

Youth Use of Flavored Tobacco in Clackamas County: A Call to Action

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Objectives

- **Provide an update on the policy landscape related to flavored tobacco products**
- **Share data about youth's experience with e-cigarettes/vaping and the retail environment**
- **Offer a call to action**
- **Express gratitude for prioritizing youth health and well-being**



About Clackamas County 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



About Northwest Family Services

- **Supports family stability, child well-being, and victims of crime by focusing on the social determinants of health.**
- **Programs include Housing, Behavioral Health, Youth Empowerment, Basic Needs, and Family Support.**
- **Programs encompass a broad spectrum of support, including health and social service navigation, youth prevention and intervention programs, and outpatient alcohol and drug treatment.**



About Flavors Hook Oregon Kids

- **Coalition of 50+ organizations working to protect Oregon kids from the tobacco industry**
- **Leading the push to end the sale of flavored tobacco products in Oregon**
- **Flavorshookoregonkids.org**

FLAVORS **HOOK** OREGON KIDS

Regional & State Updates

Statewide

- **Legislature did not pass bill banning the sale of flavored tobacco products (HB 3090)**

Washington County

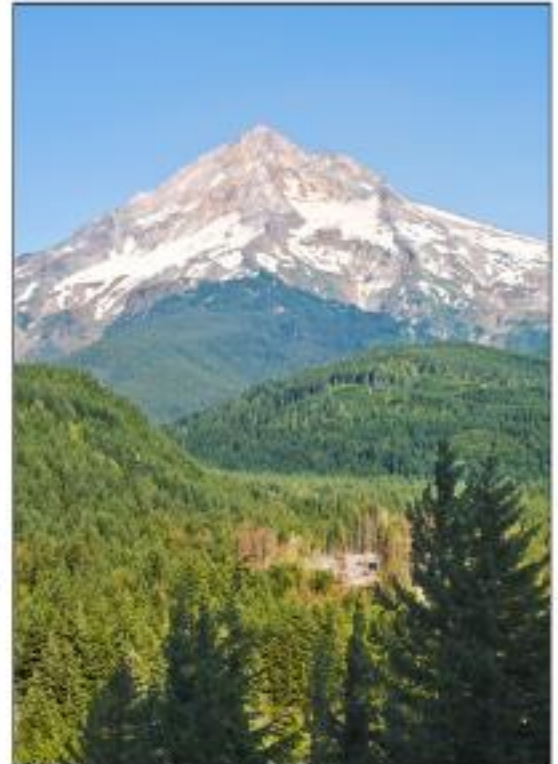
- **76% voted for a ban on flavored tobacco products sales**

Multnomah County

- **Board of Health adopted a policy banning flavored tobacco product sales**

Clackamas County

- **Risk of vape shops and hookah lounges relocating**



Why are flavored products a problem?



81% of youth e-cigarette users use flavored products.



Fruit, candy/desserts, mint and menthol are reported as the most popular flavors.

[More than 2.5 Million Youth Reported E-Cigarette Use in 2022](#)
[CDC Online Newsroom](#) | CDC



High
light

Highlightvape.
.com

**Flavored
products
contain high
amounts of
nicotine**

One cartridge of e-liquid can contain as much nicotine as 2-3 packs of cigarettes.

