

Program #40006 - Tobacco Enforcement

2/19/2015

Department:Health DepartmentProgram Contact:Jae DouglasProgram Offer Type:Existing Operating ProgramProgram Offer Stage:As Requested

Related Programs: 40037, 40047

Program Characteristics: One-Time-Only Request, Out of Target

Executive Summary

Multnomah County has one of the highest rates of illegal cigarette sales to minors in the nation, and there is significant and growing local concern about the use of electronic cigarettes (e-cigarettes), especially by youth. Tobacco use is a health disparities issue: rates of cigarette smoking are highest among communities of color and among youth from low-income families. Given growing concern and changes in the policy landscape for tobacco and nicotine in Multnomah County, the Health Department must be prepared to skillfully and proactively respond in order to protect and promote the public's health.

Program Summary

In February 2015, the Board of County Commissioners elected to take action to reduce minor access and exposure to tobacco and e-cigarettes in Multnomah County. Passage of the ordinance will require expanded surveillance and enforcement of the new laws, combined with enhanced outreach and education to the community, with a specific focus on youth, parents and retailers who sell these products.

This program offer will develop a response to ensure that communities and businesses understand the risks and laws pertaining to youth access and exposure to tobacco and e-cigarettes, respond to complaints, and take action to ensure that the existing and new laws are followed. In addition, the expanded Smokefree Workplace ordinance will increase the need for additional community education and enforcement.

In order to fulfill its obligation to the public, the Health Department will need to support the development and implementation of existing and new rules related to enforcement of local, state, and federal laws for tobacco and e-cigarette use, possession, purchase, and sales to minors and expansion of Smokefree Workplace laws. The Health Department will provide education for businesses, providers, and the community. This program will also develop and implement a campaign that includes both tobacco-and e-cigarette education and enforcement.

Performance Measures								
Measure Type	Primary Measure	FY14 Actual	FY15 Purchased	FY15 Estimate	FY16 Offer			
Output	Provide on site retail visits to assure that retailers and businesses are informed of existing and new regulations	New	New	New	700			
Outcome	Percent reduction in the sale of cigarettes to minors	New	New	31%	29%			
Output	Percent of the retailers that demonstrate increased knowledge of regulations for tobacco and e-cigarette sale	New	New	New	85%			

Performance Measures Descriptions

Output: Number of retailers that receive site visits at least once for outreach and education by Tobacco Program Specialist Outcome: Reduction of illegal sales of cigarettes to minors as measured by Synar results. This measure may not be effective without a robust Tobacco Retail Licensing component.

Output: Pre and post survey results which indicate improvement in retailers' knowledge about regulations for tobacco and e-cigarette sales

Legal / Contractual Obligation

Tobacco Prevention programs funded by Oregon Public Health Division must comply with work plans and assurances. Smoke free work places and public places laws must be enforced per Oregon Indoor Clean Air Act and MC 21.500 et seq.

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2015	2015	2016	2016
Personnel	\$0	\$0	\$142,774	\$0
Materials & Supplies	\$0	\$0	\$20,947	\$0
Internal Services	\$0	\$0	\$6,672	\$0
Total GF/non-GF	\$0	\$0	\$170,393	\$0
Program Total:	\$0		\$170,393	
Program FTE	0.00	0.00	1.50	0.00

Program Revenues					
Total Revenue	\$0	\$0	\$0	\$0	

Explanation of Revenues

Significant Program Changes

Last Year this program was: