

BOARD OF COUNTY COMMISSIONERS BRIEFING PAPER
Expand Smoke-Free and Vape-Free Protections
December 6, 2022

☐ For Information

☒ For Discussion/Board Direction

☐ Consent to
Place on Business/
Hearing Agenda

Issue: Jefferson County Public Health (JCPH) will present on the findings from a community input process conducted in summer 2022 regarding two tobacco-related policies. They will present the results and additional data that support the advancement of an ordinance to increase the number of smoke-free and vape-free public spaces to reduce exposure to secondhand smoke and aerosol from vaping devices (e-cigarettes) in the unincorporated areas of Jefferson County, consistent with best practices.

Background: Jefferson County Public Health was previously working with the Board of County Commissioners on potential tobacco policies in 2020 when work was paused due to the need to prioritize COVID-19 emergency response.

In spring 2021, TPI presented information about the public benefits of two policies to the Board of County Commissioners at a public work session: tobacco retail licensing and expanding smoke/vapor-free protections in public places. The Board of County Commissioners was interested in hearing from key stakeholders about perceptions of the proposed policies. In summer 2022, the TPI team worked alongside the Epidemiology and Planning Program at JCPH to conduct a series of town halls, key informant interviews, a community survey and a tobacco retailer survey to better understand the potential impact of the proposed policies on people who live, work and/or recreate in unincorporated Jefferson County.

There are more than 7,000 chemicals in tobacco smoke, including hundreds of chemicals that are toxic and 70 that can cause cancer. Secondhand smoke can cause heart disease, lung cancer and stroke. The aerosol produced by vaping devices can contain chemicals and heavy metals like nickel, tin and lead, among others. Jefferson County currently has a policy that restricts smoking and vaping only on county property and in Jefferson County Open Spaces.

Discussion: Without a broader local ordinance for other public spaces, unincorporated Jefferson County defaults to the state law, the Colorado Clean Indoor Air Act, which sets a minimum standard. Many local communities across Colorado have opted to supplement the state law by adding other locations not explicitly included in the state statute to protect the health of workers and the public, as well as to reduce youth exposure to the social cues of public tobacco use. In Jefferson County, the cities of Lakewood, Arvada, Wheat Ridge, Golden and Edgewater have adopted smoke-free and vape-free public spaces ordinances by including locations that exceed the minimum standard set by state law. For example, some communities include provisions covering certain outdoor recreation areas like playgrounds, golf courses and athletic venues, community events, outdoor seating and dining areas of restaurants and bars, downtown areas and transit locations.

Fiscal Impact: To establish this policy, there is no direct fiscal impact on businesses. Funding to support public information, community education and compliance investigations may be covered by the current Amendment 35 Tobacco Education, Prevention and Cessation Grant Program funds awarded to Jefferson County Public Health.

Revenue Limits Impact: ☐yes ☐no

Recommendations: Jefferson County Public Health recommends that the Board of County Commissioners advance an ordinance to cover more public spaces to reduce exposure to secondhand smoke and aerosol to protect residents, visitors and workers and to better align with the stronger protections in place in other Jefferson County jurisdictions.

Originator: Jody Erwin, Deputy Director, Jefferson County Public Health, 303-271-5717, jerwin@jeffco.us

Contacts for Additional Information:

Donna Viverette, Health Promotion Supervisor, Jefferson County Public Health, 303-275-7555, dviveret@jeffco.us

BOARD OF COUNTY COMMISSIONERS BRIEFING PAPER
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Issue: Jefferson County Public Health (JCPH) will present on the findings from a community input process conducted in summer 2022 regarding two tobacco-related policies. They will present the results and additional data that support the advancement of an ordinance to enact a local tobacco retail license in unincorporated Jefferson County.

Background: Jefferson County Public Health was previously working with the Board of County Commissioners on potential tobacco policies in 2020 when work was paused due to the need to prioritize COVID-19 emergency response.

In spring 2021, TPI presented information about the public health benefits of two policies to the Board of County Commissioners at a public work session: tobacco retail licensing and expanding smoke/vapor-free protections in public places. The Board of County Commissioners was interested in hearing from key stakeholders about perceptions of the proposed policies. In summer 2022, the TPI team worked alongside the Epidemiology and Planning Program at JCPH to conduct a series of town halls, key informant interviews, a community survey and a tobacco retailer survey to better understand the potential impact of the proposed policies on people who live, work and/or recreate in unincorporated Jefferson County.

The Healthy Kids Colorado Survey, conducted in 2021, found that 16.5% of Jefferson County youth reported current use of vaping devices (e-cigarettes), down from 26.0% in 2019. Additionally, 2.6% of Jefferson County youth reported using cigarettes, down from 4.1% in 2019, and 2.6% of Jefferson County youth reported using cigars and other related products, down from 5.2% in 2019. While there is reason to be cautiously optimistic about this decline in use, it is important to note that lockdowns during the COVID-19 pandemic and quarantines from school settings may have played a role in this decline. Additionally, there is more work to be done around youth access to tobacco products: 50.0% of Jefferson County High School students report that it is “easy” or “somewhat easy” to obtain vaping products, and 39.8% report that it is “easy” or “somewhat easy” to obtain cigarettes.

Discussion: Unlike alcohol and marijuana, which are also age-restricted products that have a dual local-state license structure, state law previously preempted local communities from licensing tobacco retailers. In 2019, Colorado law was updated to repeal local preemption. Local control of tobacco retail licensing is critical to ensure adequate compliance oversight and allows local governments to set stronger measures to prevent youth access and exposure to tobacco products, such as setting longer distance standards for tobacco retailers located near schools and other youth-oriented facilities.

The state passed a new law in 2020 codifying 21 as the minimum legal sales age for purchasing tobacco and establishing a new state license requirement for all tobacco retailers. The licensing program took effect on July 1, 2021, but rulemaking and fee collection were paused due to COVID-19 until October 2021. Compliance checks for the state license have been slow to begin due to staffing capacity but are currently underway. The state license was created to work in tandem with local licensing structures in order to provide the most extensive protections. State law also allows localities to enact stronger provisions than what is required in the state license. Currently, 36 communities in Colorado have some sort of local tobacco retail license.

Fiscal Impact: There are approximately 155 tobacco retailers in unincorporated Jefferson County. Most communities assess a reasonable annual fee on businesses; on average fees are set at \$250-400 per retailer and fees can be adjusted over time. Annually the fees would amount to an estimated \$38,000 - \$60,800. This fee covers the costs associated with the administration and compliance checks associated with the program.

Revenue Limits Impact: ☐yes ☐no

Recommendations: Jefferson County Public Health recommends that the Board of County Commissioners pursue an ordinance to reduce underage access to tobacco and nicotine products by establishing a local tobacco retailer license, with administration and oversight of the licensing program managed by the health department. If so directed, staff will bring forward a complete recommendation for the proposed tobacco retail licensing ordinance for a full briefing to the Board of County Commissioners.

Originator: Jody Erwin, Deputy Director, Jefferson County Public Health, 303-271-5717, jerwin@jeffco.us

Contacts for Additional Information:

Donna Viverette, Health Promotion Supervisor, Jefferson County Public Health, 303-275-7555, dviveret@jeffco.us



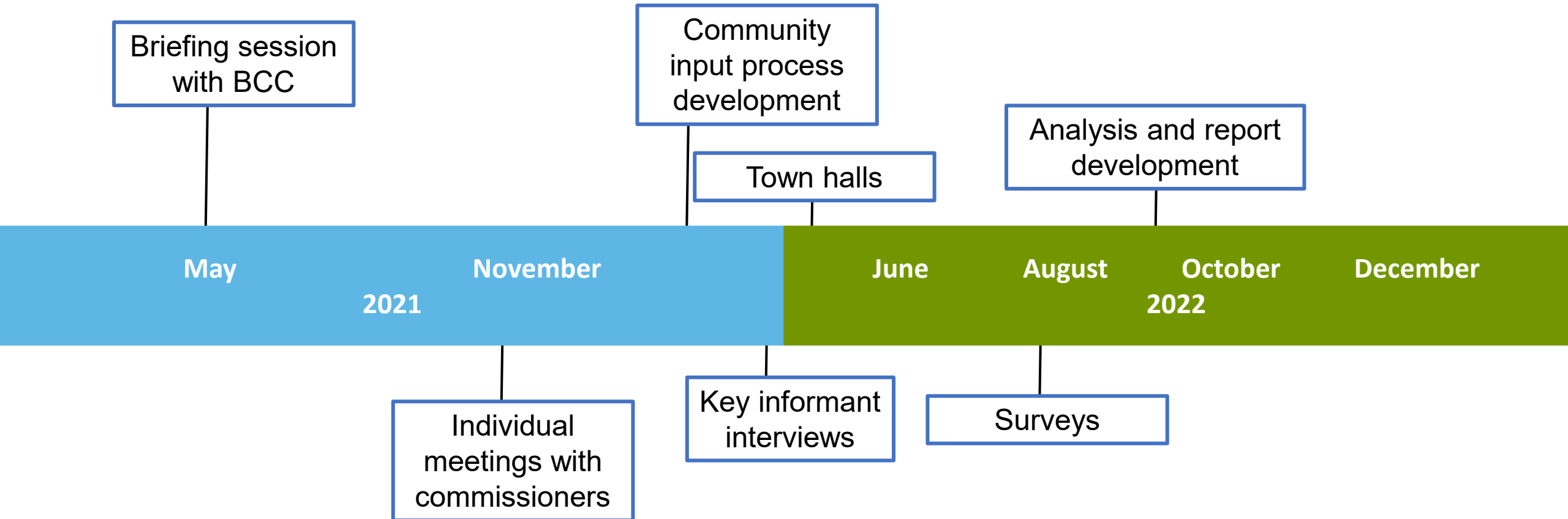
Tobacco Policy Community Input Report

Summary and Recommendations

Agenda

- Overview of the community input process
- Framing the issue: youth tobacco use
- Policy 1: smoke/vapor-free protections
- Policy 2: tobacco retail licensing
- Questions & discussion

Timeline



Community Input Process (CIP)

99,670 total impressions across Jefferson County

202 respondents to the community survey

154 tobacco retailers contacted

10 respondents to the retailer survey

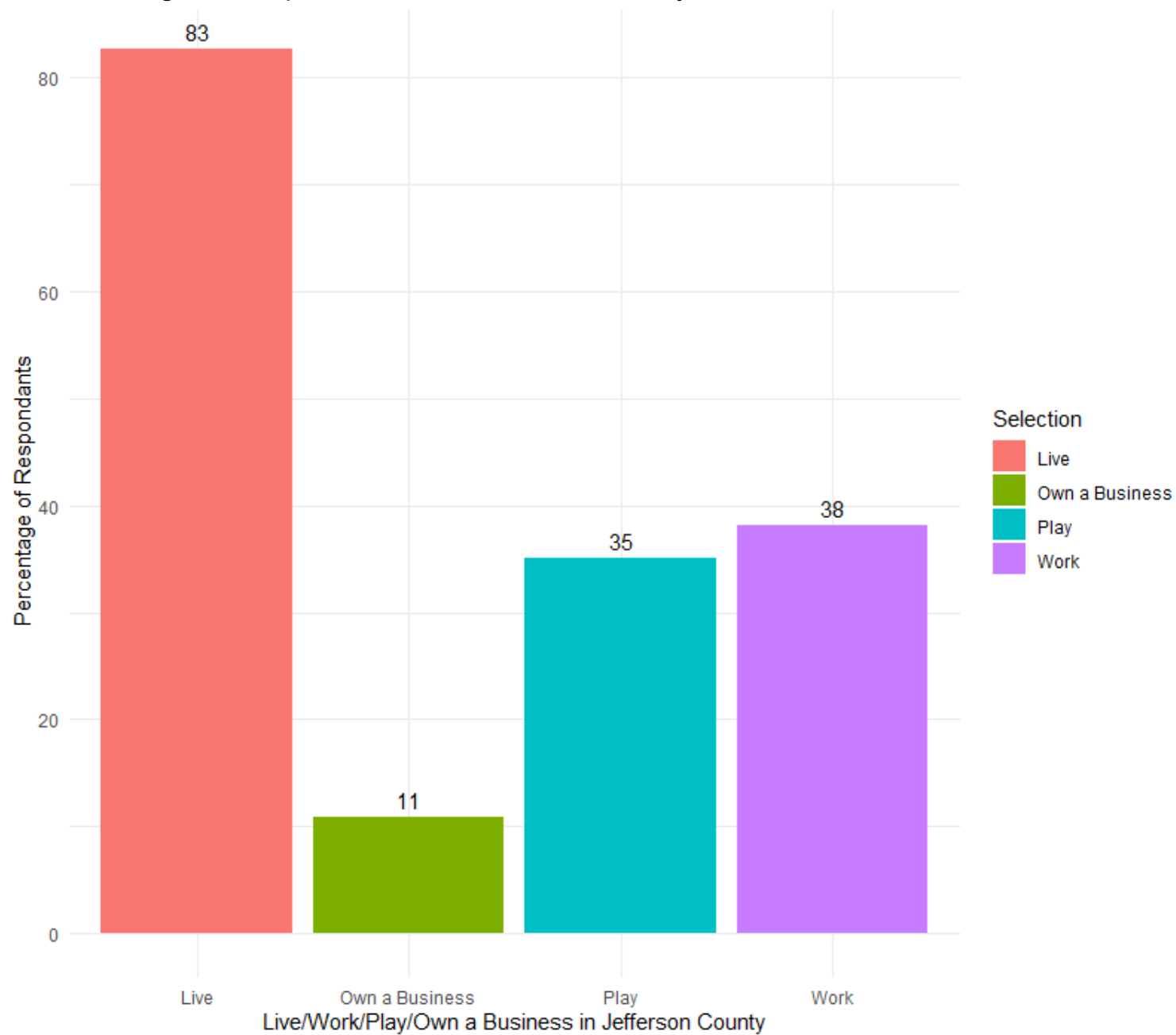
6 key informant interviews

2 town halls

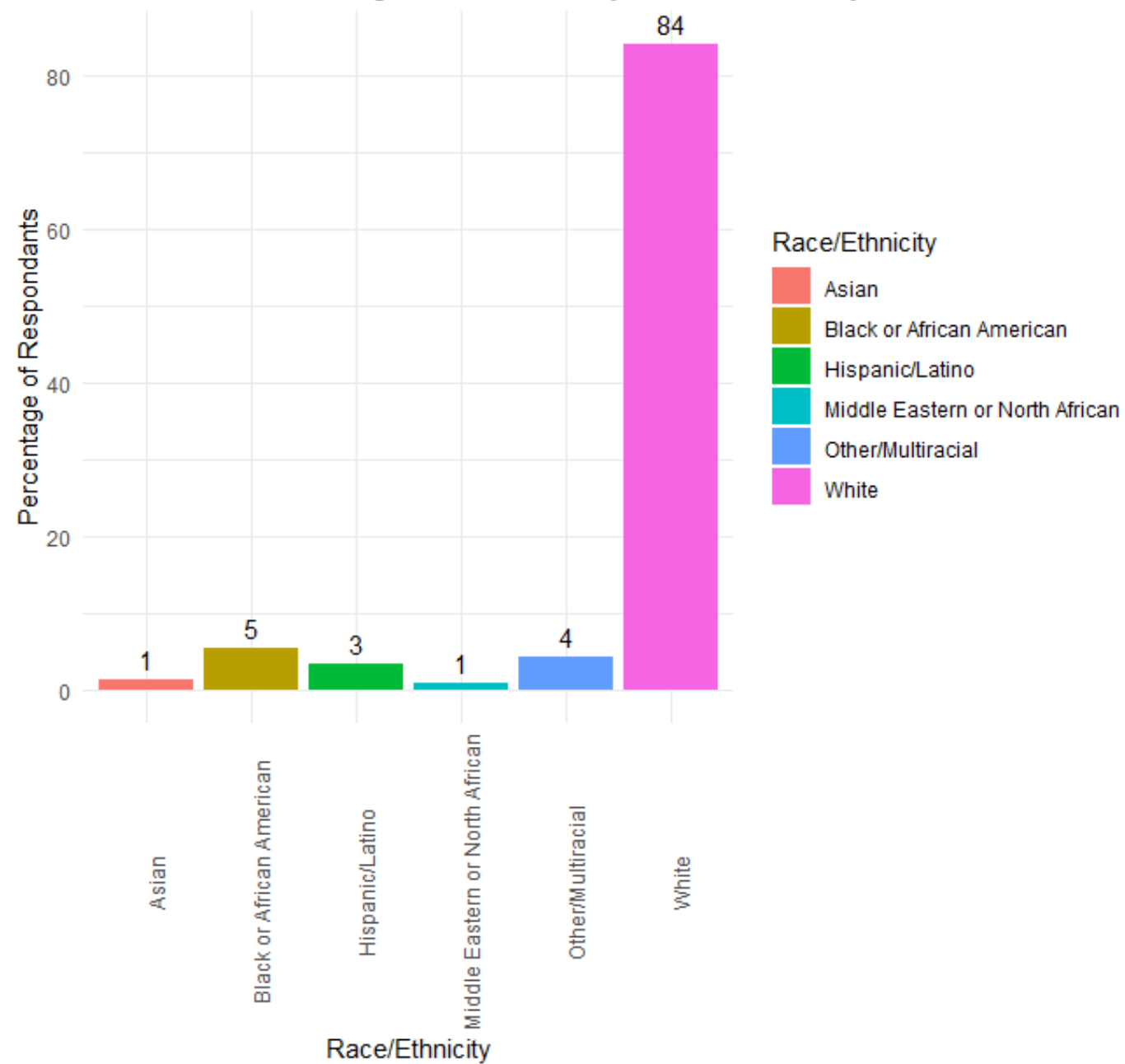
Demographic Information

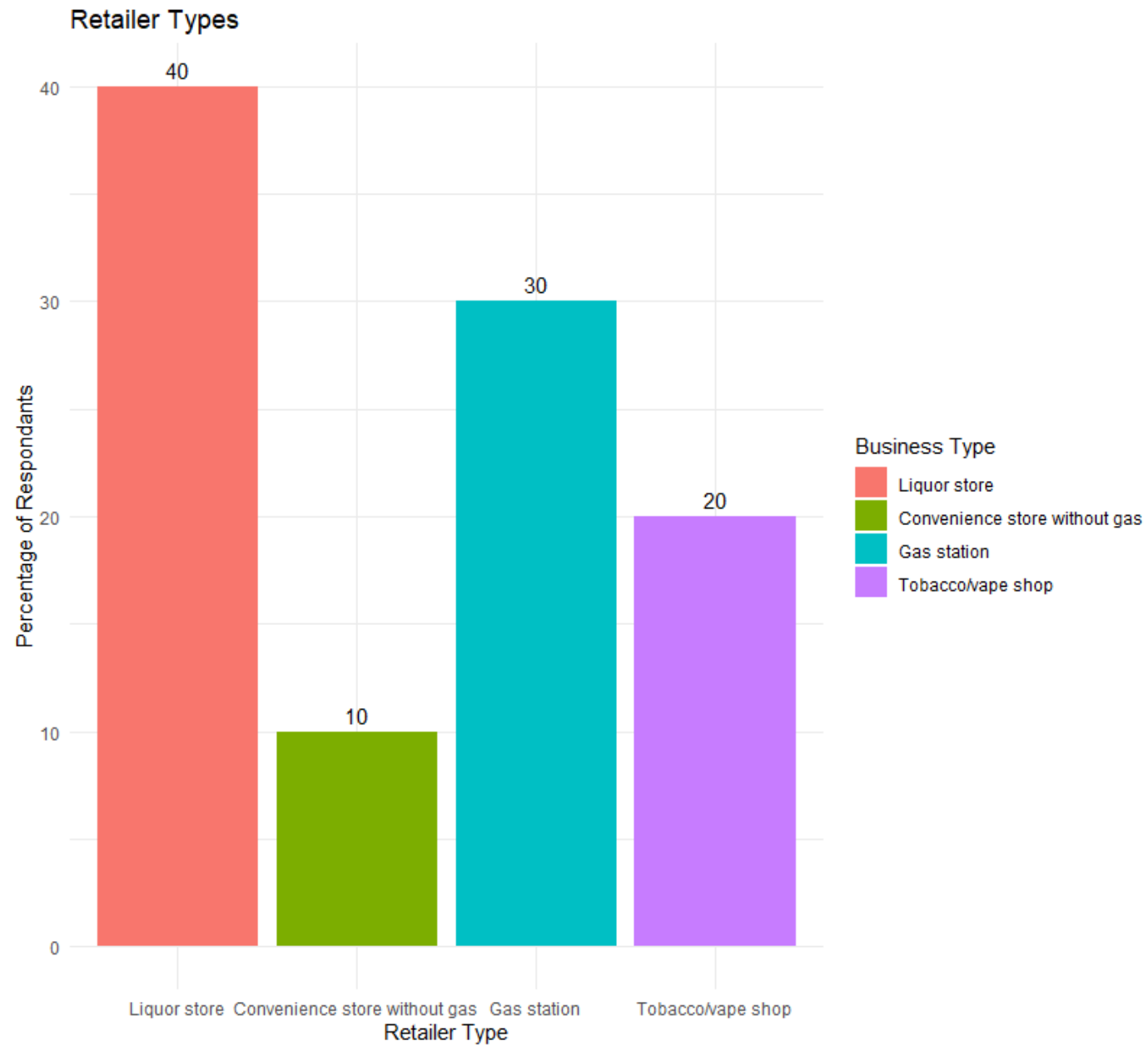
- Responses from **44 unique zip codes** from across Colorado.
 - The top three zip codes were in Jefferson County.
- Age: **Majority were 21-40 years old (51%)**, followed by 41-60 years old (27%) and 61-80 years old (15%).
- 63% of respondents said that they **currently use, or have previously used, tobacco products.**

Percentage of Respondents who Live, Work, Play or Own a Business in Jefferson County

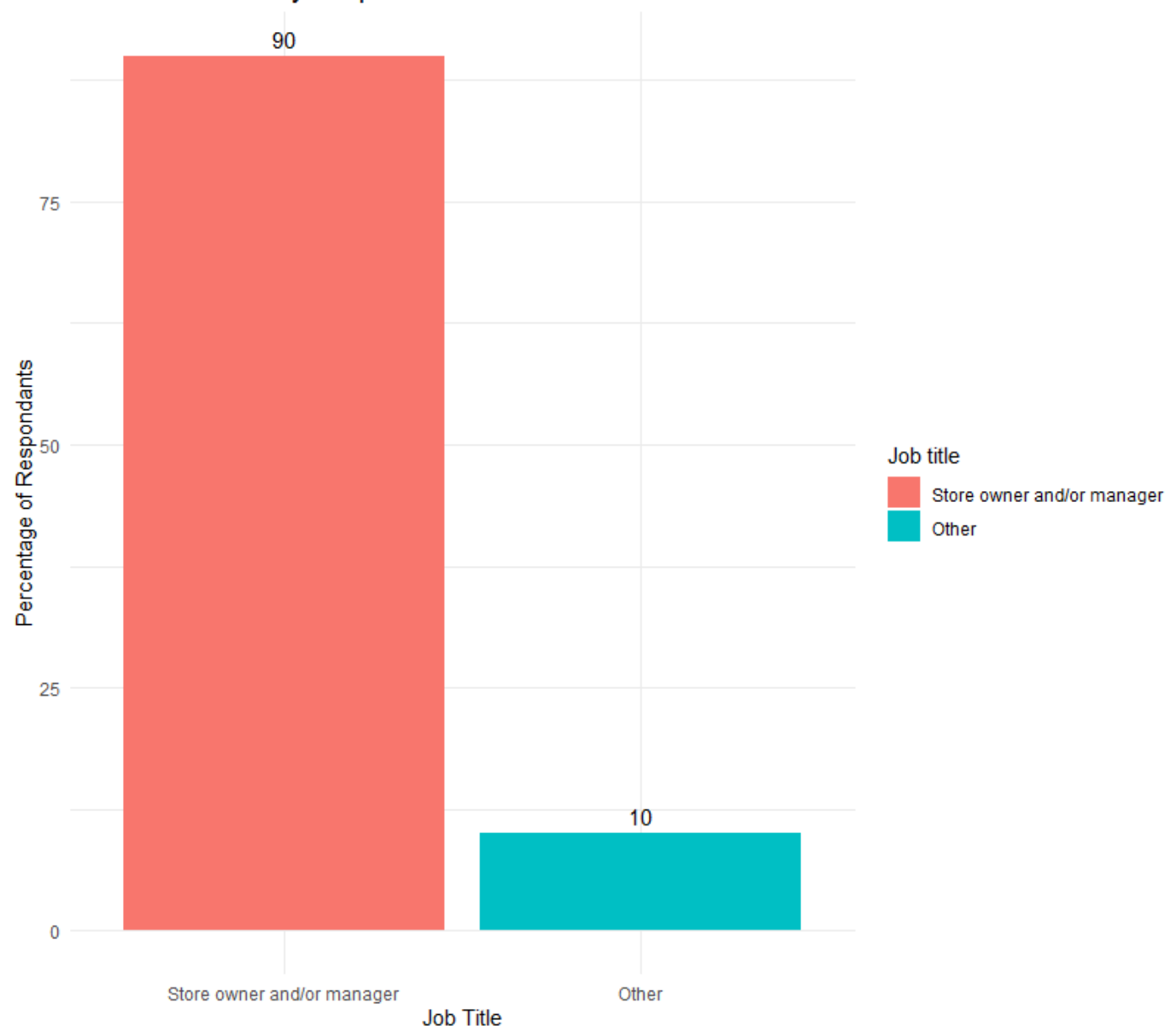


Which of the following best describes your race/ethnicity?





Job Titles of Survey Respondants



Framing the Issue

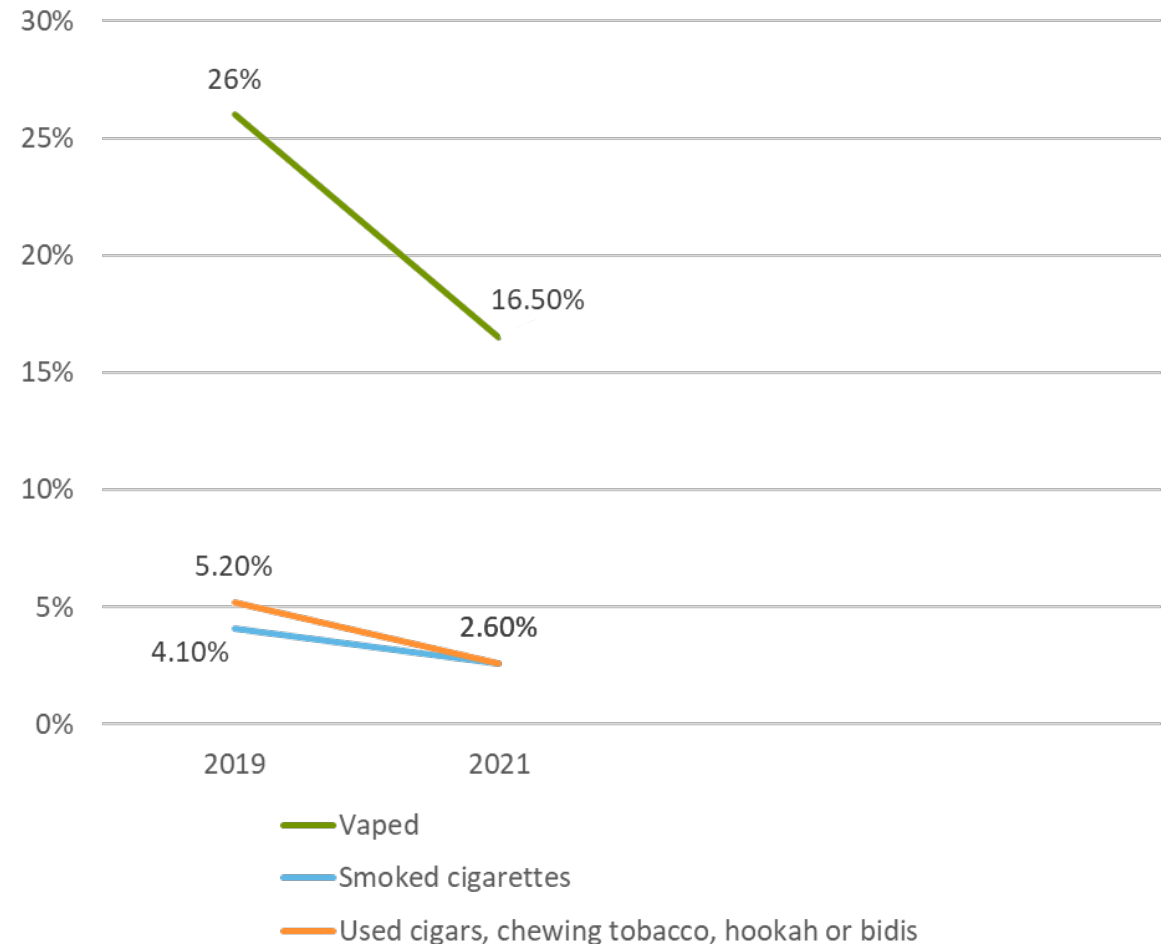
Youth tobacco use in Jefferson County

Youth Tobacco Use Trends

- Cautiously optimistic about the overall decline in tobacco use among Jeffco high school youth.

In the past 30 days, the percentage of Jeffco high school students who...

2019, 2021 Healthy Kids Colorado Survey

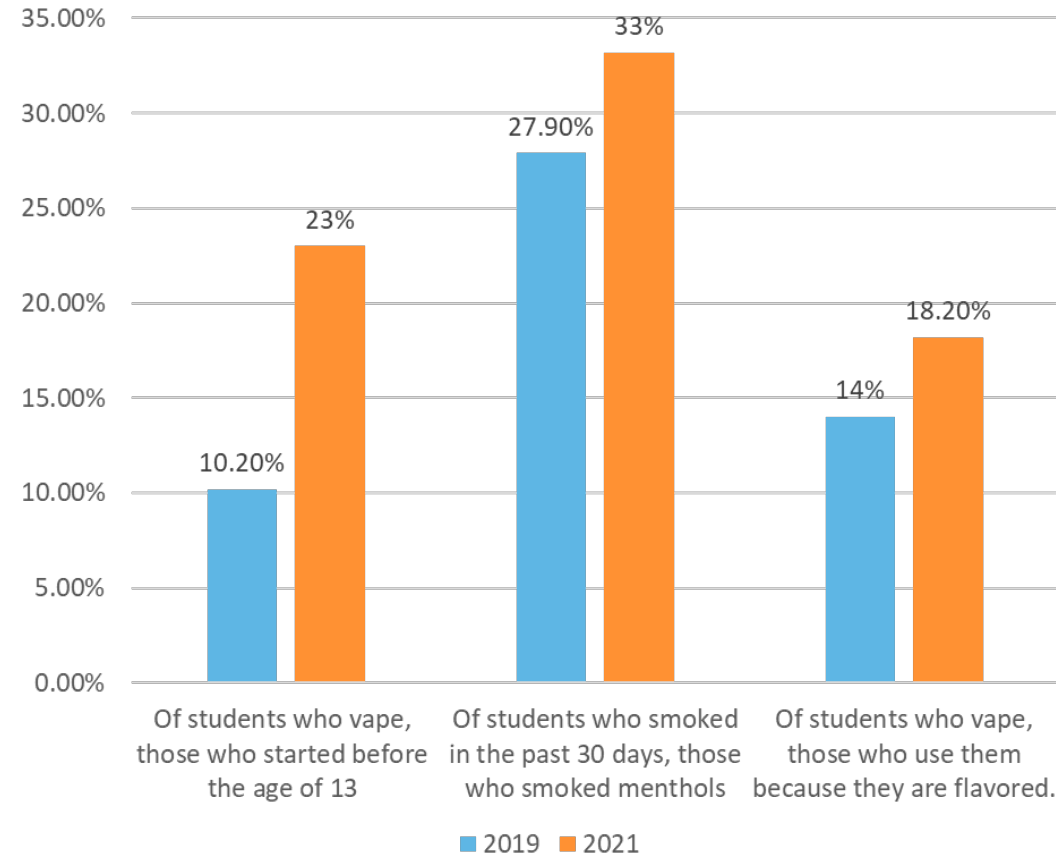


Youth Tobacco Use Trends (cont.)

- More than 90,000 Colorado youth under the age of 18 years old today will die prematurely as a result of smoking.

Tobacco use trends among Jeffco high school students

2019, 2021 Healthy Kids Colorado Survey



Smoke/Vapor- Free Protections

Reducing exposure to secondhand smoke and aerosol in Jeffco

Policy Summary

- Expanding smoke/vapor-free protections aims to reduce exposure to secondhand smoke and aerosols emitted by e-cigarettes in public places.
- This policy would codify the Colorado Clean Indoor Air Act (CCIAA) into law in unincorp. Jeffco (UJC). The CCIAA also allows local governments to pass policies that are stronger than state law.
- This policy would expand upon the CCIAA to include **parks, playgrounds, outdoor recreation areas, outdoor seating and dining and transit stops.**

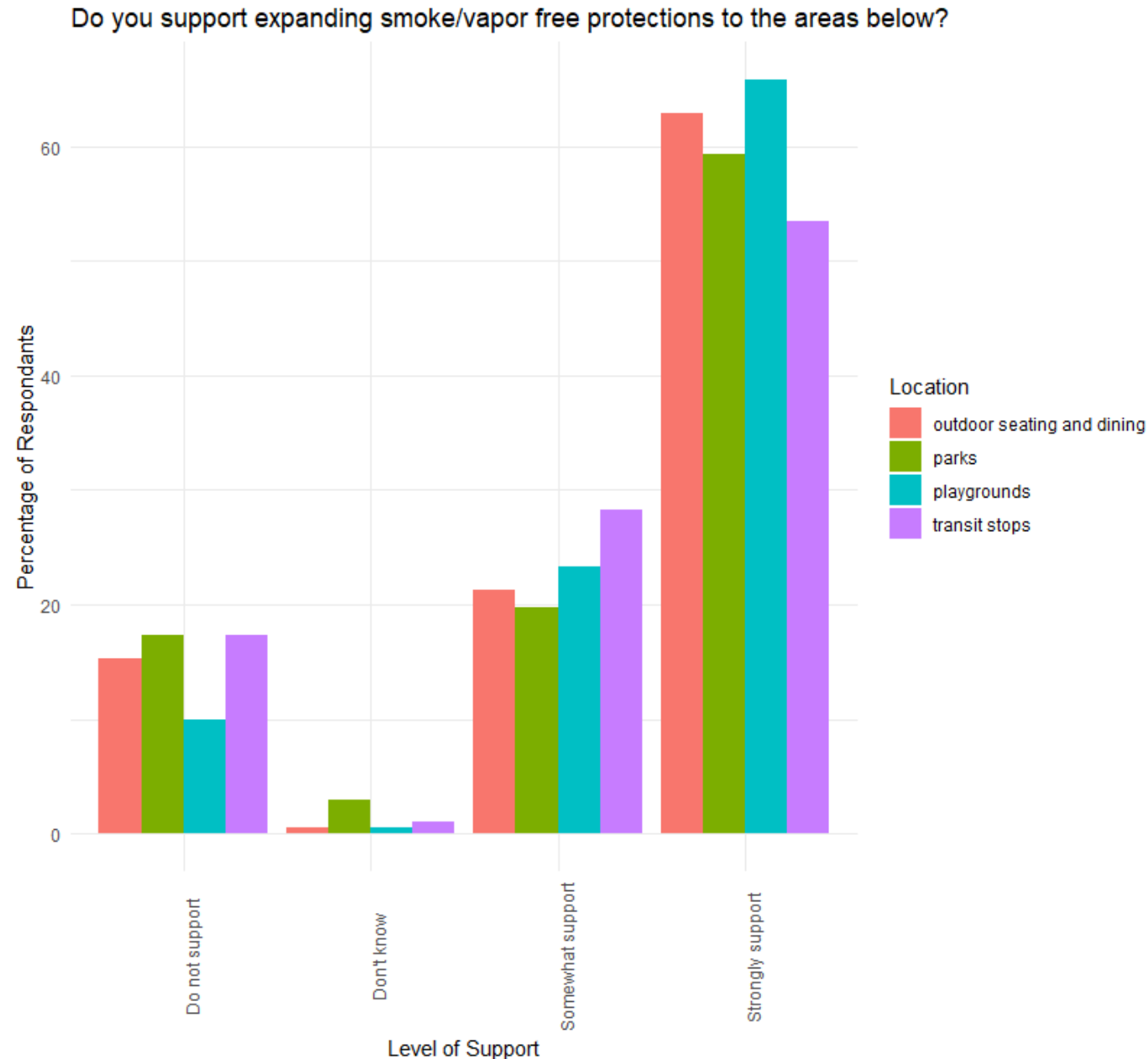
Benefits of Smoke/Vapor-Free Policies

- Reduce littering and fire risks in the community
- Reduce youth initiation by reducing the visibility of tobacco use so youth are less likely to see it as socially acceptable or "normal"
- Support people who are trying to quit tobacco
- Provide clean air to the community, free from secondhand smoke and aerosol



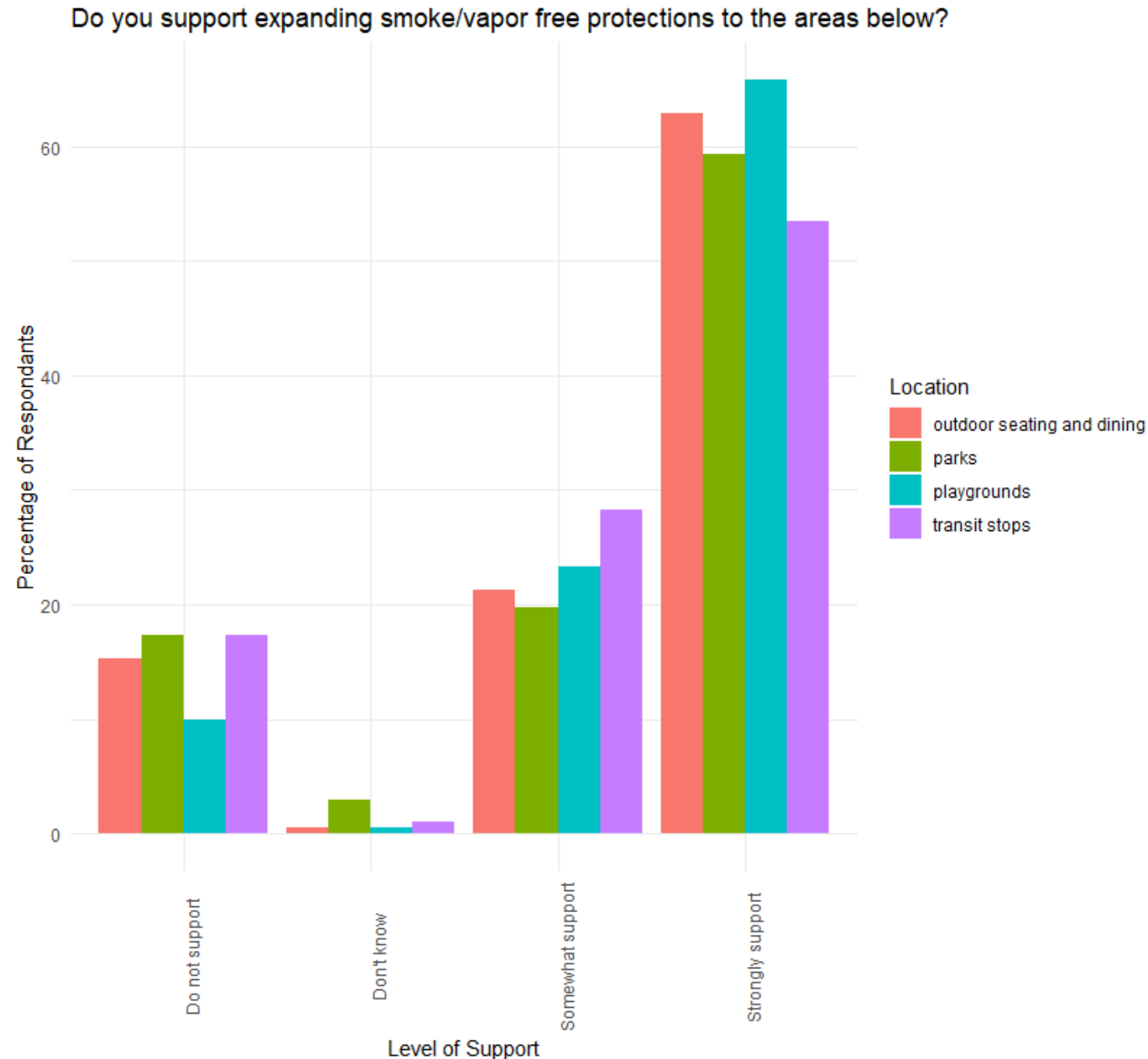
What We Heard:

“Of course I don't think anyone should smoke/vape anywhere, particularly kids, so I support all the help we can get for people who smoke to quit and everything we can do to stop kids from starting to smoke or vape.”



What We Heard:

“Simply put, I am against smoking in public anywhere that a non-smoker could smell it. I want to be able to enjoy public spaces without being subjected to smoke from tobacco or weed.”



Other Key Themes

- Education, implementation and enforcement of these policies will be crucial to success.
- Concern about the difference between tobacco-related policies and marijuana and illicit drug-related policies.
- Ensuring people using tobacco have a place where they can use (and safely dispose of) products.
- Engage with community to ensure this policy does not create stigma.

Suggested Enforcement

- Adherence through social adoption with robust signage and education efforts provided by JCPH.
- Utilize Boulder Public Health's model for violations:
 - Jeffco Public Health's Tobacco Prevention Initiative (TPI) would be the compliance monitor and respond to complaints.
 - Education for people who violate the policy would be provided by TPI.



Tobacco Retail Licensing

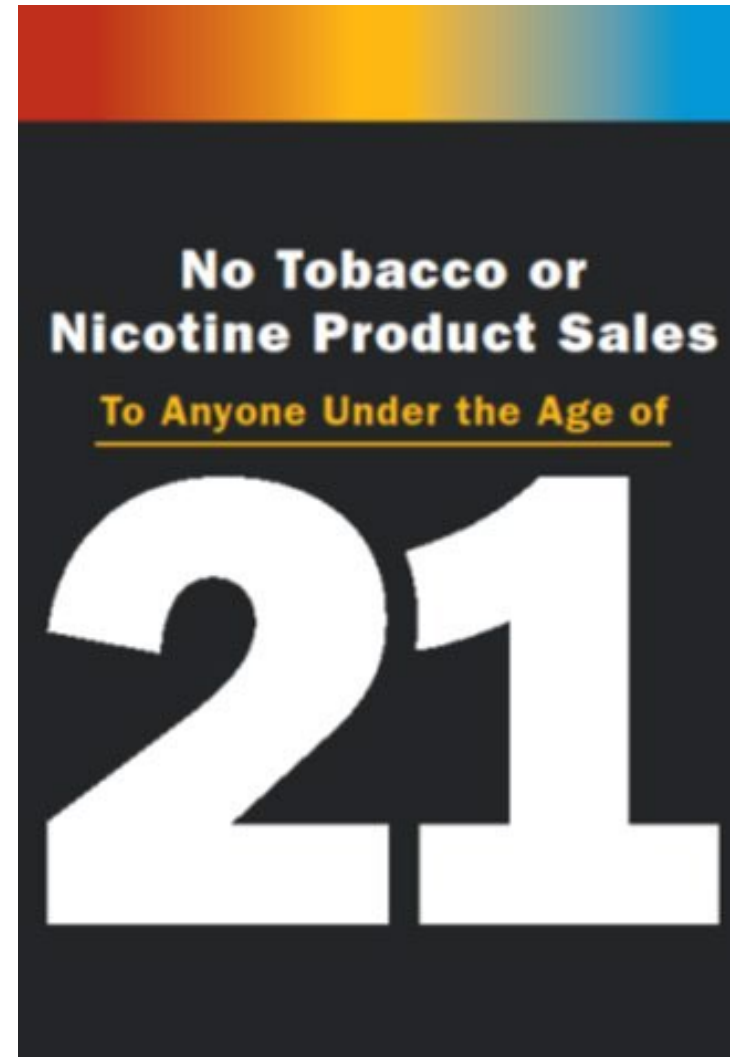
Reducing tobacco sales to young people in Jeffco

Policy Summary

- Tobacco retail licensing (TRL) aims to **reduce illegal sales to young people** by ensuring **consistent local enforcement** of the law and **continuing education for retailers**.
- TRL would require all retailers who sell any type of tobacco product in UJC to **obtain a license to sell tobacco** (in addition to the already required state license).
- Retailers would be subject to **regular compliance checks** to ensure they are not selling to minors and are abiding by the other requirements of the license (e.g., proper signage and product placement).
- This tobacco retail license would not restrict the types of products a retailer may sell.

Benefits of TRL

- Reduce access to tobacco products for young people
- Provide a level playing field for all retailers
- Opportunities for education and support of retailers
- Cost of administering TRL is funded through licensing fees



“If there is a state TRL, why do we need a local one?”



Currently only half of known retailers are checked every year by state-level enforcement.



