



## Multnomah County Public Health Advisory Board Minutes May 2022

**Date:** Thursday, May 26, 2022

**Time:** 3:30-5:30pm

**Purpose:** To advise the Public Health Division on several areas of work with a strong focus on ethics in public health practice and developing long-term public health approaches to address the leading causes of death and disability in Multnomah County.

**Desired Outcomes:**

1. Hear updates from board members
2. Learn about tobacco prevention work and the Don't Lean On Nicotine campaign
3. Have a discussion to determine how the board wants to support the work

**Members Present:** Cheryl Carter, Joannie Tang, Arya Morman, Tsering Sherpa, Alyshia Macaysa

**Multnomah County Staff:** Nathan Wickstrom, Adelle Adams, Nicole Buchanan, Augusta Herman, Derek Smith, Emily Taylor, Kari McFarlan

**Public:** Suzanne Hansche

Item/Action	Process	Lead
Welcome, Introductions, Agenda & Minutes Review	<ul style="list-style-type: none"> <li>• Attendees introduced themselves and checked in with one another</li> <li>• April meeting minutes were approved by consensus</li> </ul>	Arya Morman
Public Comment & Board Sharing	<ul style="list-style-type: none"> <li>• Suzanne shared the following public comments:</li> </ul> <p>A few months ago, not long after the conclusion of the 2022 “short” Legislative Session, I learned that the OHA Budget Bill (to be verified if HB 5202 is the correct identifier) was not fully funded at the level requested by the Oregon Health Authority. I suggest you look into this with Jessica and local PHD leadership to determine the impacts at Multnomah County.</p> <p>The OHA funding request that was removed and therefore not funded by the Legislature was, at least in part if not whole, a request of \$20 million to continue the state public health response to the Covid-19 Pandemic.</p> <p>As a community member, I find that failure to provide for that public health funding request terrifying. The pandemic is not over. The current upsurge in cases while confronting more contagious variants is predicted not to be our last and final surge in cases this year.</p> <p>What happens now? We are hearing in the community that Local Public Health Authorities (LPHA) are laying off staff who have been working directly in response to Covid-19 and that community-based organizations doing this work are having to terminate staff when current funding runs out. Jessica and PHD staff – what is happening at Multnomah County?</p> <p>MCPHAB might want to consider how this urgent funding void fits into current PH Approaches.</p> <p>A very specific suggestion – maybe a citizen request – is that MCPHAB work with Adele and the Multnomah County Government Relations team and the Coalition of Local Health Officials (CLHO) to identify opportunities to:</p> <ul style="list-style-type: none"> <li>• Support any emergency funding by the Legislature for the continuing public health response to Covid-19 pandemic that might happen this year</li> <li>• Support real and meaningful investments in Public Health Modernization in the OHA 2023-25 budget – investments that will begin to adequately and sustainably resource public health in our state going forward</li> </ul>	Arya Morman
Tobacco Overview	<ul style="list-style-type: none"> <li>• Derek provided an introduction and then an overview of the presentation (see slides)</li> <li>• Impacts/overview               <ul style="list-style-type: none"> <li>o Tobacco is the #1 cause of death and disability</li> <li>o There’s also a huge financial impact</li> <li>o Tobacco use has declined year after year, but the introduction of e-cigarettes has changed the trajectory</li> <li>o We had a reduction in 2020, but unfortunately it’s looking like numbers are on the rise again</li> </ul> </li> </ul>	Derek Smith, Emily Taylor

- o LGBTQ youth use is at double the rate of straight youth
- o Tobacco attempts highest among youth of color
  - Native Hawaiian and other Pacific Islanders have the highest rates
- o High use of e-cigarettes or vaping in youth
  - large impacts on youth development
- o Cigarillos or small cigars are sold for less than \$1 a piece
- o 17% of tobacco retailers are selling to youth
  - Young people know exactly which shops sell to youth
- How did we get here?
  - o Infiltration of communities to promote smoking culture
    - Payments for movie, streaming, and celebrity endorsements for generations
    - Work really hard to normalize smoking everywhere
    - Natural American Spirits - abusing a Native American image as healthier/natural despite being owned by the same company as Newport/green impact
    - Purchasing goodwill
  - o Maintaining high levels of nicotine to keep customers hooked
  - o Lots of flavor included in cigarettes
    - 90% of the worlds licorice is included in cigarettes
  - o “Light” cigarettes
  - o “Filters” don’t actually do much to reduce harm
  - o Menthol
    - Helps to calm and anesthetize, making it easier to start smoking and harder to quit
    - Menthol was targeted to the Black community for many years
- Price and promotion
  - o Over \$1m every hour spent for coupons, ads, discounts, etc.
  - o Free samples, ensuring youth can access for cheap
  - o Behind the counter so everyone has to look at the product
  - o Targeted products - e.g. Virginia Slims
  - o Project SCUM - subcultures such as gay, living in homelessness, other communities had certain promotions directed at them
  - o Introduction of flavored cigs, eliminated by congress except mint/menthol
    - They then introduced flavored cigars, and then e-cigarettes
- Loopholes/stay ahead of regulation
  - o Big tobacco continues to use lobbying directly in legislatures
  - o Front groups often used to fight meaningful tobacco laws
  - o Work to set laws that prohibit strong local laws in many states (Oregon is not one of them... yet)
- Portland has been a guinea pig for many years where the tobacco industry keeps testing products
  - o This was revealed when the lawsuit turned over secret tobacco industry documents
  - o Testing has led to a lot of additional tobacco use, suffering and death
- Tobacco industry was one of the first to use Black models, for dubious reasons
  - o 10x the ads in Black neighborhoods
- There is a lot of opportunity right now
  - o FDA is again looking at flavor prohibition for cigarettes and cigars
  - o State of Oregon followed the lead of Multnomah County and has licensed all retailers and providing penalties for youth sales
  - o Oregon Attorney General prohibits online sales of e-cigarettes since January, eliminating one major source for youth
  - o Washington County has joined 300+ communities nationwide to prohibit flavors, including menthol
  - o Oregon voters passed a tobacco tax in 2019 and those dollars are just about to reach BIPOC orgs - more to come
- Community Engagement in the era of COVID
  - o 2017-2019 Flavored tobacco campaign
  - o Flavored tobacco youth art contest
    - Hoping to celebrate with the youth over the summer
  - o Ballot Measure 108

