



**RS 4. A. 8/16/22
Presentation**



The Impact of Flavored Tobacco Use on Youth

Milwaukie City Council Presentation 8/16/2022

Katie Knutsen & Jamie Zentner **Clackamas County Public Health**

Tobacco Prevention & Education Program (TPEP)

About TPEP

What we do

- Reduce exposure to secondhand smoke
- Encourage tobacco users to quit
- Prevent youth initiation of tobacco & vaping products

How we do it

- Collaboration with local, regional and state partners
- Policy, systems and environmental changes (i.e., reduce access to tobacco and vaping products)

[Tobacco Prevention and Education Program | Clackamas County](#)

Regional & State Updates

Statewide Tobacco Retail License (Effective January 1, 2022)

- Requires businesses to purchase a license to sell tobacco and vaping products

Washington County

- 76% voted for a ban on flavored tobacco products sales

Multnomah County

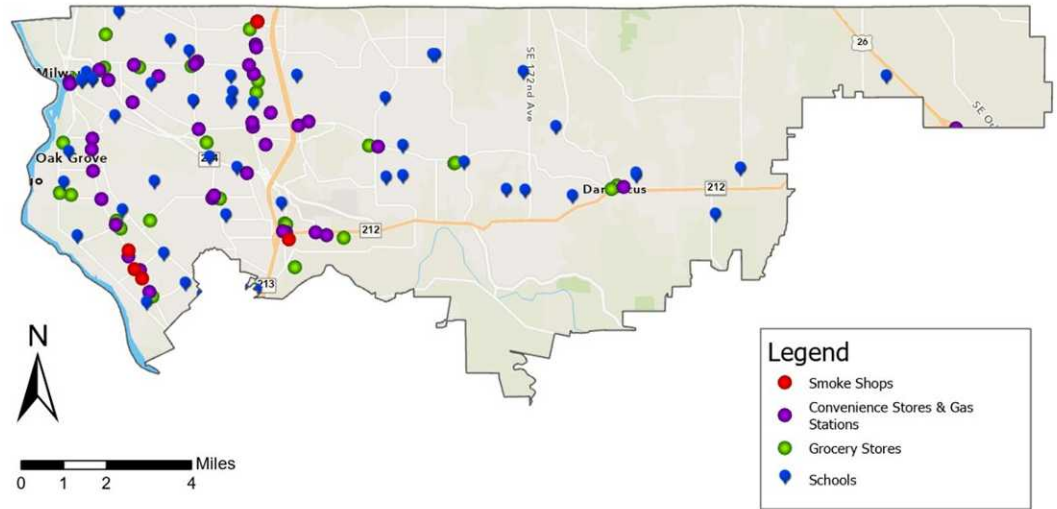
- Presentation to Board of Health re: flavored tobacco products

Clackamas County

- Report describing impact of flavored tobacco products

THE RETAIL ENVIRONMENT

Tobacco Retailers and Schools in North Clackamas School District



Created by: Clackamas County Public Health Division
Date: August 2022
Source: ESRI Business Analyst Online, Oregon Liquor and Cannabis Commission

Oregon Metro, State of Oregon GEO, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA

<https://gisdev.clackamas.us/portalwa/home/webmap/viewer.html?webmap=33ed10780a374d638704f6a7392c09bd&extent=-122.8689,45.0676,-121.8547,45.4673>

Define Tobacco Products

What is commercial tobacco?

- Manufactured & marketed by the tobacco industry
- Includes cigarettes, smokeless products, vape pens, and puff bars

What is traditional tobacco?

- Used by American Indian tribes and nations for medicinal, spiritual, and ceremonial purposes
- Purest form or mixed with native plants



**Why are flavored
products a
problem?**

85% of youth e-cigarette users use flavored products, with fruit, candy/desserts/other sweets, mint and menthol reported as the most popular flavors.



**Flavored
products
contain high
amounts of
Nicotine**

One JUUL pod can contain as much nicotine as a pack of cigarettes.

Nicotine is highly addictive and can cause serious harm to young people's developing brains, impacting learning, memory, and attention.



There is a Flavored Tobacco Epidemic in the Portland Metro area

The problem is even more pronounced in Clackamas County

- Compared to their peers across Oregon, 11th graders in Clackamas County consistently use tobacco and vaping products at higher rates.
 - In 2019, 27.2% of 11th grade students reported using any tobacco products – 26.1% of those people reported e-cigarette use– highest rate in the region.
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Life Long Addiction

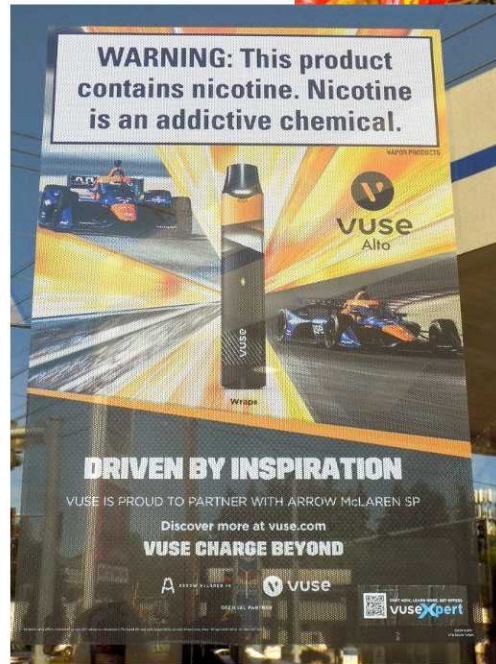
The tobacco industry knows that the flavors hook youth. This creates a new generation of smokers. There is substantial evidence that e-cigarette use increases the risk of ever using combustible tobacco cigarettes among youth and young adults.

Milwaukie has the highest rate of adult smoking in Clackamas County, at 19.3%, compared to 17% county-wide

National Academies of Sciences, Engineering, and Medicine. 2018. Public health consequences of e-cigarettes. Washington, DC: The National Academies Press. doi:<https://doi.org/10.17226/24952>
<https://www.blueprintclackamas.com/indicators/index/view?indicatorId=8&localeTypeId=3>

Observations from the Field

At the beginning of our Camp, we provided youth with an opportunity to go into the spaces themselves and observe tobacco product placement.



Danica's Art

Third place winner in
Multnomah County's "How
Flavored Tobacco Affects my
Community" art contest!



Conclusion

- Flavored tobacco is a problem in Clackamas Clackamas County
- The retail environment is in close proximity to schools
- Flavors and marketing appeal to youth
- Youth tobacco and nicotine use can lead to lifelong addiction

Thank you!

Contact information: iwaqas@nwfs.org, mbollinger@nwfs.org