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

Lifelong Addiction

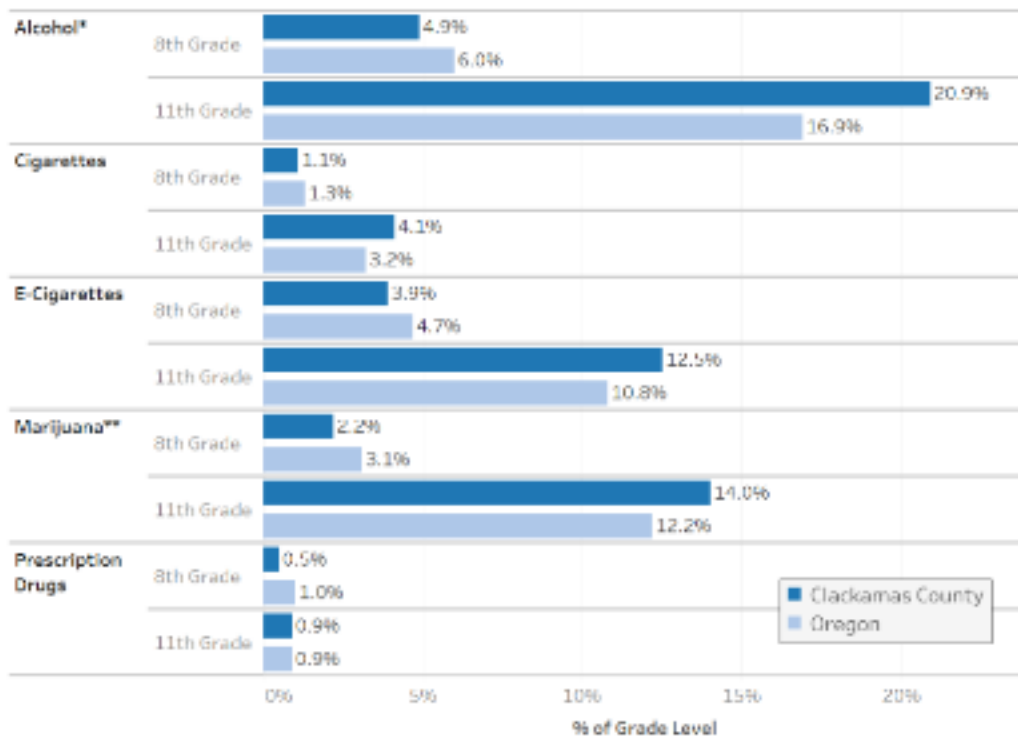
The tobacco industry knows that flavors hook youth. This creates a new generation of smokers. There is substantial evidence that e-cigarette use increases the risk of ever using combustible tobacco cigarettes among youth and young adults. ¹

Almost 90% of adults who smoke cigarettes daily first try smoking by age 18. ²

¹National 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&scaleTypeId=3>

²U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012. https://www.ncbi.nlm.nih.gov/books/NBK99237/pdf/Bookshelf_NBK99237.pdf

Youth Substance Use



Compared to their peers across Oregon, 11th graders in Clackamas County consistently use tobacco and vaping products at higher rates.

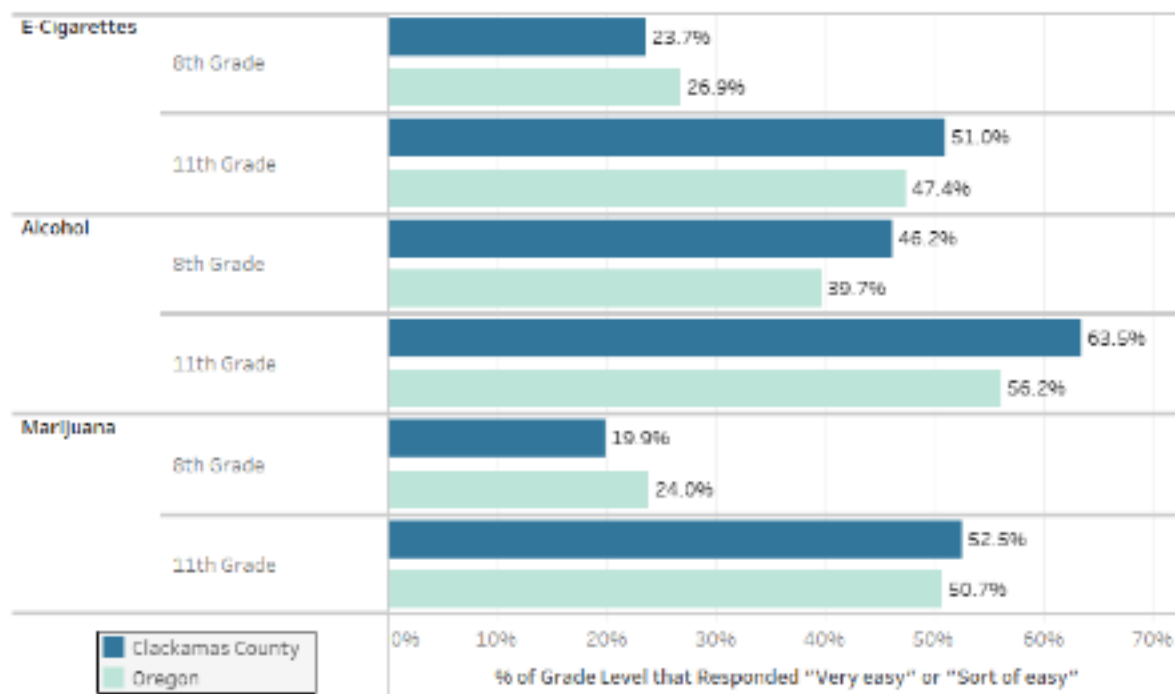
*Denominator: those who have drunk alcohol

