



Marion County
OREGON

Health & Human Services

Marion County Youth Tobacco and Substance Use

Conor Foley, MPH
Marion County Tobacco Education and Prevention Program Coordinator

Diana Dickey, BA, CPH, CPS
Marion County Alcohol and Drug Prevention Education Program Coordinator

Jurisdictional Survey Response Trends

OPIOIDS

- ☐ 80% rated opioids "a very great concern."

NICOTINE

- ☐ More concern about access to and use of nicotine products compared to cannabis products.

CANNABIS

- ☐ More knowledge about the risks and harms of vaping/smoking cannabis or cigarettes compared to youth use of opioids.

Popular additional community efforts included:



Education



Policy



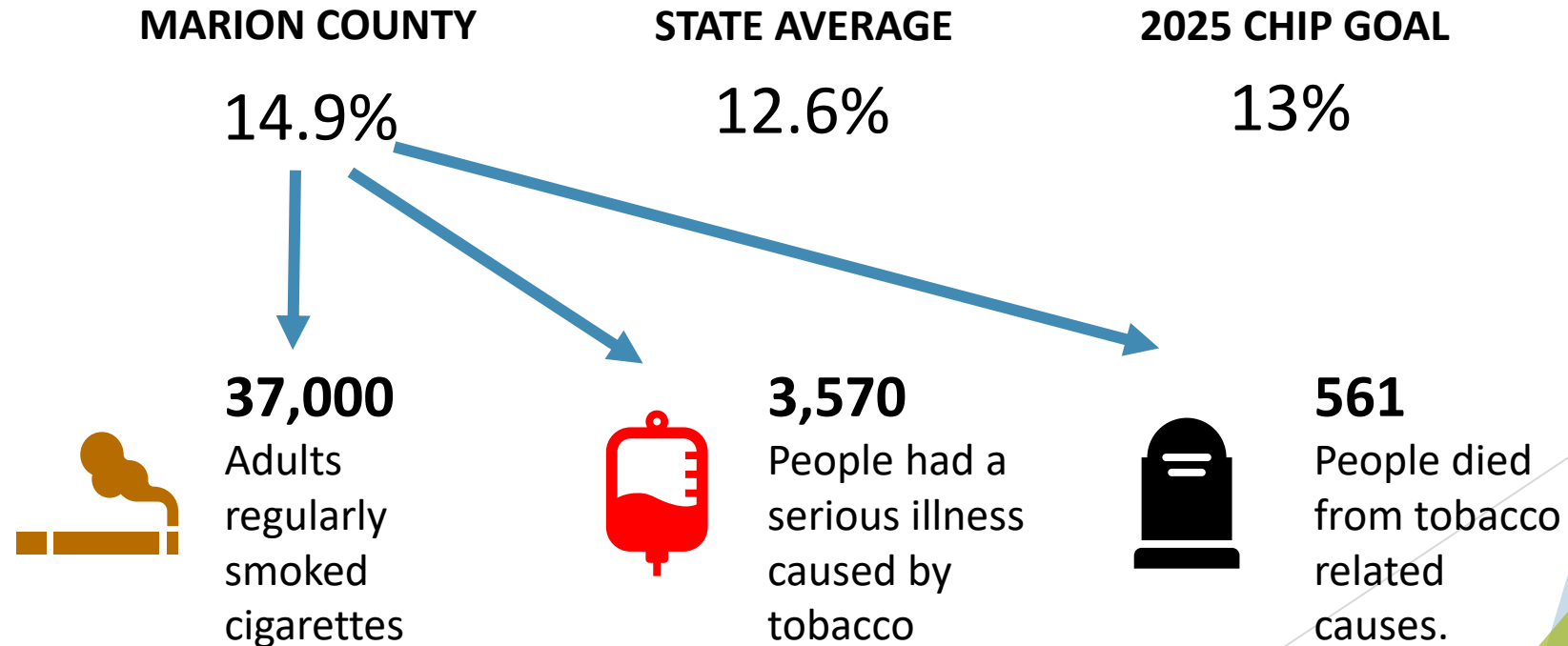
Treatment Access

Obstacles	Strengths
Money	Education & Schools
Social Media	Youth Serving Organizations
Peer Pressure	Parental Guidance
Lax Enforcement of existing age restrictions on vendors	Shared desire to tackle this issue

Adult Tobacco Use

Tobacco is the leading cause of preventable death at the county, state, and national levels.

ADULT CIGARETTE USE IN 2022:



Youth Tobacco Use

VAPING

- ❑ Inhalant delivery systems (IDS), commonly known as vapes, contain increasingly higher concentrations of nicotine. This has made them even more addictive than cigarettes.

FLAVORS

- ❑ Flavored products have been the primary marketing tool used by Big Tobacco to hook youth.
 - 64% of 8th graders and 63.4% of 11th graders who used tobacco in the past 30 days reported using flavored products.

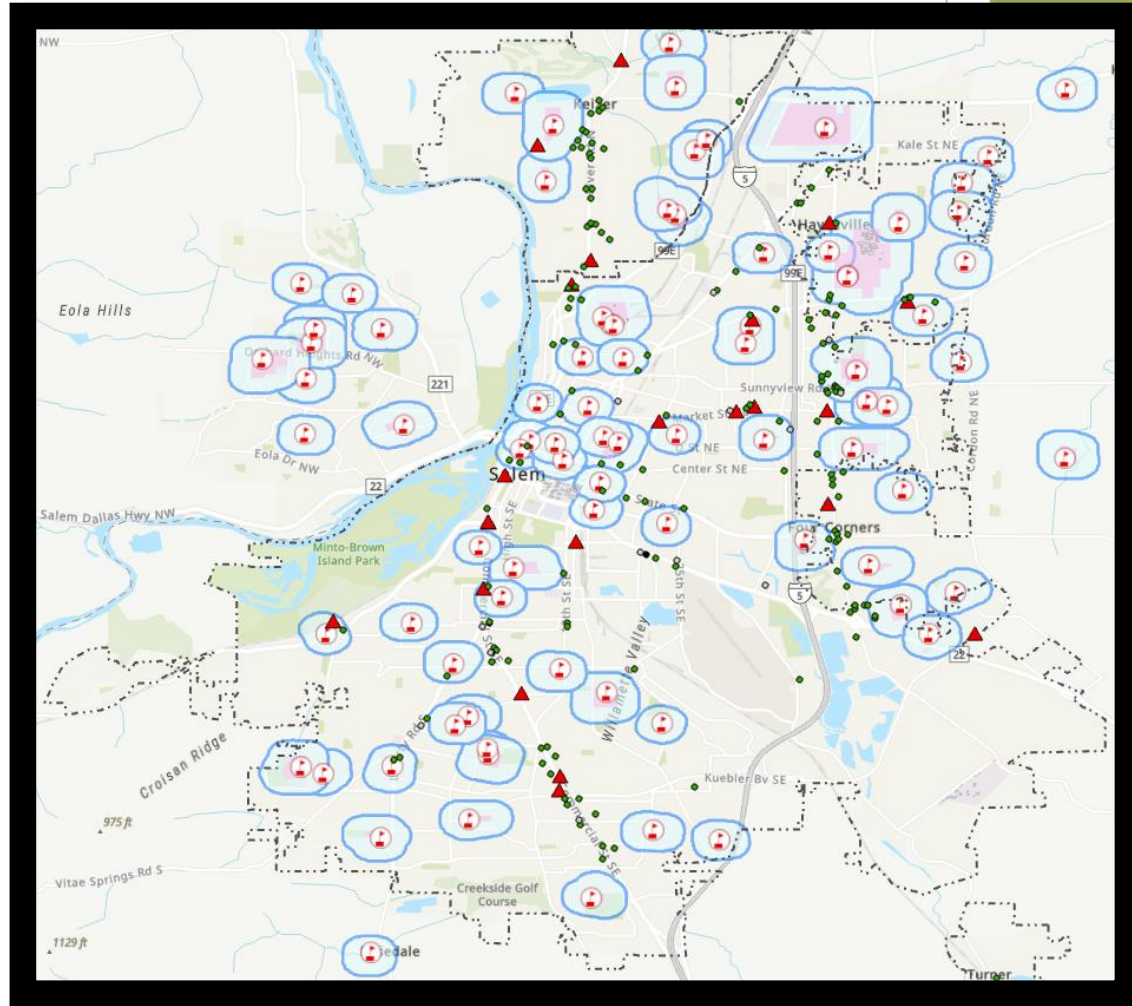
ACCESS

- ❑ More than a quarter of students who vape (26.8%) report they got their tobacco or vaping products from sources under 21.

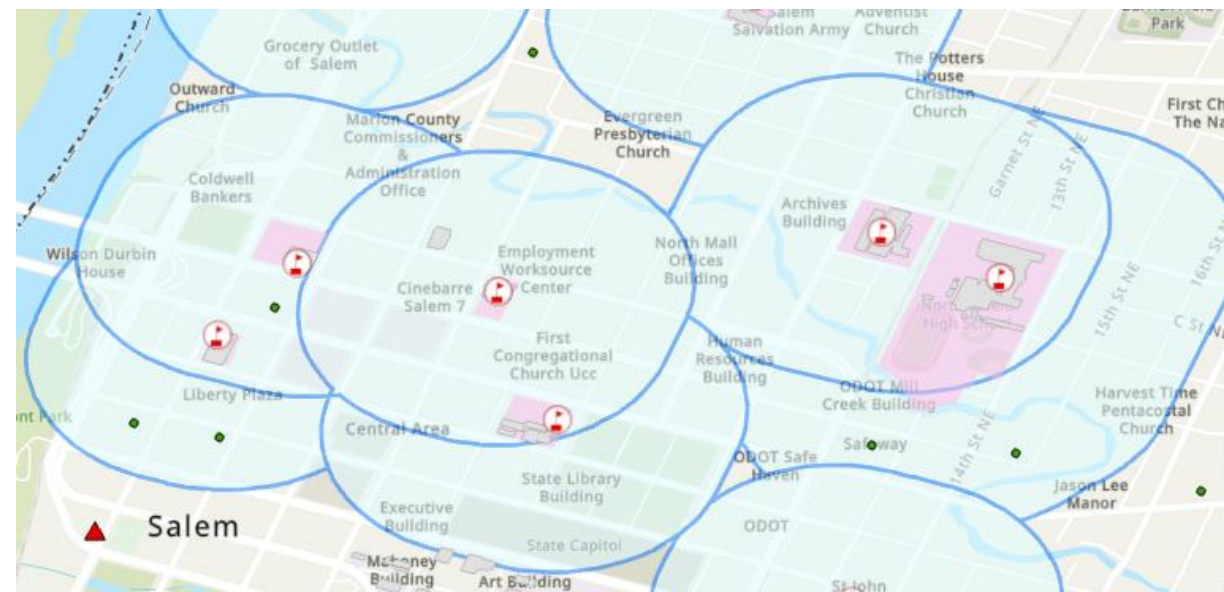
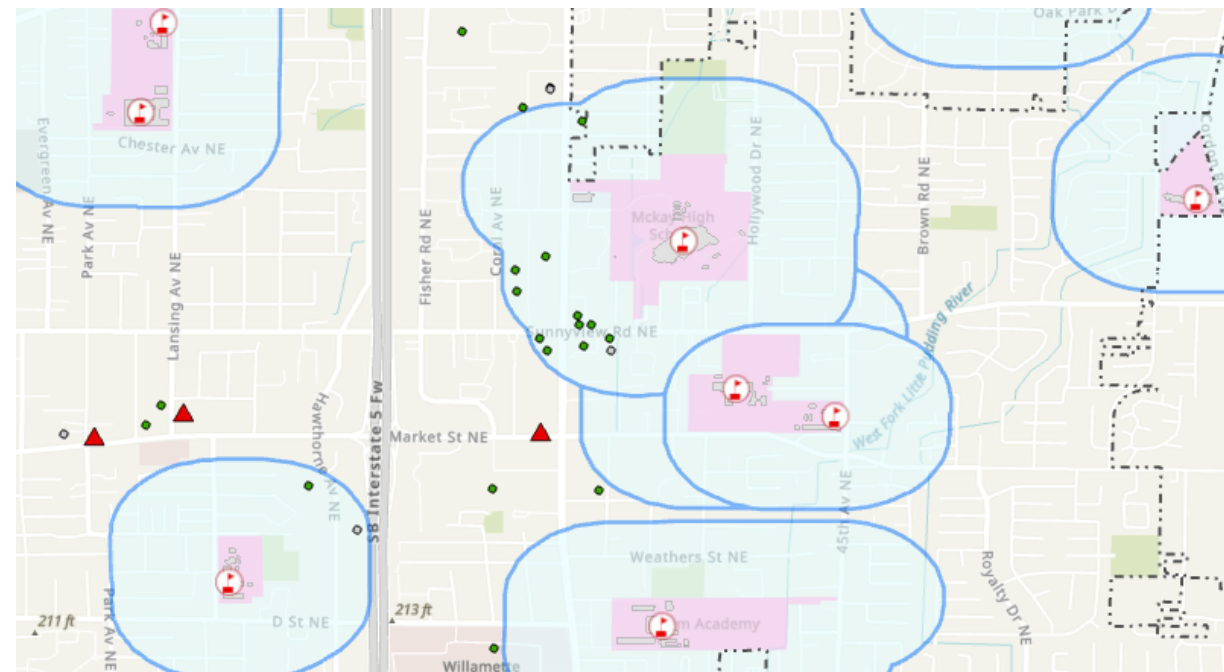
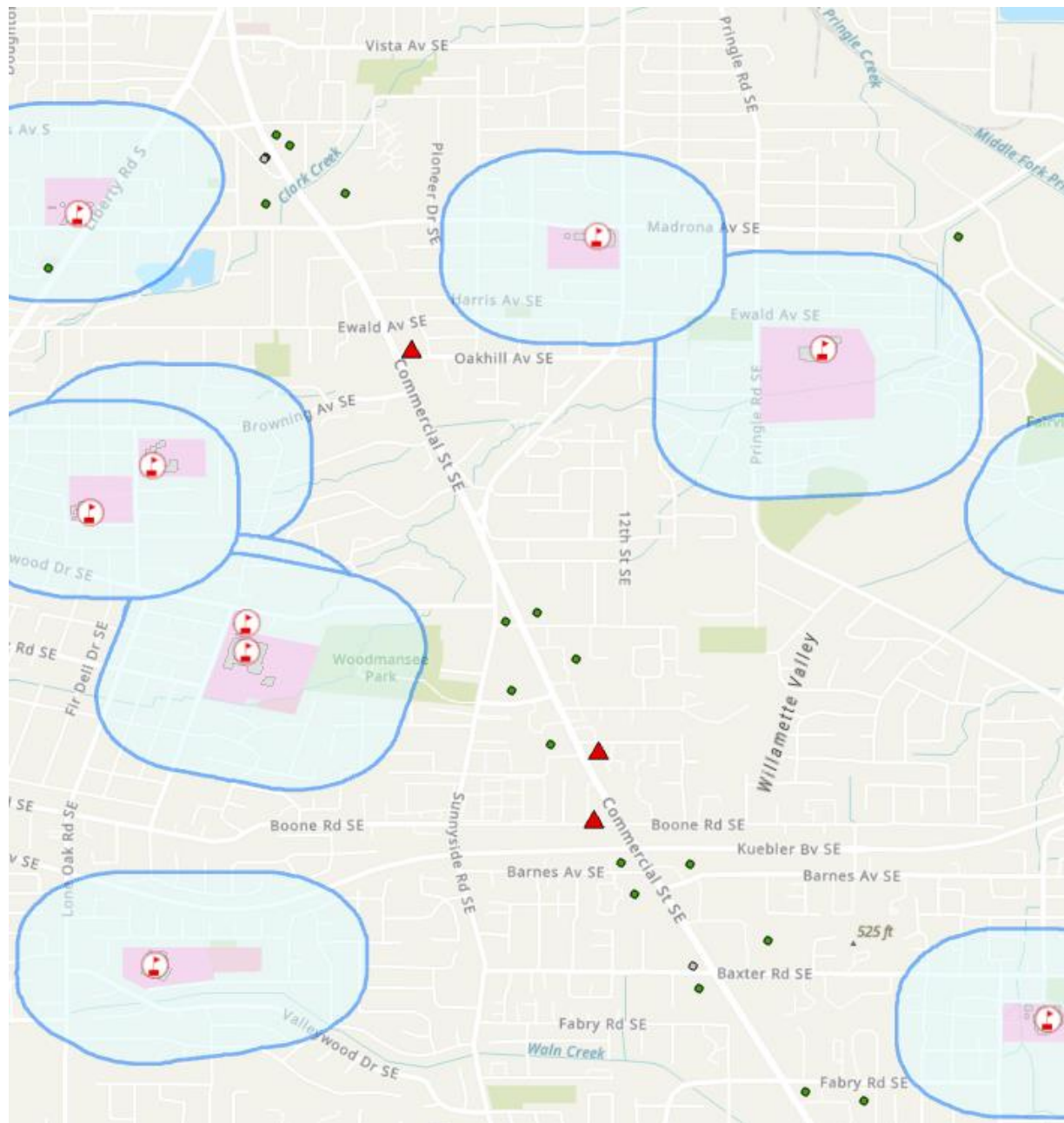


Big Tobacco in the Retail Environment

- ❑ In 2022, marketing in the retail environment made up 97% of the tobacco industry's total marketing expenditures.
- ❑ Most of this budget was spent on price discounts and promotional allowances to make tobacco products **cheap** and **visible**.
- ❑ There are currently 276 licensed tobacco retailers in Marion County.
 - In 2023, 43 retailers (15.6%) sold tobacco products to persons under the age of 21.



▲ Tobacco retailers with Minimum legal sales age violations



Tobacco Prevention Strategies

HEALTH EDUCATION

- ❑ Increasing knowledge and the perception of harm from using tobacco products
- ❑ We work with schools and community groups to provide evidence-based curricula and other educational resources.

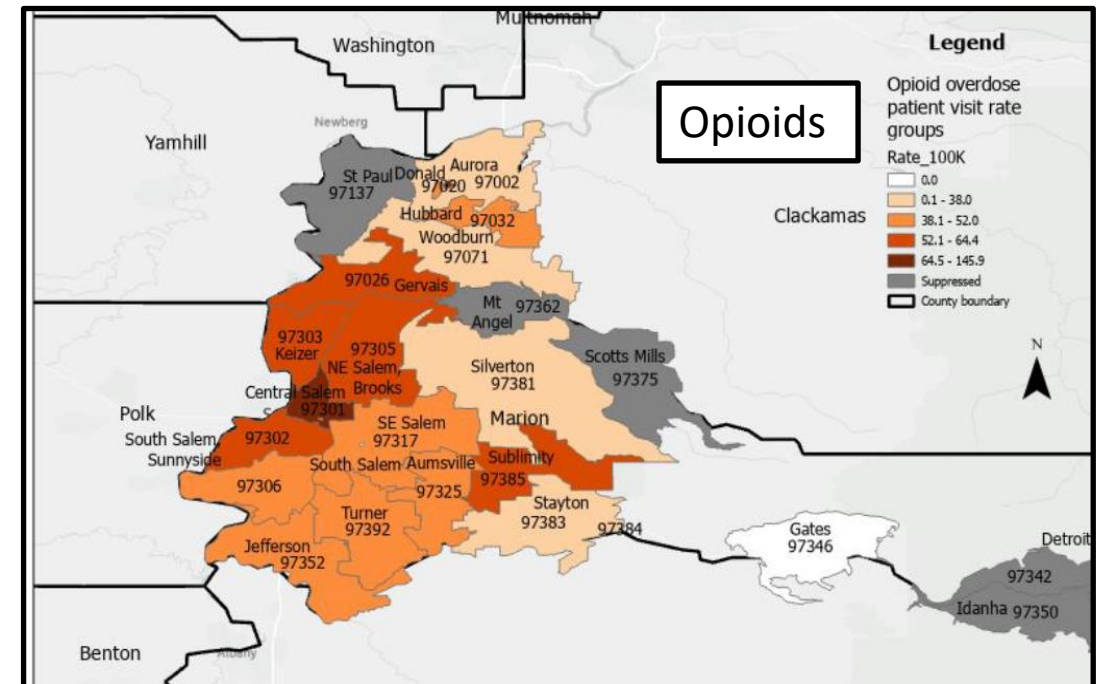
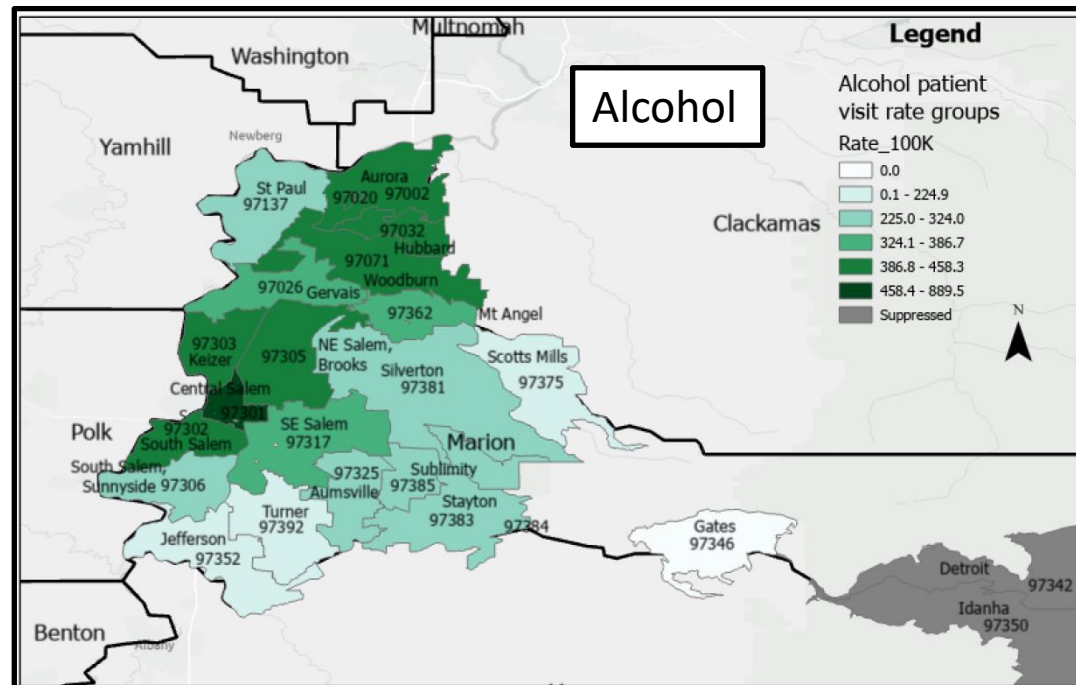
POLICIES

- ❑ Have had the biggest effect on decreasing tobacco use and improving community health.
- ❑ We offer resources and technical assistance for identifying and developing effective policies.
- ❑ Smoke Free Environment Policies
 - ❑ Smoke Free Parks
 - ❑ Smoke Free Outdoor Dining
 - ❑ Smoke Free Downtowns
 - ❑ Expanding the Indoor Clean Air Act



ALCOHOL AND DRUGS

Rate of Patient Visits in Marion County for Alcohol Use and Opioid Overdose by Zip Code, per 100,000



Source: 2019-2022 OR ESSENCE, US Census

Youth and Substances

MARIJUANA(CANNABIS)



- ☐ 31% of 11th graders in Marion County have tried marijuana at least once.
- ☐ 13% of 11th graders report using marijuana in the past 30 days.



MEDICATIONS

- ☐ 6th graders report using RX medications that aren't theirs or differently than prescribed at **the same rate** as 8th and 11th graders.
- ☐ Fentanyl overdose deaths are the fastest growing among youth.



ALCOHOL

- ☐ More than 1 in 10 11th graders have had alcohol in the past 30 days.
- ☐ Students report alcohol as being “easy to get”.
- ☐ A majority of teens report getting alcohol from their parents.

*During random checks, nearly 1 in 5 retailers sold alcohol to a minor.
(OLCC, 2022-23)*



Youth Listening Sessions

“Vaping is very common. Teens vape in the bathroom at school.”

“If [teens] are using nicotine in vapes, they will use weed.”

“Alcohol is easy to come by. Family members usually give it to them”

High school students expressed concern for middle school students’ vaping.

FENTANYL

Figure 13. Rate of patient visits for fentanyl overdose per 100,000, 2019 - 2022, OR ESSENCE, US Census

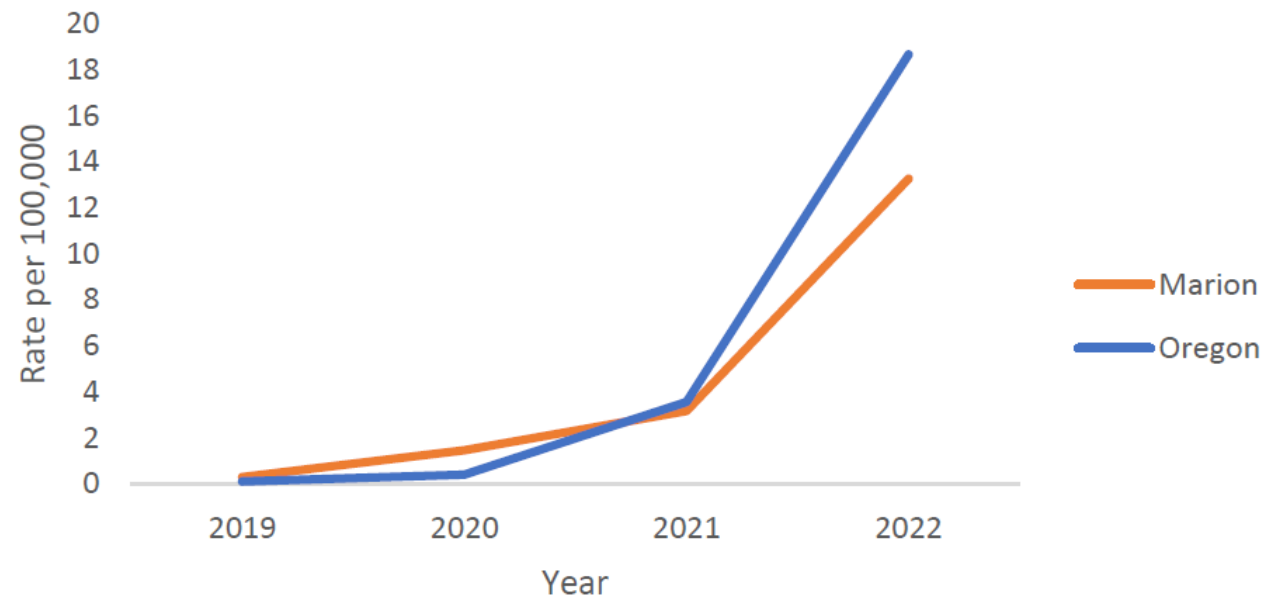


Photo: Oregon State Police



Photo: US Drug Enforcement Agency

FENTANYL



100X more potent than morphine, 50X stronger than heroin

Synthetic fentanyl is being made into pills that look like other opioids (Oxycontin, etc.)

Youth and young adults are getting fake pills from social media, friends and others.

It only takes a tiny amount to cause a lethal overdose.

Fentanyl-related deaths are the fastest growing amongst youth.



Lethal Dose of Fentanyl

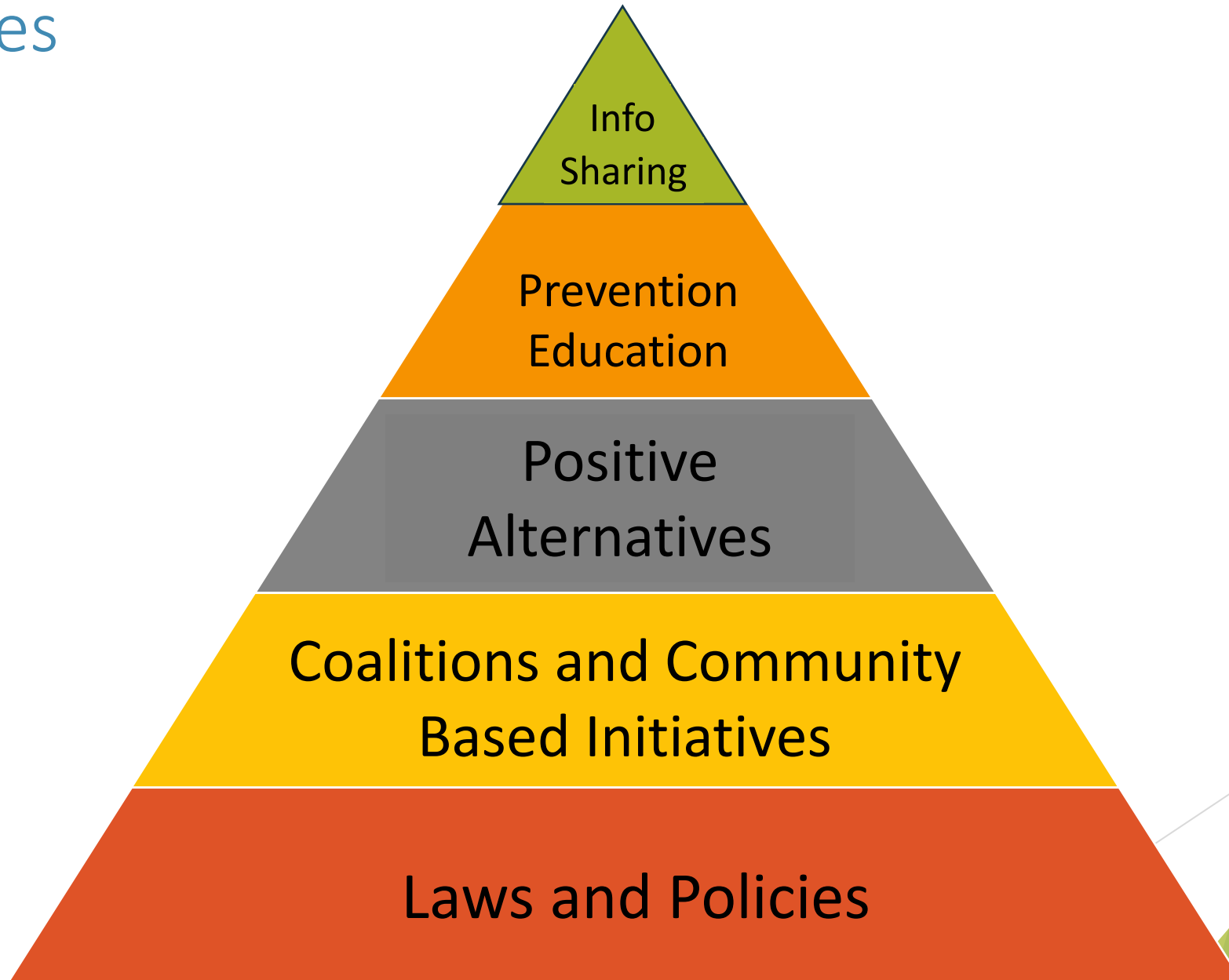
Current Fentanyl Prevention Strategies

Increase availability of naloxone
(Narcan)

Community awareness and
education

Senate Bill 238 requiring schools to
teach students about the dangers
of opioids

Alcohol, Tobacco and Drug Prevention Strategies



Ways We Can Partner



Technical assistance for prevention initiatives



Presentations and other information sharing



Policy development



Share local data and information related to youth alcohol, tobacco and other drugs



Opportunity to participate in Marion County Substance Use Coalition



Other ideas? Let's talk!

Marion County Public Health Vision

"A thriving community where all can live healthy and purposeful lives"



Marion County
OREGON
Health & Human Services