Build on strengths and close gaps in the state law



Respond to emerging trends



Limit where and how tobacco can be sold

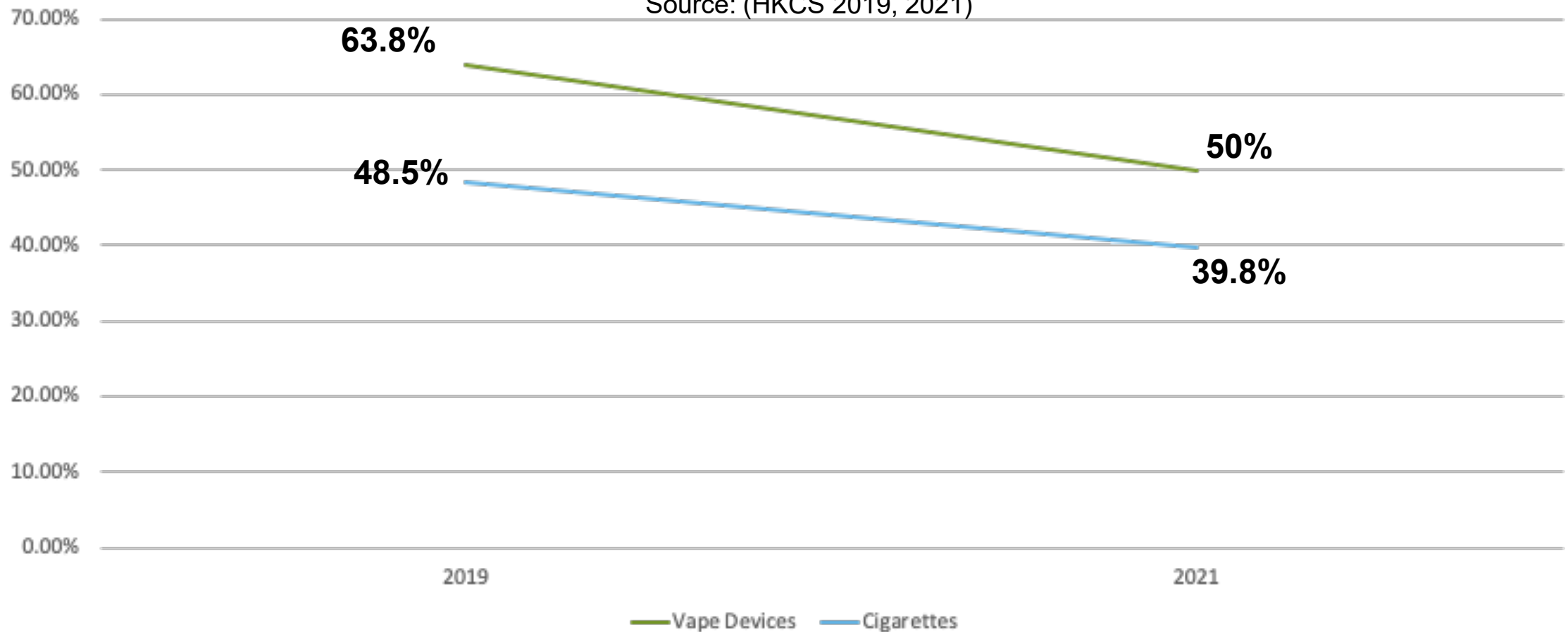


Ensure equitable compliance and enforcement

Youth Access

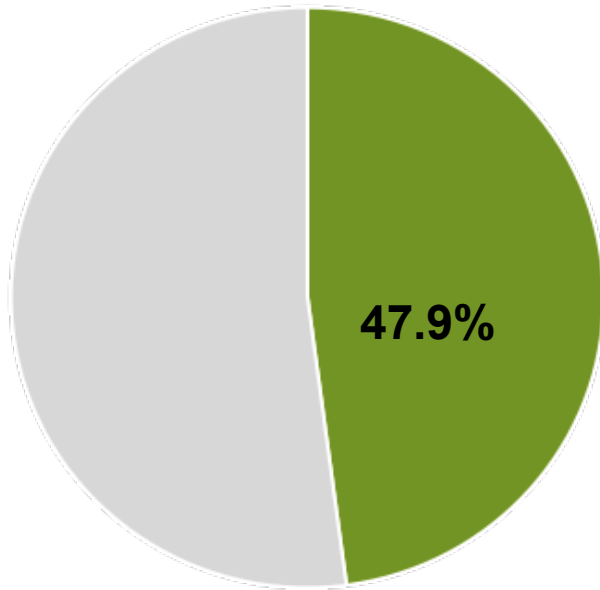
Jeffco students who feel it would be "easy" or "somewhat easy" to get the following tobacco products

Source: (HKCS 2019, 2021)

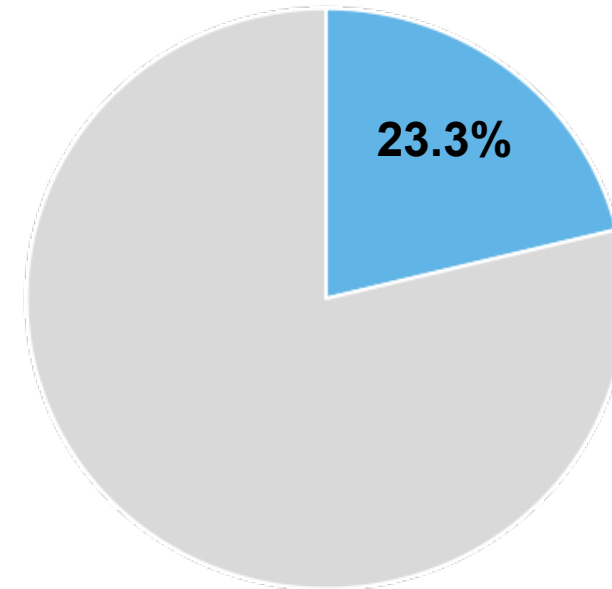


Youth Access

Among Jeffco students who use **cigarettes**, percent who bought them at a **convenience store, gas station, grocery store, or drug store**:



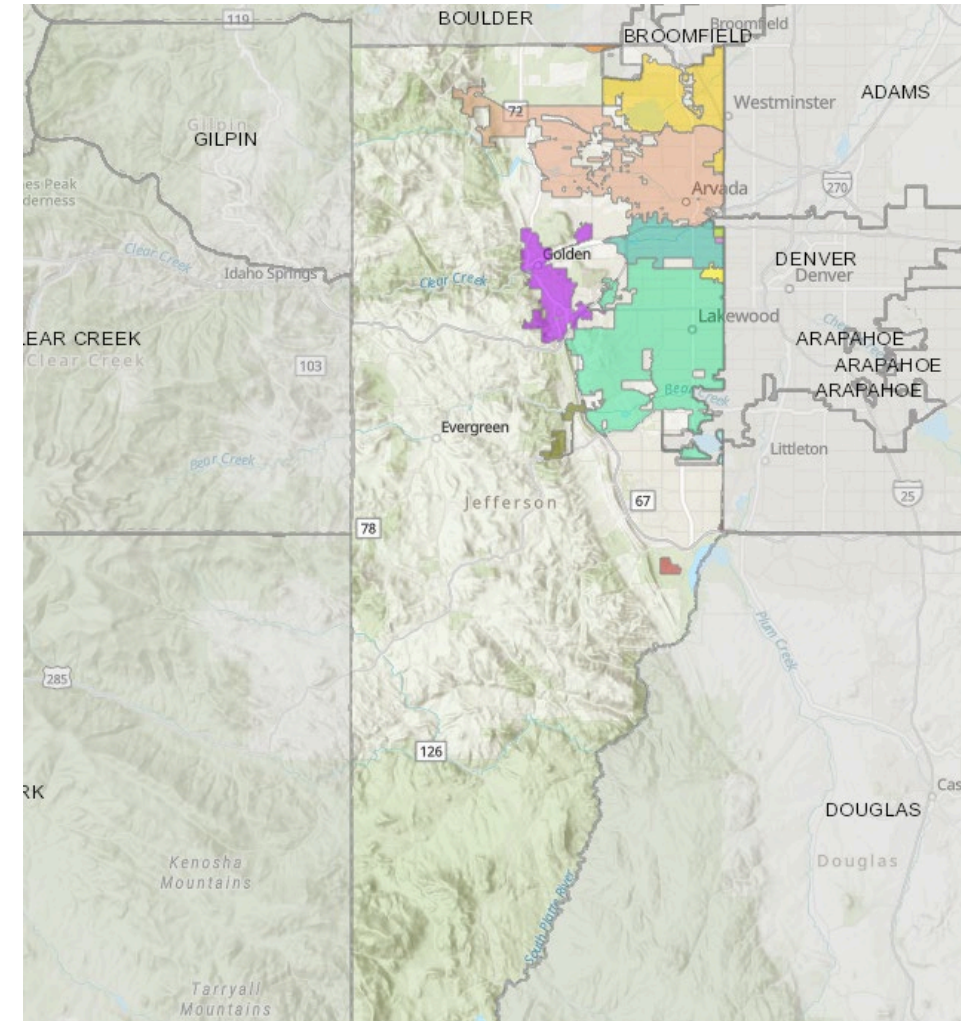
Among Jeffco students who **vape**, percent who bought them at a **convenience store, gas station, grocery store, or drug store**:



Among students who tried to buy tobacco or electronic vaping products at a store, **62.2% report that no one at the store refused to sell them the products because of their age.**

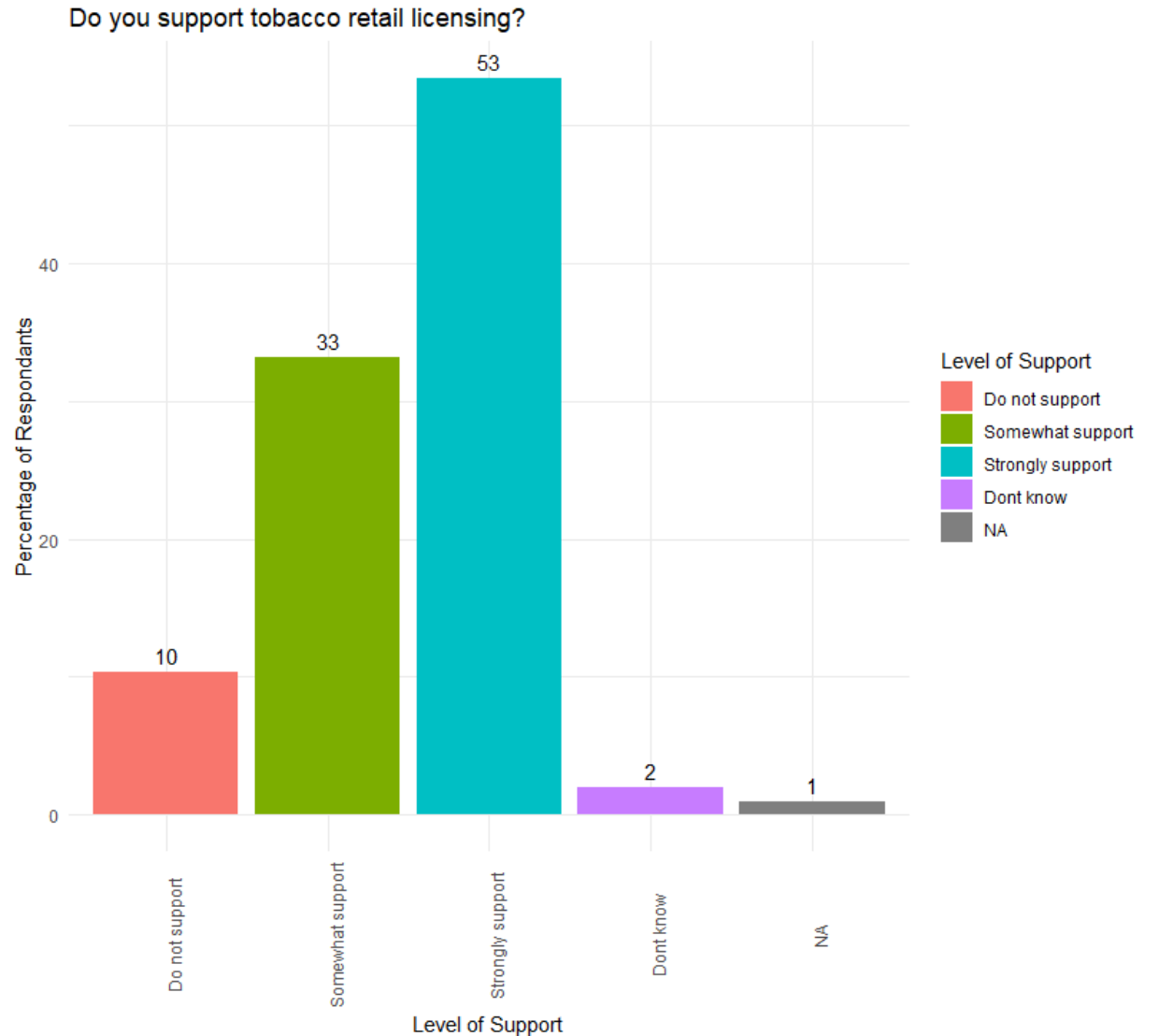
Filling Policy Gaps

Without a tobacco retail license in unincorporated Jefferson County, there are massive gaps in local protections.



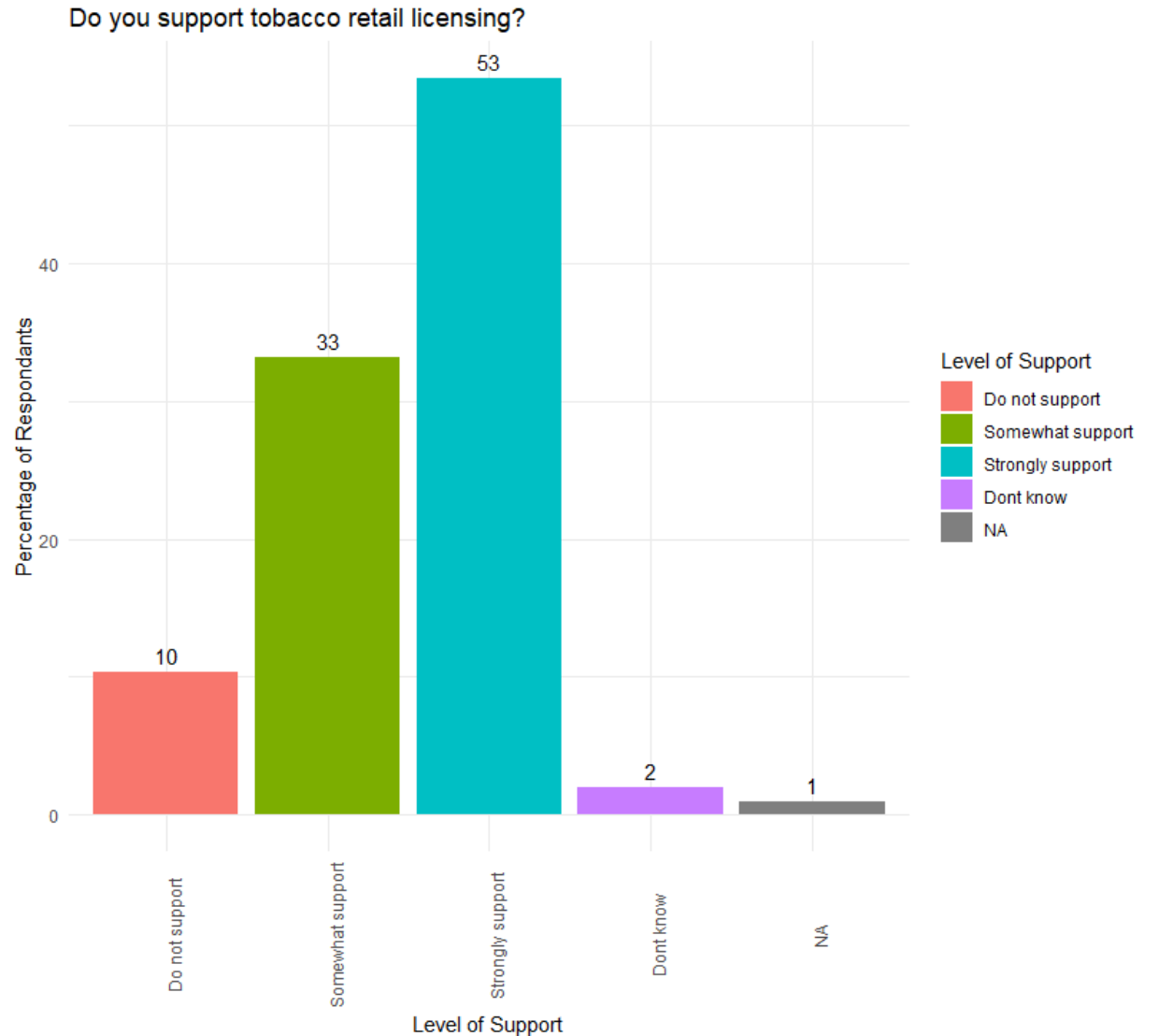
What We Heard:

"[T]here is a vape shop right upstairs. And apparently it was well known in the community that they didn't card, and they would sell vapes to anybody."



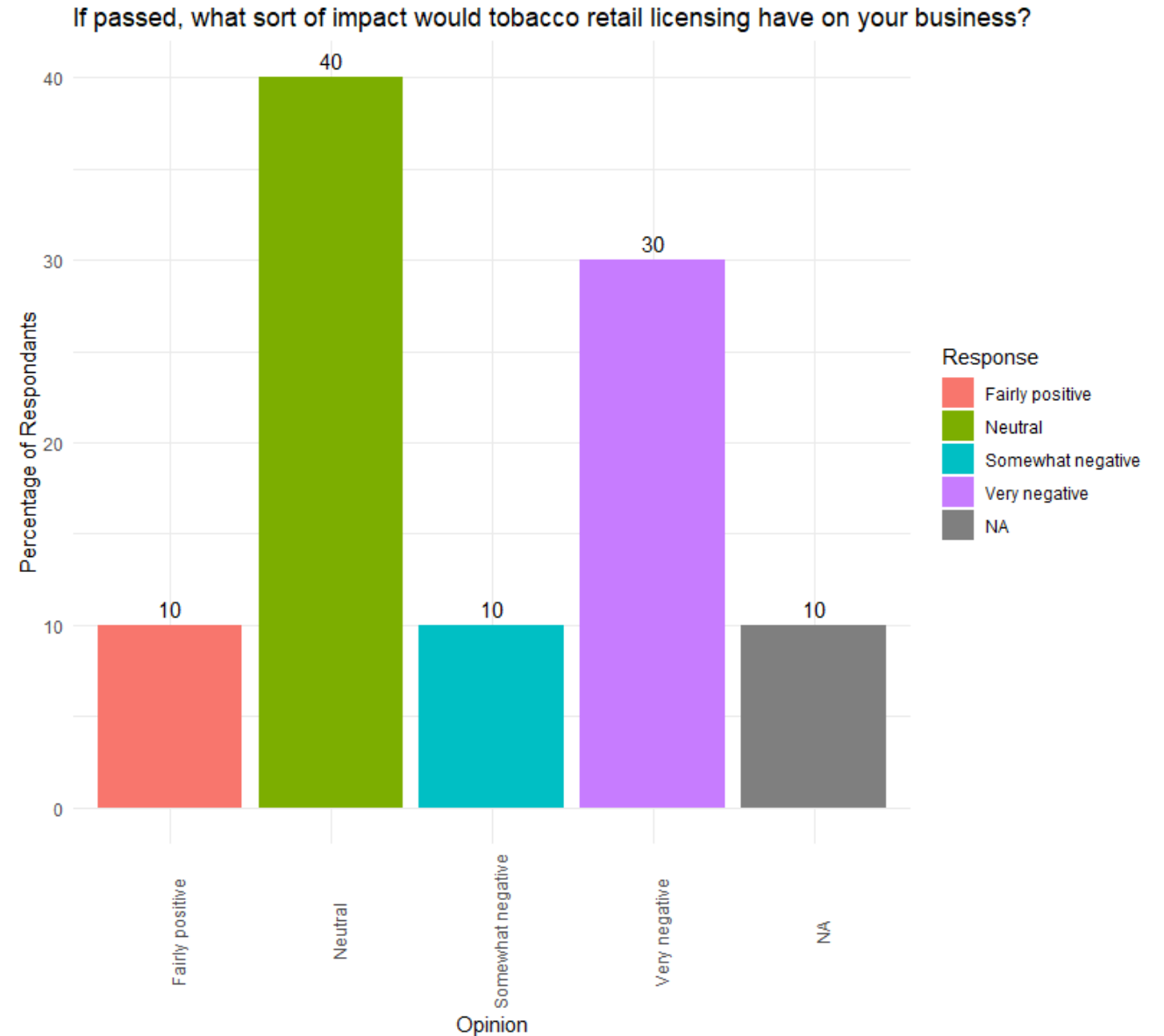
What We Heard:

“I'd like it also because it, you know, it puts tobacco on par with alcohol and firearms and other items with health risks.”



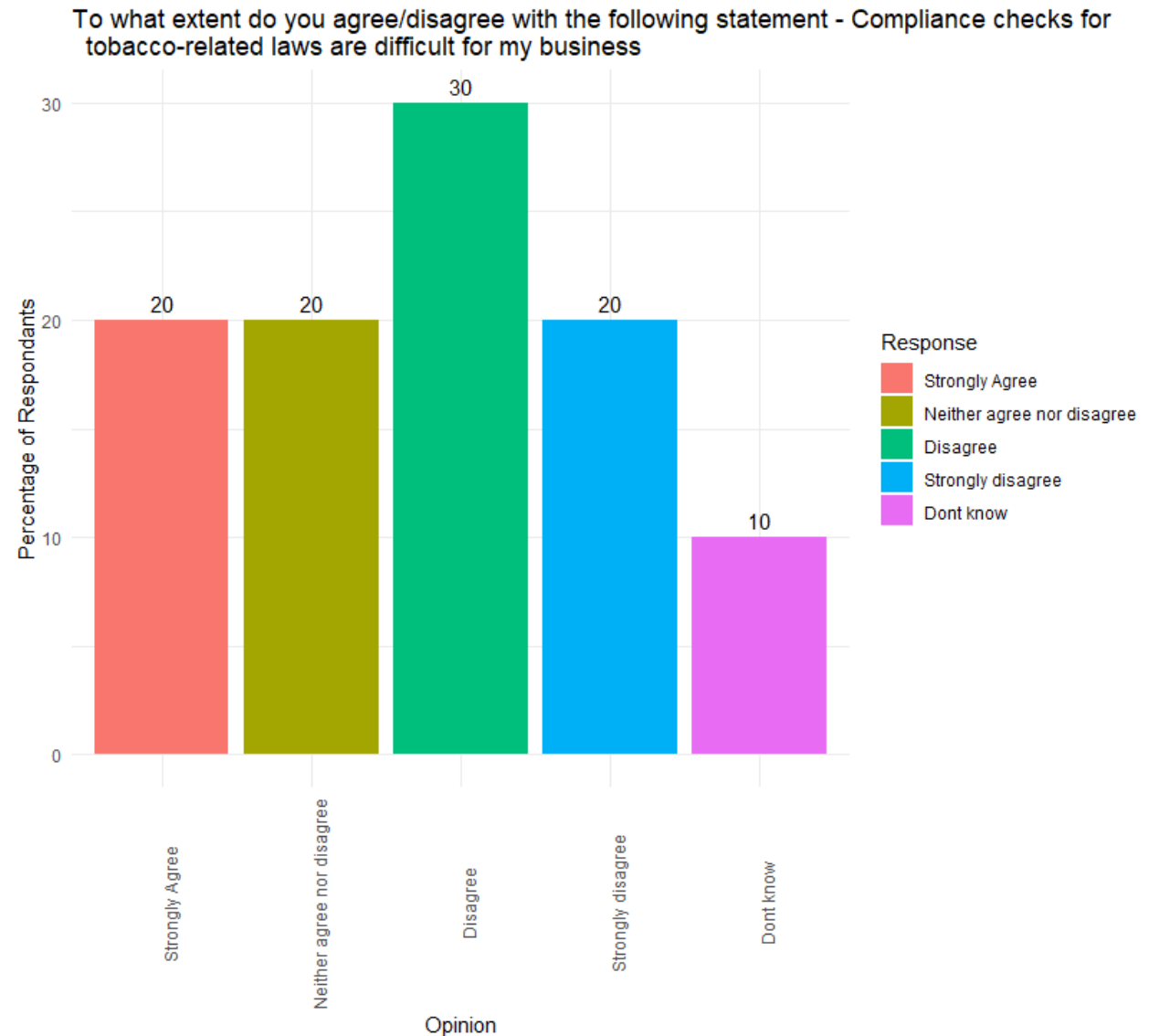
Retailer Responses

50% of retailers stated that TRL would have a neutral or positive impact on their business.



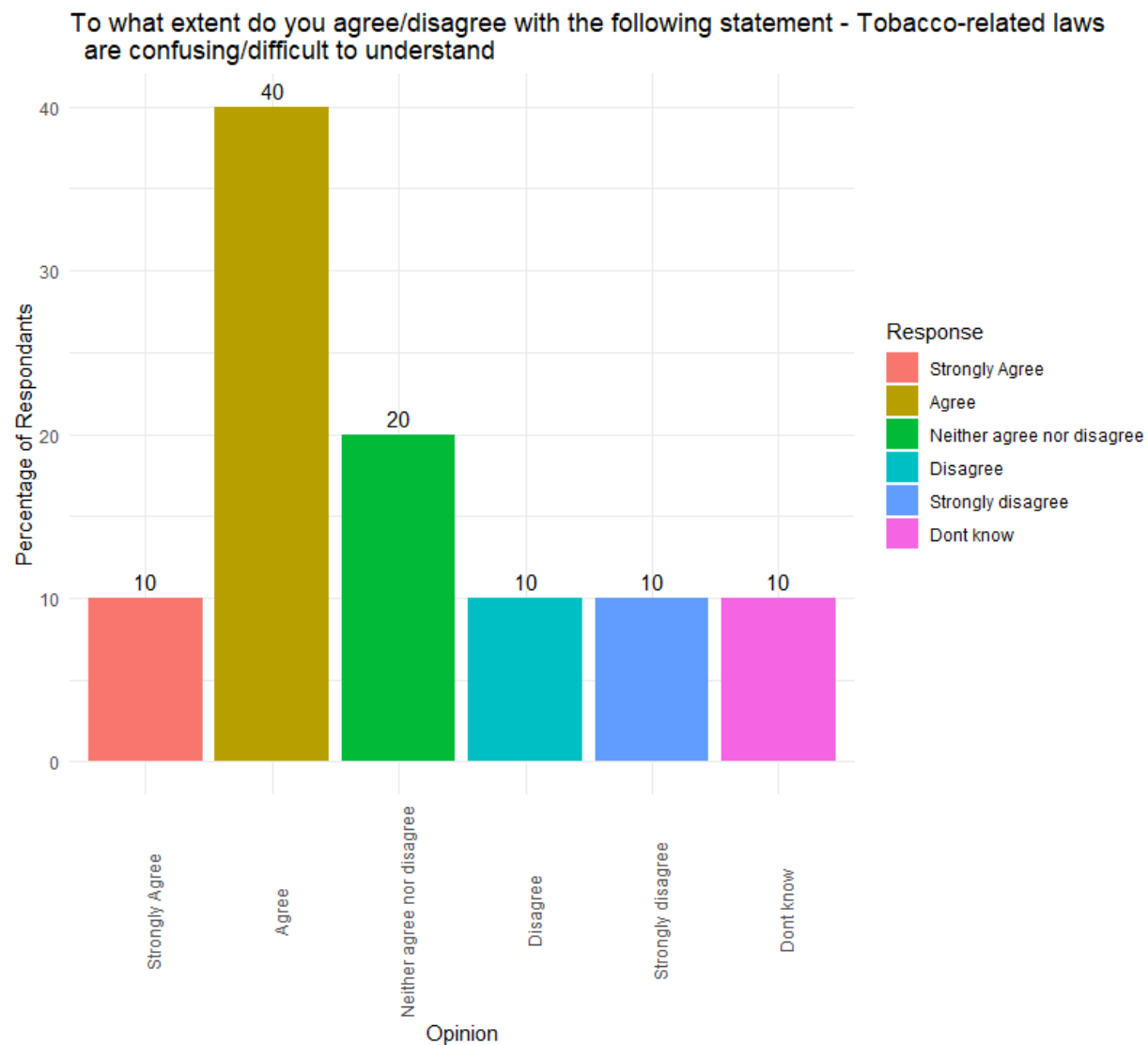
Retailer Responses

20% of retailers felt that tobacco-related compliance checks are difficult for their business.



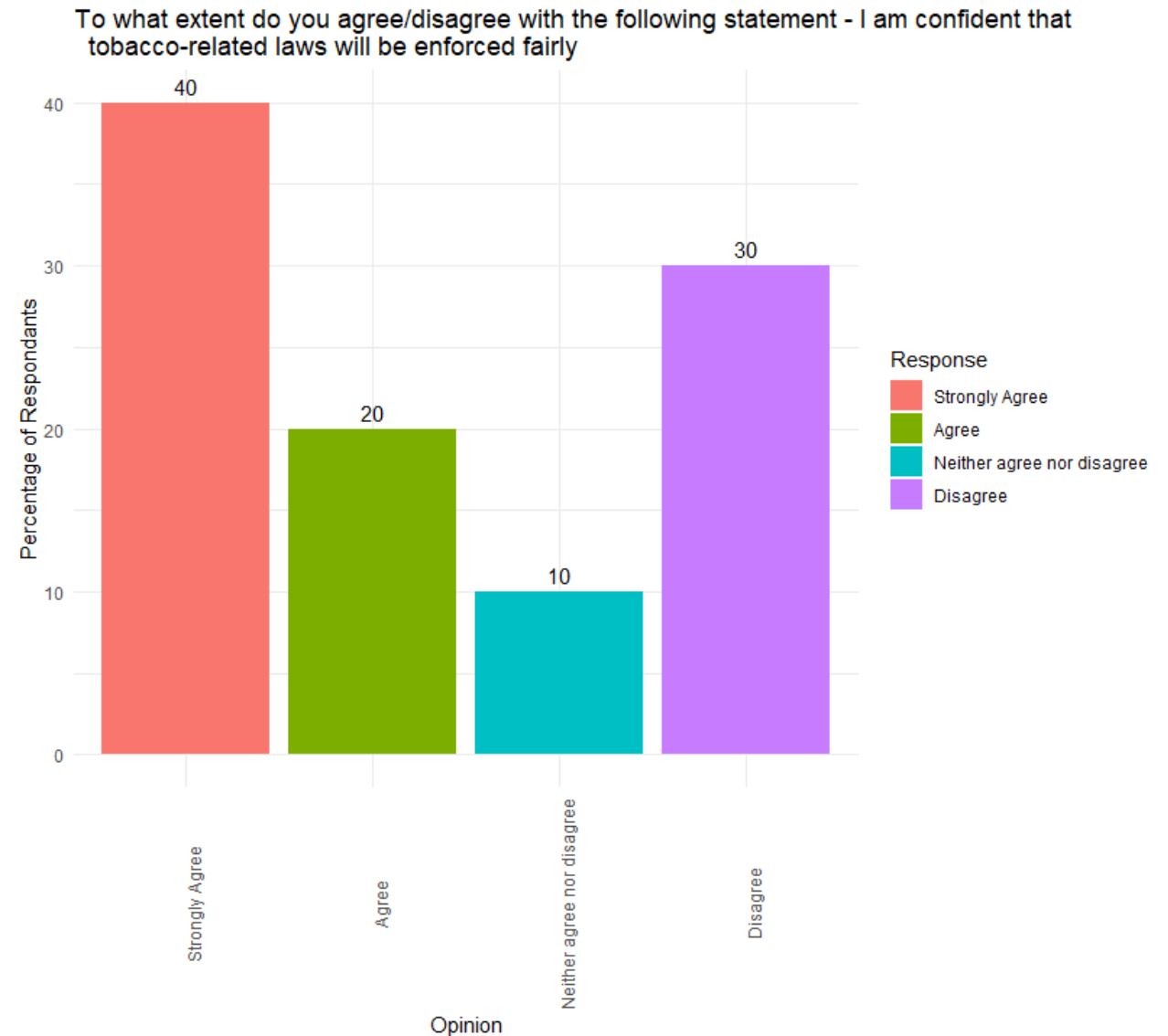
Retailer Responses

Half of retailers agreed that tobacco-related laws are confusing/difficult to understand.



Retailer Responses

Most retailers were confident that tobacco-related laws will be enforced fairly.



Retailer Responses

- **Revenue from tobacco sales:**
 - **Range:** \$1,200.00-\$400,000.00
 - **Median:** \$185,000.00
 - **Mean:** \$171,033.30
- **"Fair" retail licensing fee:**
 - **Range:** \$0.00-\$300.00
 - **Median:** \$73.00
 - **Mean:** \$92.50

**Typical tobacco license fee:
\$300-\$400**

Comparison to Other Licenses:

- **Alcohol (state license)**

- **Initial application:** \$117.50 - \$750.00 per type of license (up to \$1100.00 app. fee)
- **Renewal:** \$117.50 - \$750.00 per type of license

- **Alcohol (county license)**

- **Initial application:** \$7.50 - \$75.00 per type of license (up to \$1000.00 app. fee)
- **Renewal:** \$7.50 - \$75.00 per type of license

- **Retail marijuana (state license)**

- **Initial application:** \$2,440.00 (+\$5,000.00 app. fee)
- **Renewal:** \$1,830.00 (+\$300.00 app. fee)

- **Tobacco (state license)**

- **Initial application:** \$400.00
- **Renewal:** \$400.00

Proposed Enforcement

- JCPH as the enforcement agency as designated by the Sheriff's Department
- At least two compliance checks per year for every retailer
 - Re-check violations within 45 days
- Graduated penalty structure that includes suspension/revocation of license

Conclusion

Key takeaways, question & answer, discussion and next steps

Key Takeaways

- Smoke/vapor-free protections and tobacco retail licensing are proven strategies to reduce youth tobacco use and improve the health and safety of communities.
- The community input process revealed strong support for both policies.
- Working closely with those most impacted, especially retailers, will be key to the success of these policies.

Key Takeaways

“I guess if I were talking to the county commissioners, I would say there are lots of jurisdictions that they could look to as models for both [tobacco retail] licensing and smoke- and vape-free areas. So, you know, there's no need to reinvent the wheel. There's lots of good practice out there and folks that have been doing it for a long time.”

Thank you!

- Q&A
- Discussion
- Next Steps

Katie Lazar (she/her)

Tobacco Policy & Communications Specialist

Jefferson County Public Health

klazar@jeffco.us

JEFFERSON COUNTY TOBACCO PREVENTION INITIATIVE POLICY ANALYSIS

An analysis of community input on two proposed tobacco-related policies
for unincorporated Jefferson County

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Summary

Introduction

The Tobacco Prevention Initiative (TPI), housed within Jefferson County Public Health (JCPH), works to implement tobacco prevention projects within Jefferson County with a focus on sustainability and community involvement. TPI's work is funded by Amendment 35 tax dollars through the State of Colorado's Tobacco Prevention, Education and Cessation grant program. In spring 2021, TPI presented two policies to the Board of County Commissioners at a public work session: tobacco retail licensing and expanding smoke/vapor-free protections in public places. The Board of County Commissioners was interested in hearing from key stakeholders about perceptions of the proposed policies. In summer 2022, the TPI team worked alongside the Epidemiology and Planning Program at JCPH to conduct a series of town halls, key informant interviews, a community survey and a tobacco retailer survey to better understand the potential impact of the proposed policies on people who live, work and/or recreate in unincorporated Jefferson County.

Methods

Community input was collected using four primary sources: two town halls (conducted in English and Spanish), six key informant interviews, one community survey made available to all residents of unincorporated Jefferson County and one retailer survey sent to all 154 known tobacco retailers in unincorporated Jefferson County. Promotional activities for both surveys and the town halls generated 99,670 total impressions. Data from town halls were excluded from the analysis due to low attendance. Key informant interviews were conducted by one member of the TPI team and coded and analyzed by the Epidemiology and Planning Program using inductive coding and thematic analysis in QDA miner. Finally, both the community survey and the retailer survey were administered via REDcap and analyzed using R statistical software by members of the Epidemiology and Planning Program.

Results

A total of six key informant interviews were conducted with various members of the Jefferson County community. Three main themes emerged from interviews: enforcement, county considerations and social considerations. Interviewees provided a wide range of context for tobacco-related policy in Jefferson County and brought up a variety of important considerations for the Board of County Commissioners.

The community survey had a total sample size of 202 respondents after data cleaning and duplicate removal. Respondents ranged in age from less than 20 years of age to 80 or older. The survey responses came from 44 unique zip codes throughout Colorado from community members who indicated they live, work, play or own a business in unincorporated Jefferson County. Results from the community survey showed that most of the sample either supported or

strongly supported the proposed changes to both tobacco retail licensing and expanded smoke/vapor-free protections. Key findings include:

- 53% of all respondents said that they strongly support the proposed policy changes to tobacco retail licensing.
- 33% of respondents commented that they only somewhat support the proposed policy changes, while 10% said that they do not support the proposed policy changes.
- 3% of respondents either did not answer or stated that they did not know how they felt about the proposed policy changes.
- The majority of all respondents said that they either strongly support or support the proposed smoke/vapor-free policy changes in each of the four proposed locations: outdoor seating and dining, parks, playgrounds and transit stops.

The retailer survey received less feedback: a total of ten retailers in Jefferson County responded to the request to complete the survey. Retailers who did respond, however, represented an array of different businesses including alcohol retailers, gas stations, tobacco/vape stores and convenience stores. Retailers expressed mixed opinions about the clarity of tobacco-related policies, the potential enforcement of policies and the potential hardship placed on their businesses from these policies. When asked what sort of impact tobacco retail licensing would have on their business, 36% of respondents said it would be neutral, 27% of respondents said it would be very negative, 18% of respondents said it would be somewhat negative, 9% of respondents said it would be fairly positive and 9% of respondents declined to respond. When asked about the impact a ban on flavored tobacco products would have on their business, 55% percent of all respondents said it would be very negative, 27% said it would have a neutral impact, 9% of respondents said it would be somewhat positive, and 9% said it would be somewhat negative.

Conclusion

The majority of key informant interviews and community survey respondents appeared to have positive perceptions of proposed changes to tobacco retail licensing and expanded smoke/vapor-free-protections in unincorporated Jefferson County. Key informant interviews provided important context for the proposed policy changes and the community survey captured a community desire to reduce tobacco/vape use and exposure in the community.

Retailers expressed more wide-ranging opinions and shared concerns about the potential impacts of these policies on their businesses. They also shared important information about challenges in training, enforcement, and tobacco/vape-related policy communication in Jefferson County.

Introduction

Use of tobacco products is a risk factor for a variety of chronic illnesses and for premature death.¹ Within Jefferson County Public Health, the Tobacco Prevention Initiative (TPI) works to build partnerships and programs to reduce the use of tobacco products in Jefferson County in a sustainable way. Many jurisdictions within Jefferson County are governed by municipalities that have passed several tobacco-related policies. Unincorporated Jefferson County (UJC) (i.e., areas of Jefferson County not governed by home rule municipalities within the county) remains under the jurisdiction of the county alone. Communities in UJC include, but are not limited to: Applewood, Aspen Park, Bergen Park, Buffalo Creek, Conifer, Evergreen, Genesee, Idledale, Indian Hills, Kittredge, Pine and South Jeffco.¹

In the spring of 2021, TPI presented two policies to the Board of County Commissioners at a public work session: tobacco retail licensing and expanding smoke/vapor-free protections in public places. The two policies are strategies that aim to reduce youth initiation to tobacco products and improve health outcomes more broadly. These policies would only apply to the unincorporated areas of Jefferson County.

Tobacco Retail Licensing (TRL): Licensing tobacco retailers aims to reduce illegal sales to young people by ensuring consistent local enforcement of the law and continuing education for retailers. TRL would require all retailers who sell any type of tobacco product in UJC to obtain a license to sell tobacco (in addition to the already required state license). Retailers would be subject to regular compliance checks to ensure they are not selling to minors and are abiding by the other requirements of the license (e.g., proper signage and product placement). A tobacco retail license does not restrict the types of products a retailer may sell. TRL, paired with meaningful penalties and consistent inspections, has been shown to reduce sales to young people.²

Expanded Smoke/Vapor-Free Protections: Expanding smoke/vapor-free protections aims to reduce exposure to secondhand smoke and aerosols emitted by e-cigarettes in public places. This policy would codify the Colorado Clean Indoor Air Act (CCIAA) into law in UJC. The CCIAA also allows local governments to pass policies that are stronger than state law. This policy would expand upon the CCIAA to include parks, playgrounds, outdoor recreation areas, outdoor seating and dining and transit stops. Smoke/vapor-free protections also support those who are trying to quit tobacco and can reduce initiation of use by youth. These protections also provide cleaner air in the community and reduce littering and fire hazards from tobacco products.³

¹ Map of unincorporated Jefferson County: <https://www.jeffco.us/DocumentCenter/View/2402/Zoning-Jefferson-County-Unincorporated-PDF?bidId=>

² Point of Sale Strategies a Tobacco Control Guide. (2014). Retrieved September 20, 2016, from publichealthlawcenter.org

³ Smokefree Policies Improve Health, CDC, 2021. Retrieved from http://www.cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/protection/improve_health/index.htm#:~:text=Exposure%20to%20secondhand%20smoke%20from,people%20who%20do%20not%20smoke.&text=There%20is%20no%20risk%2Dfree,exposure%20can%20cause%20immediate%20harm.

In the fall of 2021, TPI met with each commissioner separately to discuss these policies in more detail. The commissioners requested that TPI collect feedback from community members and key stakeholders to better understand community opinions surrounding these two policies and potential impacts they may have.

TPI used winter 2021/2022 to develop a strategy and lay the foundation for this community engagement process by connecting with key community leaders in unincorporated Jefferson County and identifying different organizations and community members to connect with. Then, in April 2022, the TPI team requested the assistance of the Epidemiology and Planning Program at JCPH to help with four proposed routes for gathering community feedback: qualitative interviews with key stakeholders, community town halls in English and Spanish, a community survey for unincorporated Jefferson County and a retailer survey directed specifically at tobacco retailers within unincorporated Jefferson County. Unfortunately, the town halls showed low attendance with one or fewer individuals showing up for both the English and the Spanish town hall. As a result of low attendance, data from the town halls will be excluded from this analysis.

Purpose

The purpose of this analysis was to collect feedback from community members, tobacco retailers and other key stakeholders about proposed tobacco policy changes in unincorporated Jefferson County.

Methodology

Analysis

Qualitative Interviews

Qualitative interviews were conducted with key stakeholders by Kelsey Campbell, MPH. The TPI team used convenience sampling to recruit interviewees using a list of known contacts. Interviews were semi-structured following an interview guide (see appendix A) and lasted 20-40 minutes. In total, 6 interviews were completed with a mix of healthcare professionals, local organizations, politicians and community leaders.

Interviews were conducted both via Microsoft Teams and in person in a public space, per the preference of the interviewees. Interviews conducted via Microsoft Teams were transcribed using Microsoft transcription services, while interviews conducted in person were recorded using a hand-held recorder and transcribed by hand by Rachel Haley Jardim, MPH, using ExpressScribe² transcription software. Interviews were then analyzed by Rachel Haley Jardim using QDA Miner Lite software.³ Inductive, thematic analysis was used to analyze interview transcripts. This method of analysis adopts a bottom-up approach, forming codes from the data

and then grouping those codes into shared themes to create shared meaning across the project team.

Surveys

Both the community survey and the retailer survey were designed and administered through REDCap. A QR code with the retailer survey information and an invitation to participate was mailed out to a list of all registered tobacco retailers in unincorporated Jefferson County. A postcard reminder was sent to all retailers approximately one month before the close of the retailer survey. The retailer survey was open from June 15 – August 31. Convenience sampling was used for the community survey, advertising the opportunity to provide feedback on various social media channels, through newsletters from various organizations and during JCPH TPI events between June and August 2022. The community survey was open from June 21 – July 31.

Survey data were downloaded and analyzed by the Epidemiology and Planning Program using R statistical software and univariate visualizations were produced for both surveys. A series of contingency tables were also produced looking at the breakdown of responses across various socioeconomic indicators.

Requests for Additional Analysis

Questions regarding the analysis can be sent to Rachel Haley Jardim, Qualitative Epidemiologist, at rjardim@jeffco.us. Requests for additional analysis may be sent to the JCPH Epidemiology and Planning team via the [Data, Improvement and Planning Services system](#).

Results: Qualitative Analysis

Theme: Enforcement

Compliance/Enforcement

Four out of six key informants discussed the importance of considering compliance when thinking about passing smoke/vapor-free policy expansion and tobacco retail licensing. Regarding smoke/vapor-free expansion in unincorporated Jefferson County, four interviewees shared that they were in favor of expanding the Colorado Clean Indoor Air Act but acknowledged the difficulty in enforcing a smoke/vapor-free environment. Members of Jeffco Open Space discussed current enforcement of these laws, saying the public does not always comply with existing smoke-free regulations: “Lot of smoking going on there [at Dinosaur Ridge], but mostly in vehicles and mostly marijuana, I would say, and it's mostly in their private cars.” In spaces like Regional Transportation District (RTD) stops, enforcement is especially difficult: “A bus driver can't [stop the bus to stop someone from vaping]...you know, they are going to have

to at least go to the next stop. They can't just [stop]...And the same thing with the train. What are they going to do?"

Some interviewees, like those from Jeffco Open Space and RTD, shared that having adequate employees to enforce smoke/vapor-free laws is crucial for the overall success of the policy. In locations that are adequately staffed to enforce a policy, interviewees indicated enforcement was a reasonable expectation: "So [ultimately, I am in favor of] anything we can do to just help embolden what we've already sort of put in place, which I think is fairly practical and enforceable...I think it, for us, it would just be reinforcing the good stuff we've already done." Open Space employees shared that they are allowed to write tickets due to the fire danger smoking and vaping poses, which is not always necessary, but helpful for difficult cases: "Yes. So, we have a...we can write a ticket...smoking is \$75." Likewise, some interviewees noted that if there are not consequences prescribed for community members who do not comply with smoke/vapor-free areas, policies are not adequately enforced.