	<ul style="list-style-type: none"> <li>▪ 54 new tobacco tax grantees serving BIPOC communities, totaling 16 million dollars - will have a huge impact</li> </ul>	
Don't Lean On Nicotine Campaign	<ul style="list-style-type: none"> <li>• Emily presented on the Don't Lean On Nicotine campaign (see slides) <ul style="list-style-type: none"> <li>o Mass media campaign in the Tri-County area about a free, confidential, texting-based resource, made available through a partnership with Truth Initiative to help youth considering quitting or reducing vaping <ul style="list-style-type: none"> <li>▪ Partnership between Multnomah County, Washington County, Clackamas County, and REACH <ul style="list-style-type: none"> <li>• First time the three counties have partnered together on this work</li> </ul> </li> </ul> </li> <li>o Purpose is to encourage youth to quit vaping</li> <li>o Audience: <ul style="list-style-type: none"> <li>▪ Ages 16-24, Black youth, LGBTQ+ youth, Latinx youth</li> </ul> </li> <li>o Key partners: <ul style="list-style-type: none"> <li>▪ REACH, IRCO Africa House, The Living Room LGBT services, Oregon Latino Health Coalition, youth through focus groups</li> </ul> </li> <li>o Funding from Health Share of Oregon</li> <li>o Development of the campaign <ul style="list-style-type: none"> <li>▪ Focus groups in youth communities were crucial for development</li> <li>▪ Regional team met regularly for over a year to fine tune the concept</li> </ul> </li> <li>o Started rolling out posters already in multiple languages</li> <li>o It will be launched in phone apps, streaming apps, Twitch gaming <ul style="list-style-type: none"> <li>▪ Hoping to access youth everywhere where they are</li> </ul> </li> <li>o Using an encouraging approach for the media campaign</li> </ul> </li> <li>• <b>How to share with communities:</b> <ul style="list-style-type: none"> <li>o Share social media posts with networks</li> <li>o Send out poster order form to partner agencies: <a href="https://docs.google.com/forms/d/e/1FAIpQLSe9AzWCJ8JHtkul6QRx2CiCWP-OOu5bbuEuPipf94hln_uQ/viewform">https://docs.google.com/forms/d/e/1FAIpQLSe9AzWCJ8JHtkul6QRx2CiCWP-OOu5bbuEuPipf94hln_uQ/viewform</a></li> <li>o Offer the campaign to school and youth agency contacts</li> </ul> </li> </ul>	Derek Smith, Emily Taylor
Group Discussion	<ul style="list-style-type: none"> <li>• Board comments: <ul style="list-style-type: none"> <li>o Arya: I want to make sure that we're thinking of the disabled community and engaging them <ul style="list-style-type: none"> <li>▪ They may have a caregiver who may be partaking of the product</li> <li>▪ ASL videos would be helpful</li> <li>▪ Want to ensure that we're being inclusive</li> </ul> </li> <li>o Mz Cheryl: Can this be seen on Youtube? <ul style="list-style-type: none"> <li>▪ <i>Yes, this will be seen there</i></li> <li>▪ I would be willing to be involved in any way possible</li> </ul> </li> <li>o Joannie: Will the videos be translated into different languages? <ul style="list-style-type: none"> <li>▪ <i>Currently translated into Spanish, but other languages would be helpful</i></li> <li>▪ Speaking from experience, immigrant and refugee communities can be more verbal <ul style="list-style-type: none"> <li>• Really important that translated videos be created, so that there are alternatives to text-based messaging</li> </ul> </li> </ul> </li> <li>o Alyshia: Native Hawaiian/Pacific Islander Youth have been engaging with the Youth Data Council <ul style="list-style-type: none"> <li>▪ Would be interesting for them to be connected to this work</li> <li>▪ It would allow them to see what data was used for this work, and how it is connected to campaigns and policy</li> </ul> </li> <li>o Arya: Until we dismantle white supremacy, we're going to continue to see injustice and health disparities in communities of color <ul style="list-style-type: none"> <li>▪ Addictions stem from stress</li> <li>▪ Want to see justice towards systems that create horrible data</li> <li>▪ In addition to this campaign, we need to put out bills to help people stop smoking, campaigns to keep youth away from negative/stressful impacts</li> </ul> </li> </ul> </li> </ul>	All
Wrap-up and Meeting Evaluation	<ul style="list-style-type: none"> <li>• Meeting adjourned at 5:15pm</li> <li>• <b>Actions:</b> <ul style="list-style-type: none"> <li>o Share out social media posts and the <a href="#">poster order form</a> to partner agencies for the Don't Lean On Nicotine campaign</li> </ul> </li> </ul>	Arya Morman