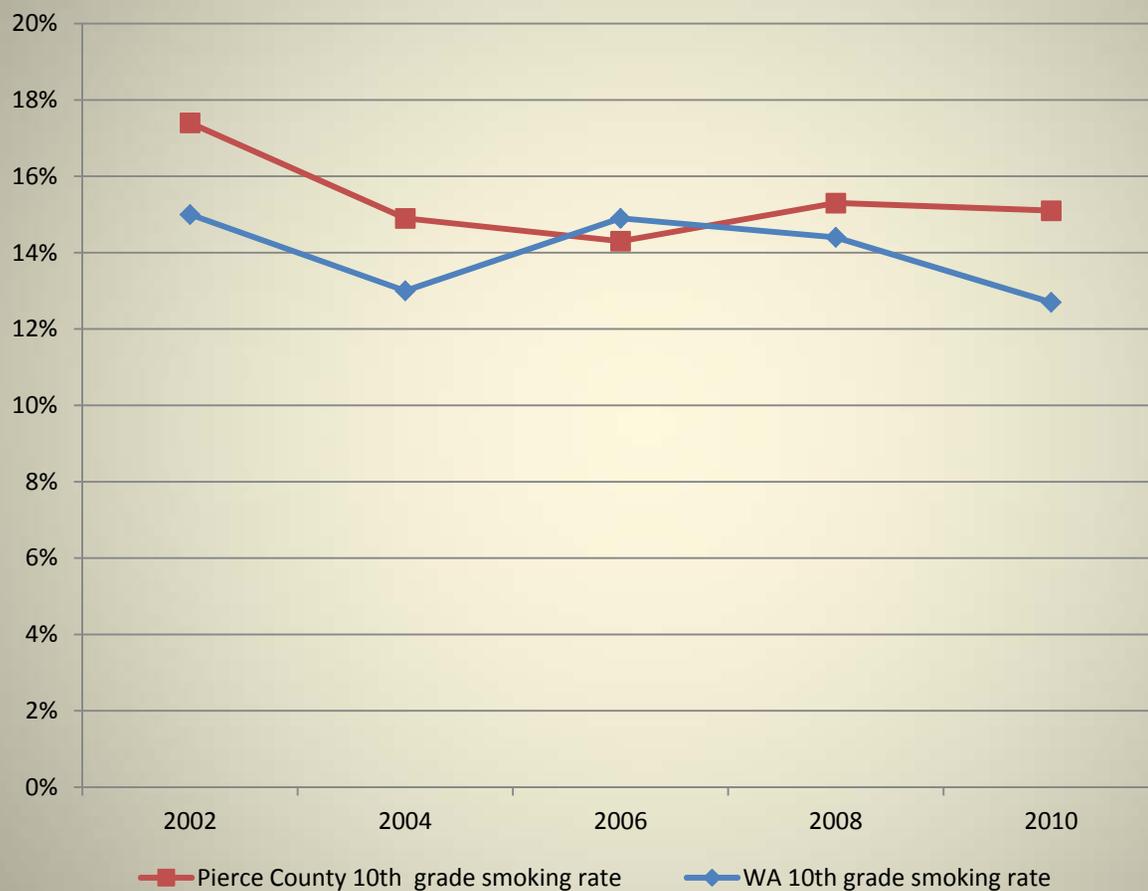


Tobacco-free Alliance of Pierce County (TAP)

- **Community-based organization formed by MSA funds through TPCHD in 1999 with over 150 members (originally “TAB” Tobacco Advisory Board)**
- **Mission: To create community collaborations and networks empowered to promote prevention of youth tobacco use, tobacco cessation and protection from secondhand smoke.**
- **Co-chairs: Heidi Henson and Terry Reid**
- **Monthly meetings and annual summits to network, share activities, successes, lessons learned, raise awareness, and promote tobacco control.**
- **Maintains contact and coordinates with Tacoma-Pierce County Health Dept., non-profits, healthcare systems, businesses, community members, State DOH, other health jurisdictions.**
- **One of 5 coalitions receiving Community Transformation Grant funds from Tacoma-Pierce County Health Department (2011-2016)**
 - **Tobacco/smoke-free public housing, parks and college campuses**

10th Grade Any Cigarette Smoking Past 30 Days



Source: Healthy Youth Survey 2002-2010

Preventing Youth Tobacco Use: We Know What Works

Increase the cost of tobacco products

Restrict the places tobacco use is permitted

Counter the influence of tobacco industry
marketing

*Given our state policy environment where can a
community coalition have the most impact?*

Counter the Influence of Tobacco Industry Marketing

“ There is consistent evidence that marketing influences adolescent smoking behavior, including selection of brands, initiation of smoking, and overall consumption of cigarettes.”

2012 Surgeon General’s report on Youth and Young Adult Tobacco Use.

84% of Tobacco Industry marketing dollars spent at retailer, point-of-sale for product advertising and discounts.

About 70% of adolescents shop in convenience stores at least weekly.

Youth and young adults more sensitive to advertising and price than adults.

Retailer compliance checks in Pierce Co. last year revealed a 22% sales rate to minors



Policy Options to Counter Tobacco Industry Influence

Two options that will have the most impact:

Restore funding for a state comprehensive tobacco control program to a level that allows effective counter-marketing media campaigns.

Remove preemption from state Tobacco - Access to Minors law (RCW 70.155) that prohibits local government actions to restrict “time, place and manner” of tobacco marketing.

Local Policy Options to Counter Tobacco Industry Marketing

Some examples of possible actions by local government:

- No tobacco sales and marketing near schools
- Determine retailer density at a community level
 - Minority and lower income neighborhoods most susceptible
- Set standards for product placement within the store
- Set stiffer penalties for repeat offenders of sales to minors

Request to the SBOH:

Assist with efforts to remove preemption from RCW 70.155 to allow local governments to set community standards for regulating the marketing of tobacco products

Thank you

Terry Reid

Co-chair Tobacco-free Alliance of Pierce County

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