Similarly, all four interviewees expressed support for expanding retailer regulations on selling tobacco products. Many said that it makes sense to expand the policies to match the regulations around alcohol and firearms which pose comparable health risks: "I'd like it also because it, you know, it puts tobacco on par with alcohol and firearms and other items with health risks." Others commented that retail licensing would be an effective way to enforce existing tobacco laws because retailers would fear losing their licenses if they did not comply with existing policies; "I think the risk of losing your license is...scarier to retailers." Finally, key informants confirmed that compliance checks would help to enforce existing laws, stating that they knew of shops within unincorporated Jefferson County that were not currently complying with existing laws: "Apparently that was happening right here in my... I'm in the same complex here..., there is a vape shop right upstairs. And apparently it was well known in the community that they didn't card, and they would sell vapes to anybody."

Signage/Language

Specifically relating to the proposed expansion of smoke/vapor-free policy in unincorporated Jefferson County, three out of six interviewees discussed the importance of clear signage and language in helping to educate the community and enforce the policy. Key stakeholders shared that clear, consistent signage was integral in alerting community members to the policy and encouraging compliance. One interviewee shared: "[Our sign] reads as, 'it's unlawful to smoke or using electronic smoking device, except within an enclosed vehicle or a portion of the parking lot, or developed trailhead, that is devoid of all vegetation.'" She went on to share that in order to help with compliance and enforcement, their definition of smoking includes "the possession of a lighted cigarette, cigar or pipe containing tobacco, organic burning matter."

Other interviewees shared that clear, consistent signage was helpful in encouraging community support and spreading awareness of policies. One interviewee shared: "Expanding smoke- and vape-free areas is great because it helps eliminate the kind of mixed...messages that youth

might receive around tobacco use [and where it is acceptable].” Another shared that having a message that spaces in Jefferson County are smoke-free helps to combat other propaganda and advertising that the community receives about tobacco products.

Alternatives

Two of six interviewees commented on the benefit of offering alternative locations for tobacco and vape use when enforcing smoke/vapor-free policies. Offering alternatives was seen as a way to help community members who use tobacco and vape products to identify different areas to use and comply with the law. One interviewee suggested: “If you’re gonna [enforce this policy], you need to make it very specific where you expect people to smoke.” This interviewee suggested that new smoke-free policies would be most successful if they gave community members who use tobacco products a way to use and stay within the law.

Interviewees also shared that, when providing alternative spaces for community members to use tobacco, it is important to provide receptacles for community members to dispose of tobacco-related products: “You need to give [community members] a receptacle for their butts so that they can do the right thing.” Especially in areas with high fire danger, alternative areas to smoke should be equipped with the proper disposal options to help mitigate fire risk and encourage community members to comply with the policy.

Education

Education also emerged as a significant subtheme in two of the six interviews. Both interviewees commented that education was an integral part of policy enforcement and compliance, saying that education was often the preferred method of “enforcement” for community members in violation of smoke/vapor-free policies. One interviewee explained how their organization enforced smoke-free policies: “We try to do educational contacts and written warnings first, but sometimes you catch someone who’s smoking and it’s egregious. And so, you just write a ticket.”

Another interviewee commented that it was important for whole community involvement when making efforts to reduce smoking rates in the county. Specifically, she shared that education should serve as the first line of defense in preventing community members — specifically youth — from using tobacco products in the first place. This community member believed that youth should get education as a preventive measure during school activities like sports: “Coaches, I would say coaches really need to talk about this. They really need to talk about how bad it is.”

Theme: County Considerations

County Lines

Four out of six key informants mentioned discrepancies in policies between municipalities, counties and jurisdictions in Colorado. Many seemed to have knowledge of other jurisdictions

with successful tobacco initiatives and expressed a desire for Jefferson County to institute similar policies. One person shared: “I guess if I were talking to the county commissioners, I would say there are lots of jurisdictions that they could look to as models for both [tobacco retail] licensing and smoke- and vape-free areas. So, you know, there's no need to reinvent the wheel. There's lots of good practice out there and folks that have been doing it for a long time.” Another interviewee shared a successful vape-collection and disposal policy in Boulder County: “This person from Boulder County said they've been collecting an average of three to five pounds from vape shops.” Others talked about how different jurisdictions in and around Jefferson County might have unique needs that would have to be understood before the passage of new policy: “You know, I know when we were in Golden, we had no trouble saying, yeah, that's no smoking. So, I can't imagine that would be controversial. But, with RTD, it is an open system. And Union Station [would be a different story].” Interviewees had knowledge of a wide array of jurisdictions, suggesting lessons could be learned from existing jurisdictions with smoke/vapor-free policies and retail licensing.

Marijuana/Illicit Drug Use

Three of six interviewees commented on the need to clarify the overlap or lack thereof between tobacco policy and policy concerning the use of marijuana and other illicit drugs that can be smoked. Interviewees shared that in many cases, overlap between drugs and tobacco cause difficulties in enforcement and require intervention from a supervising/governing body. One interviewee shared that enforcement is particularly difficult in Jefferson County Open Space: “So we cannot enforce marijuana because that's a state statute and it's outside of our purview. So...say we're at Crown Hill and we catch a couple of kids smoking weed, we'll call a deputy to come and help us with that because we can't [enforce it ourselves].” Another discussed the difficulty enforcing smoke/vapor-free laws on RTD vehicles when illicit drugs are in the mix: “But, [even if smoke/vapor-free RTD is the law] ...people are doing drugs now, with foil. And they light underneath them. And I'm not sure exactly what they do. So, just because it is against the law doesn't mean it doesn't happen. And I have been on trains where they are doing drugs or are vaping. You know, people vaping too, who knows what they are vaping.”

Data Tracking

One interviewee suggested that it would be beneficial to the county to begin tracking the statistics on implementation of the proposed policies. They shared that they would be a proponent of tobacco retail licensing specifically because it would increase the data tracking capabilities of the county on the whole: “Licensing allows a jurisdiction to have an accurate census of retailers. A lot of communities don't even know how many there are, because there's no way to keep track of them.”

They also shared that their employer had just recently begun keeping data on enforcement of smoke/vapor-free policies, which helped to understand trends in tobacco and tobacco products across the county. They shared: “We have only just this year started tracking the different types

of warnings we're giving out. So, it would be tougher to do a written warning analysis, but we could do a citation analysis."

Politics

Four of six interviewees acknowledged the large role that politics might play in passing the proposed policies. Interviewees discussed how tobacco policies are frequently grouped with other political agendas in order to help them pass, and different strategies that JCPH might employ to ensure the policies pass. One interviewee shared that Jeffco Open Space had policies successfully passed by grouping them together with fire restrictions. Because fire is less of a political issue, there was more public agreement on a policy to restrict smoking that would also prevent fires: "If I can be direct and frank, I believe part of the reason why we folded it into the fire regulation is there was some political concerns about whether it would be palatable to do just a no smoking [policy]..."

Theme: Social Considerations

Health/Whole Community Impact

Four of six interviewees brought up the importance of considering health and whole community impact when weighing the benefits of tobacco retail licensing and smoke/vapor-free policy in Jefferson County. Interviewees talked about inequities that exist in Jefferson County in tobacco use rates, with tobacco products being disproportionately advertised to and used by communities of color: "Tobacco products have been heavily marketed to communities of color. There's evidence that they use it at higher rates and also die from smoking-related diseases at higher rates than their white counterparts." Others shared about the dangers of secondhand smoke for the community, and how this perspective should be considered when passing policy. These considerations may be important when predicting how the passage of the proposed policies will affect the health of communities across Jefferson County.

Interviewees shared that community impact should also be considered when looking at the people who will be most affected by the areas involved in policy change. For example, one interviewee shared that despite efforts by RTD to expand its reach, RTD is still primarily used by individuals with lower income levels, meaning they will be most impacted by policy change at RTD stops.

Environment

Two of six interviewees discussed the importance of environmental factors when considering expanding smoke/vapor-free policy in Jefferson County. Environmental topics of concern included wildfire and hazardous waste disposal.

Interviewees cited that expansion of smoke/vapor-free policies in Jefferson County would help reduce the risk of wildfires in Jefferson County because tobacco butts pose one of the largest

fire risks: “I think it's also, you know, with our wildfires, proper disposal of cigarette butts is...a very important reason to have more smoke-free areas.”

Interviewees also stated that increasing the number of smoke/vapor-free areas in the county might help to mitigate some of the environmental effects of hazardous waste from improper vape disposal; “Disposable vape waste or disposable vape products are one of the biggest contributors to hazardous vape waste.”

Social Norms/Youth/Vaping

Four of six interviewees also talked about the possible effects that increasing regulations on tobacco and vape products could have on social norms. Two interviewees commented on positive social norms encouraging the use of tobacco and vape products in youth and in school environments, stating that it was perceived as “cool” by many youth in the community: “I feel like the schools are these super spreaders, you know, venue for the vaping.” Both interviewees commented that increasing regulations around tobacco and vape products being sold to youth and limiting their possible areas for use would have a positive influence on reducing youth usage and initiation rates. One interviewee commented: “It's tobacco retail licensing laws, accompanied by good enforcement, [and] regular compliance checks [that] make the policy really meaningful and effective in reducing youth [tobacco and vaping] initiation.”

Interviewees also stated that increasing regulations on tobacco and vape products would help to reinforce anti-tobacco and vape messaging by decreasing how frequently those behaviors were modeled in public: “By having more smoke-free areas, [community members are] not seeing...as many people engaging in [smoking] behavior. [Instead, they would be] seeing non-smoking behavior modeled.” Jefferson County Open Space employees shared that in their experiences, smoke/vapor-free policies are reinforced socially; people come to enjoy smoke-free areas and are willing to ask others not to smoke to maintain those environments. One shared: “I think even some visitors are governed by...[a] sort of behavior governance there where they may not smoke just simply because they're in this environment where they're in a park and people aren't gonna tolerate that again.”

Stigma

Finally, one interview conducted with key stakeholders in the community highlighted the ongoing stigma that populations that use tobacco/vape products experience. This interviewee shared that there are social norms like those in schools that reinforce that using tobacco products, including smoking and vaping, is socially favorable: “[Youth] think [using tobacco products and vaping is] cool. You know, they want to be a cool teenager too...It's really hard, those of us that are against it are really up against it.” However, other populations in the county not only oppose smoking but also hold prejudice against individuals who smoke. It may be an important consideration for the county moving forward to ensure that populations in Jefferson County who use tobacco and vaping products are integrated into policy conversations.

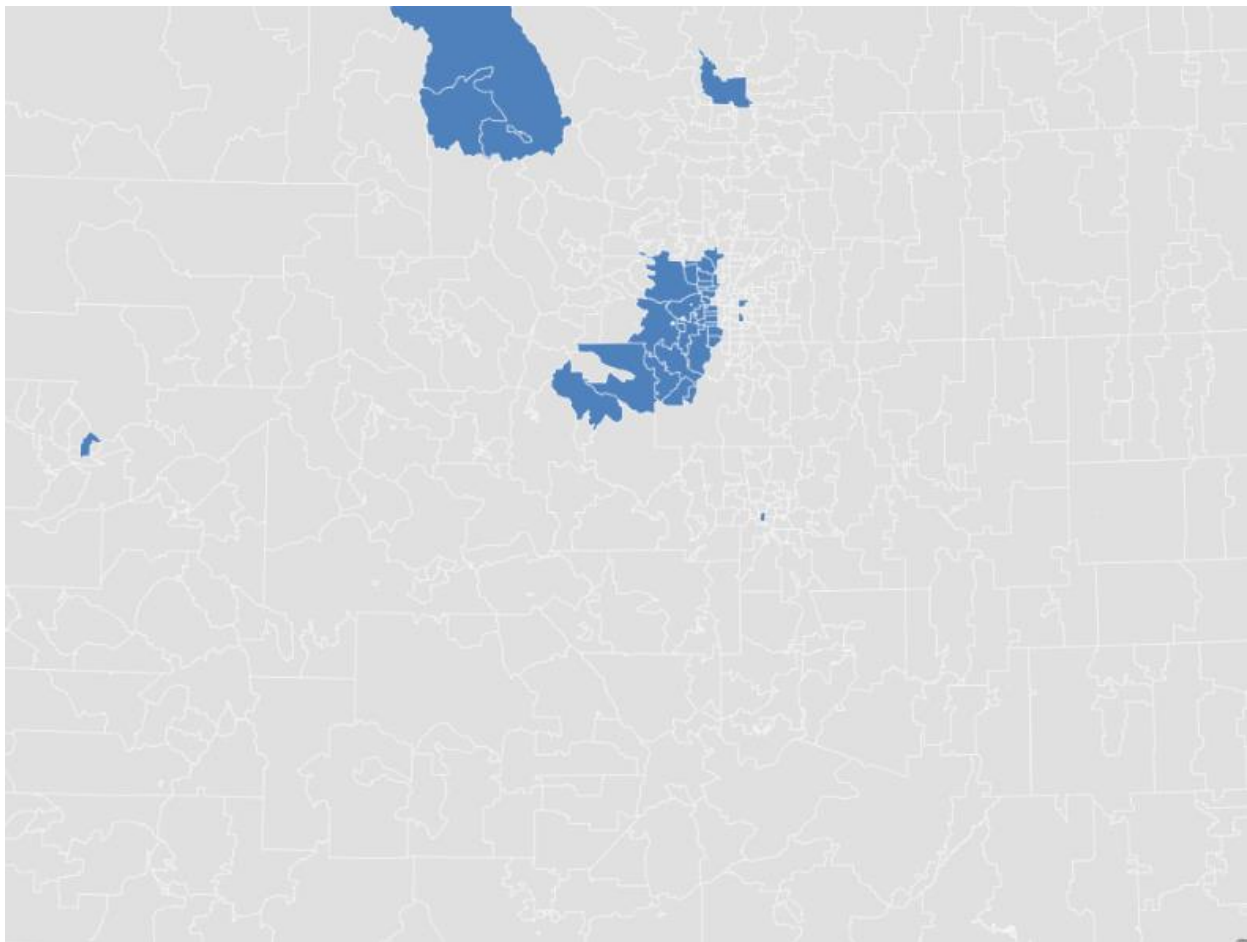
Results: UJC Survey Analysis

A total of 355 responses to the unincorporated Jeffco community survey were recorded. Unfortunately, a large number of responses recorded were duplicates. After removing duplicate responses and responses from individuals who did not live, work, play or own a business in unincorporated Jefferson County, 202 responses were used for the analysis.

