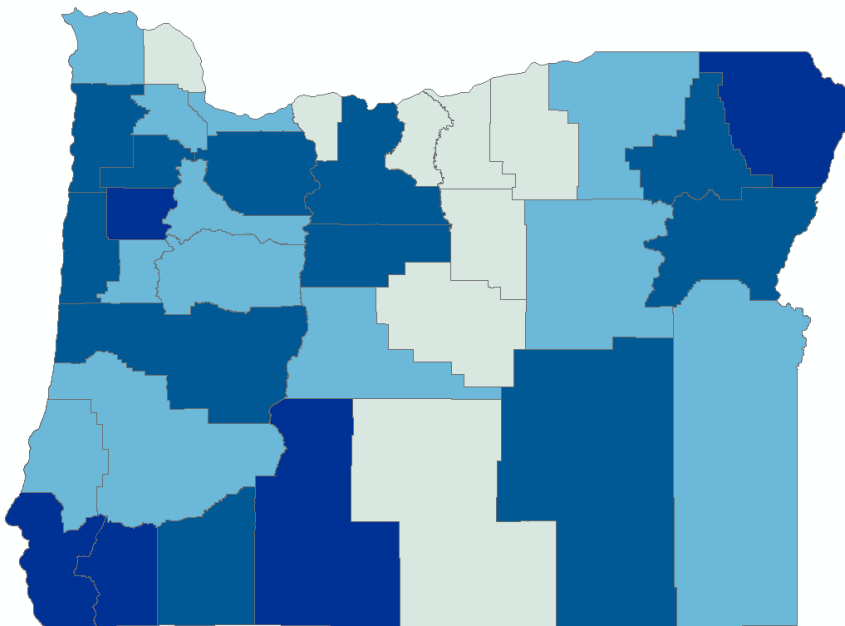
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The retail environment

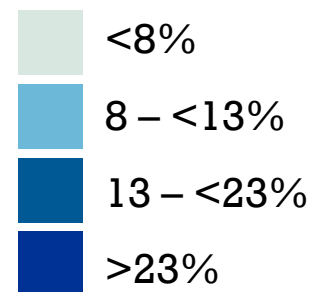
Tobacco companies spend over \$100 million per year in Oregon, much of it in the retail environment, to market their products. Higher exposure to tobacco marketing in the retail space is associated with increased tobacco use. Tobacco products are cheap, readily available and easy to get, and are heavily promoted and marketed in stores where youth frequent.

Violation rates are highest in tobacco and vape shops where flavored products that appeal to youth are sold.

Convenience Stores	15%
Grocery/Market	16%
Pharmacy	8%
Tobacco/Vape Shops	23%



Violation rates vary by county.



Tobacco enforcement supports proven tobacco control measures.

Studies show that implementation of strong tobacco control policies along with active enforcement, effective retailer education and leadership support are essential to success in reducing youth tobacco use. Specifically, retail licensure creates a straightforward method for tracking and holding businesses that sell tobacco products and inhalant delivery systems accountable.

For a complete summary report of this evaluation or for more information contact:
Karen Girard
Karen.E.Girard@state.or.us