**Denominator: those who have tried marijuana

Ease of Access

More 11th graders in Clackamas County perceived access to e-cigarettes as “very easy” or “sort of easy” compared to their peers across Oregon.

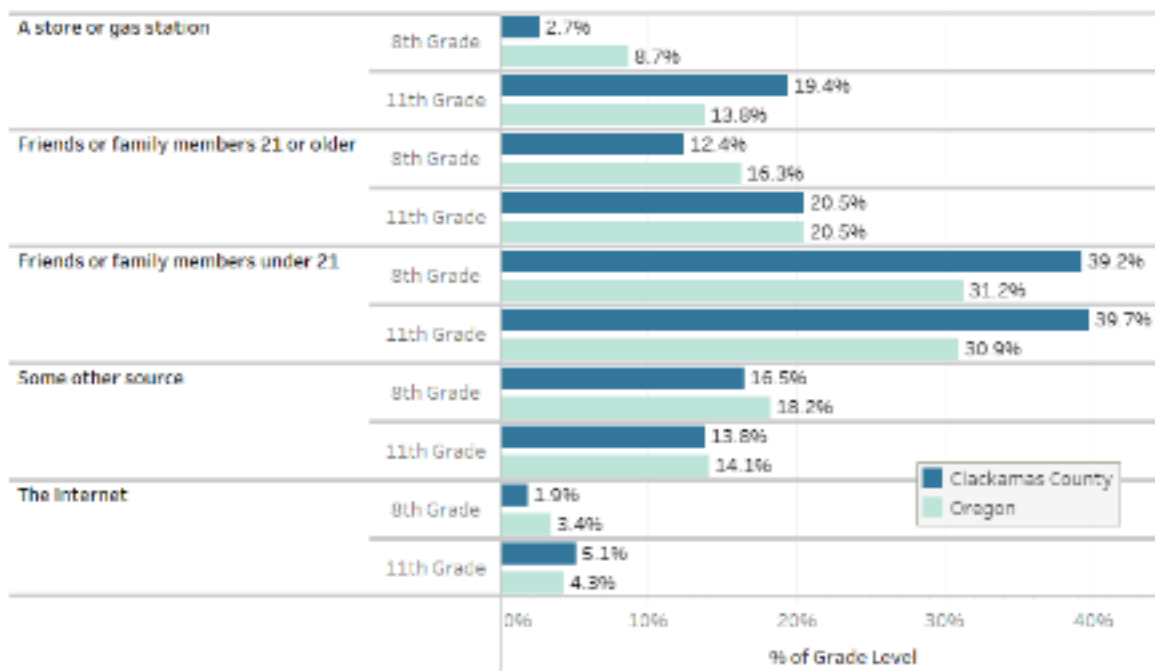
“If you wanted to get some, how easy would it be for you to get:___”



Denominator excludes those that answered "I am not sure," "I don't know what this question is asking" and "I prefer not to answer."

Tobacco Sources

"In the past month, where did you get your tobacco products? You can choose more than one."

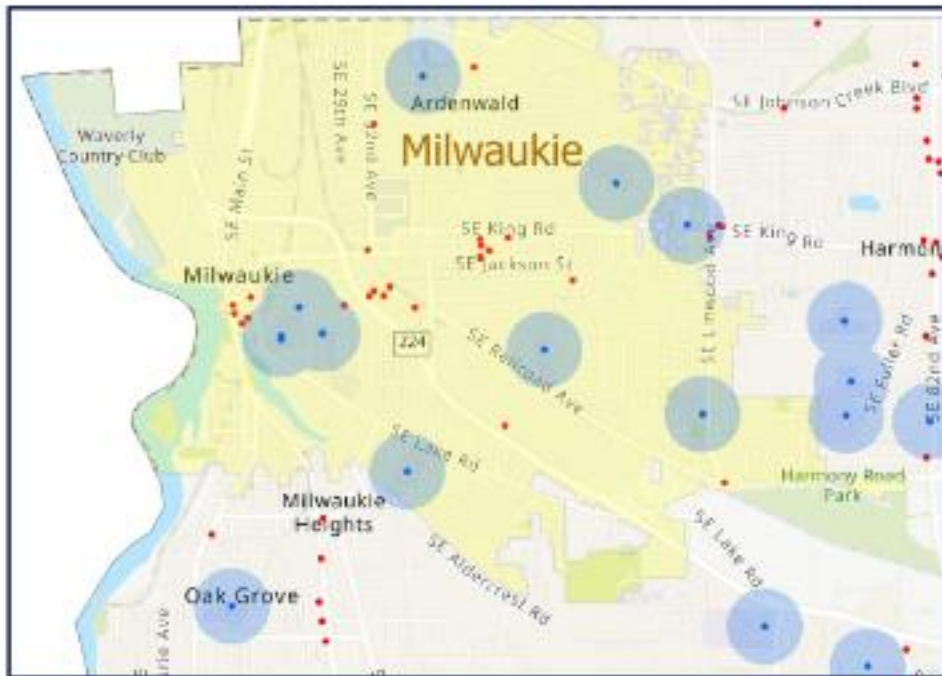


The most common source was friends or family under 21 years old.

Nearly 1 in 5 11th graders reported getting tobacco products from a store or gas station.

*Not shown: those who answered "I am not sure," "I don't know what this question is asking," or "I prefer not to answer."
Denominator: those who used tobacco or vaping products during the past 30 days.*

The Retail Environment



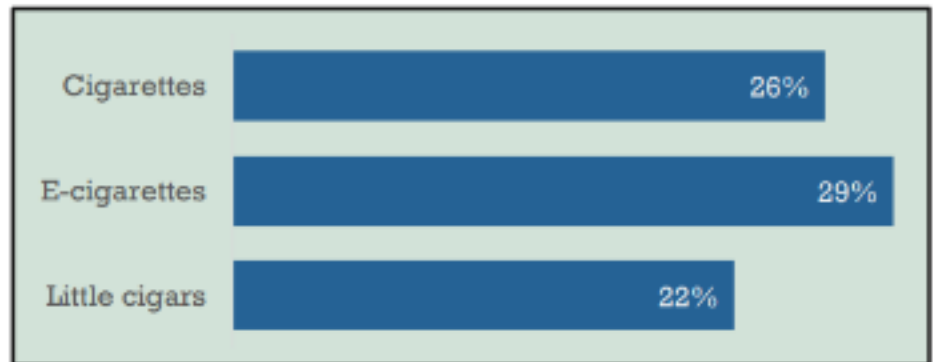
Yellow area indicates Milwaukie city limits. Full map with legend and scale included in council packet.

- **Zip Code 97222 has the 2nd highest number of tobacco retailers in Clackamas County**
- **23 retailers within Milwaukie city limits**
- **4 Milwaukie retailers within 1,250' of a school (2 more in unincorporated Clack Co)**
- **97% of tobacco retailers in Clackamas County sell**

Oregon Tobacco Inspections Report

In 2022, the new Oregon Tobacco Retail License program conducted 500 minimum legal sales age inspections. Violations varied by product type. E-cigarettes were sold more often to underage persons than cigarettes and little cigars.

Convenience Stores	23%
Grocery/Market	37%
Pharmacy	0%
Tobacco/Vape Shops	27%



Violation rates were highest in grocery stores and markets, followed by tobacco/vape shops.

Call to Action



- **Pass a resolution in support of a statewide flavor ban**
- **Pass a flavor ban for the city of Milwaukie**
- **Speak with legislators in Salem about youth use and access to flavored products**
- **Pass a policy restricting tobacco retailer proximity to schools and other tobacco retailers**

Thank You for Your Support

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