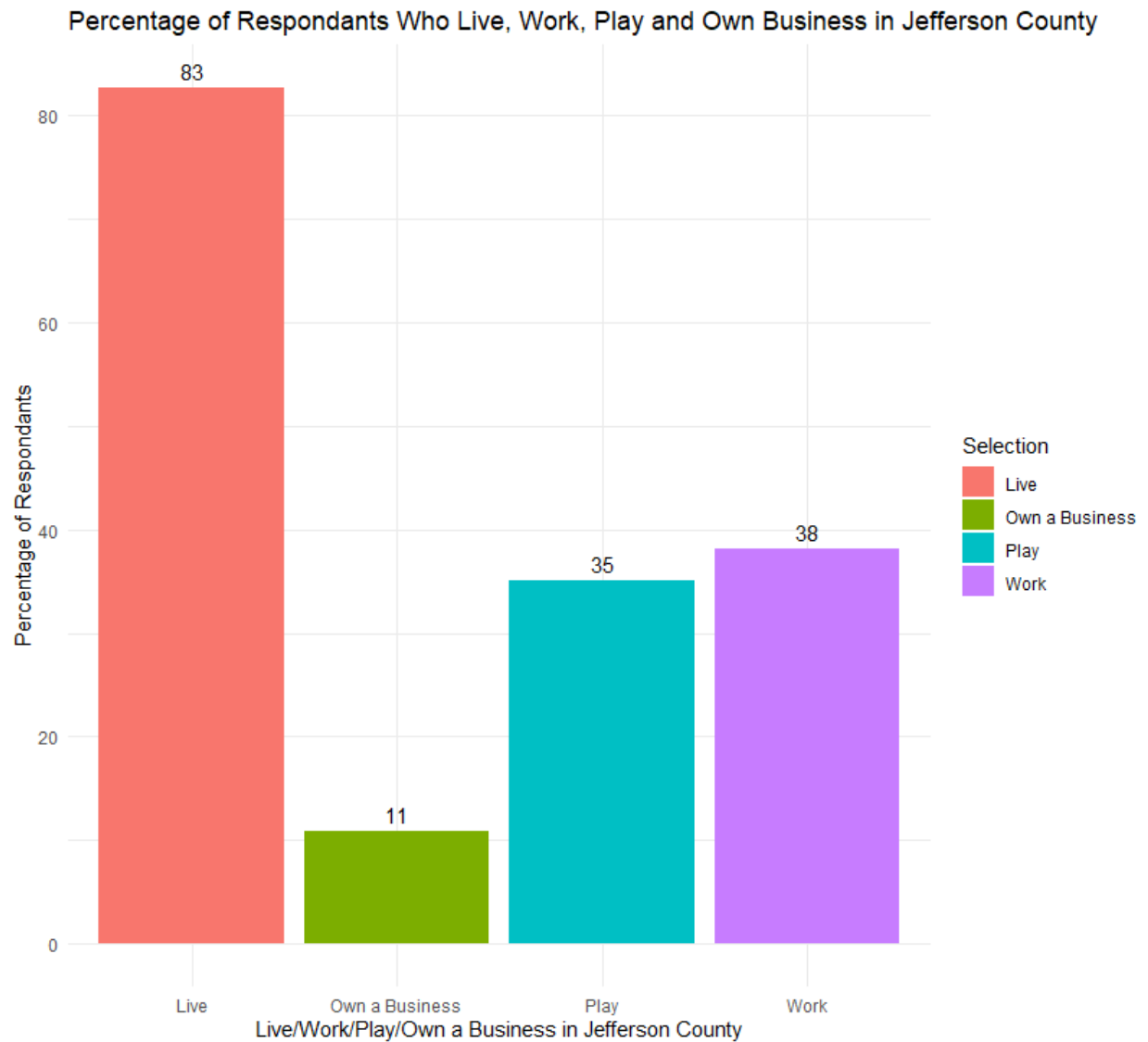
Demographic Information

The majority of respondents were between 21-40 years old (51%), followed by 41-60 years old (27%) and 61-80 years old (15%).

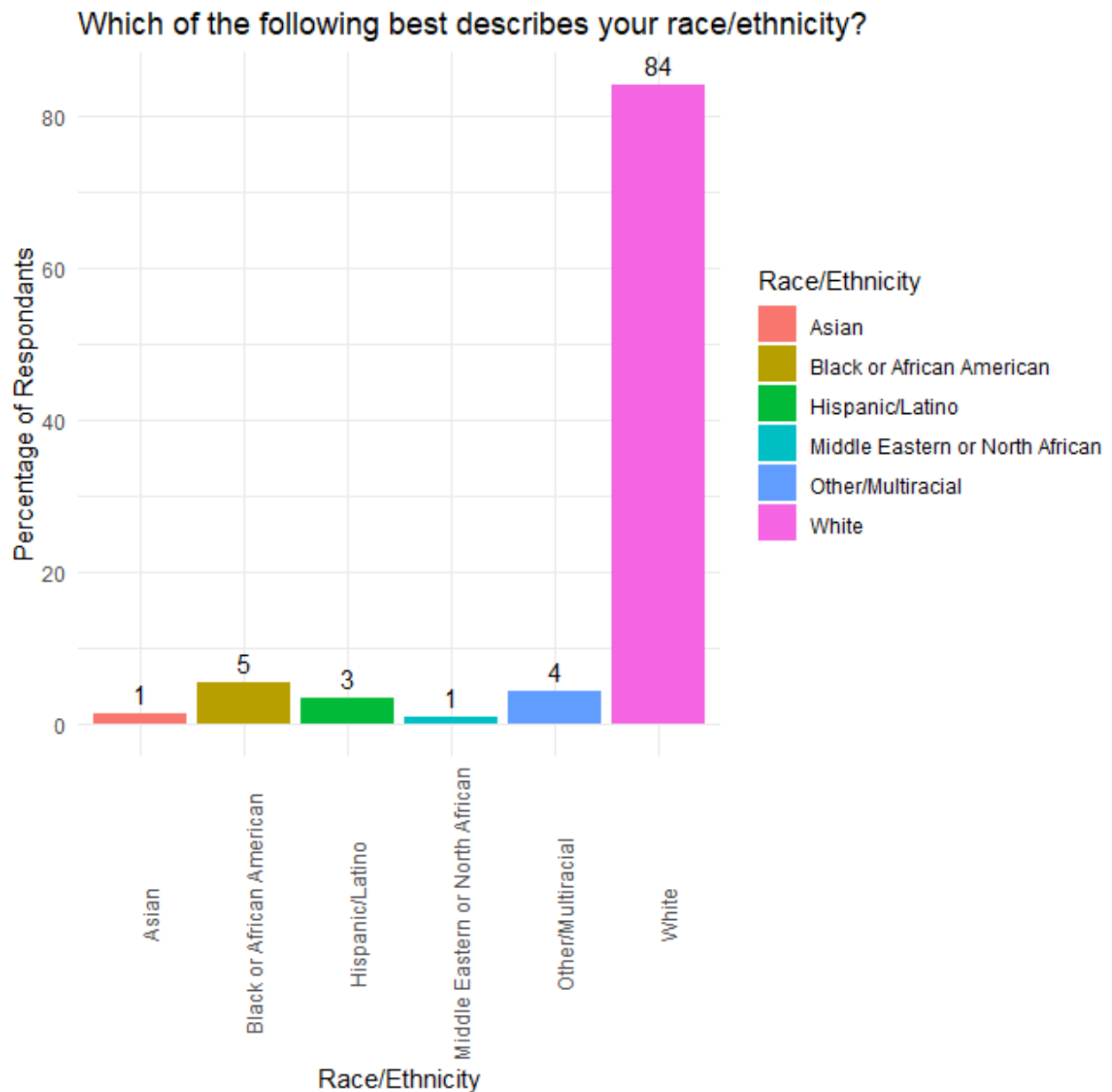
Respondents were identified as living in 44 unique zip codes across the state of Colorado. Respondents most frequently said that they were residents of the following top zip codes: 80401 (10.9%), 80128 (6.9%) and 80439 (5.9%). These top three most frequent zip codes are all within Jefferson County. Respondents who did not identify as living in unincorporated Jefferson County indicated that they work, play and/or own a business in Jefferson County.



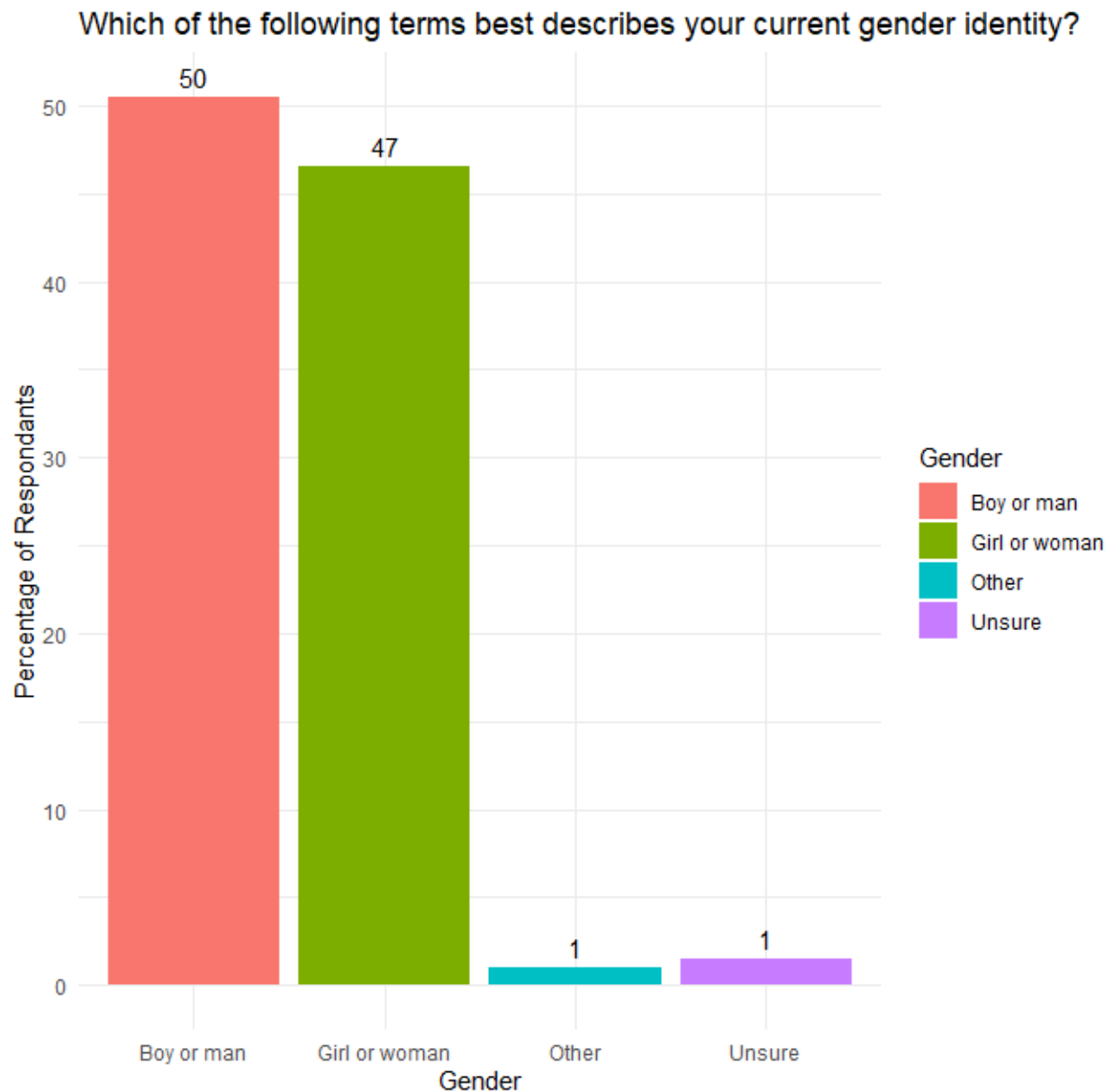
Of all respondents, 83% commented that they lived in Jefferson County, while 38% commented that they worked, 35% commented that they played and 11% commented that they owned a business in Jefferson County. Respondents were permitted to select more than one response.



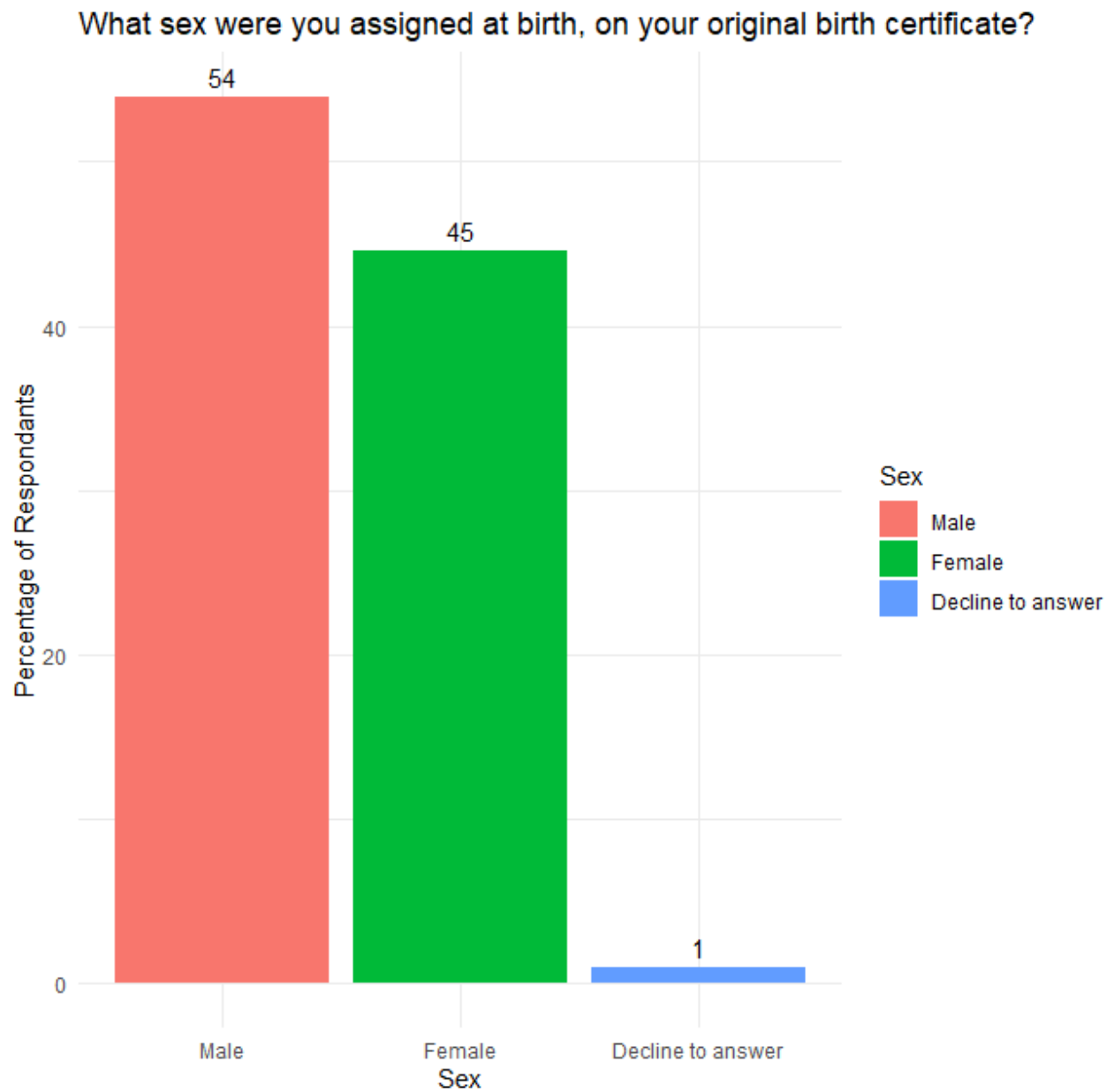
Of all respondents, 84% identified as white only, while 3% identified as Hispanic or Latino, 5% identified as black or African American, 4% identified as other/multiracial, 1% identified as Middle Eastern or North African and 1% identified as Asian.



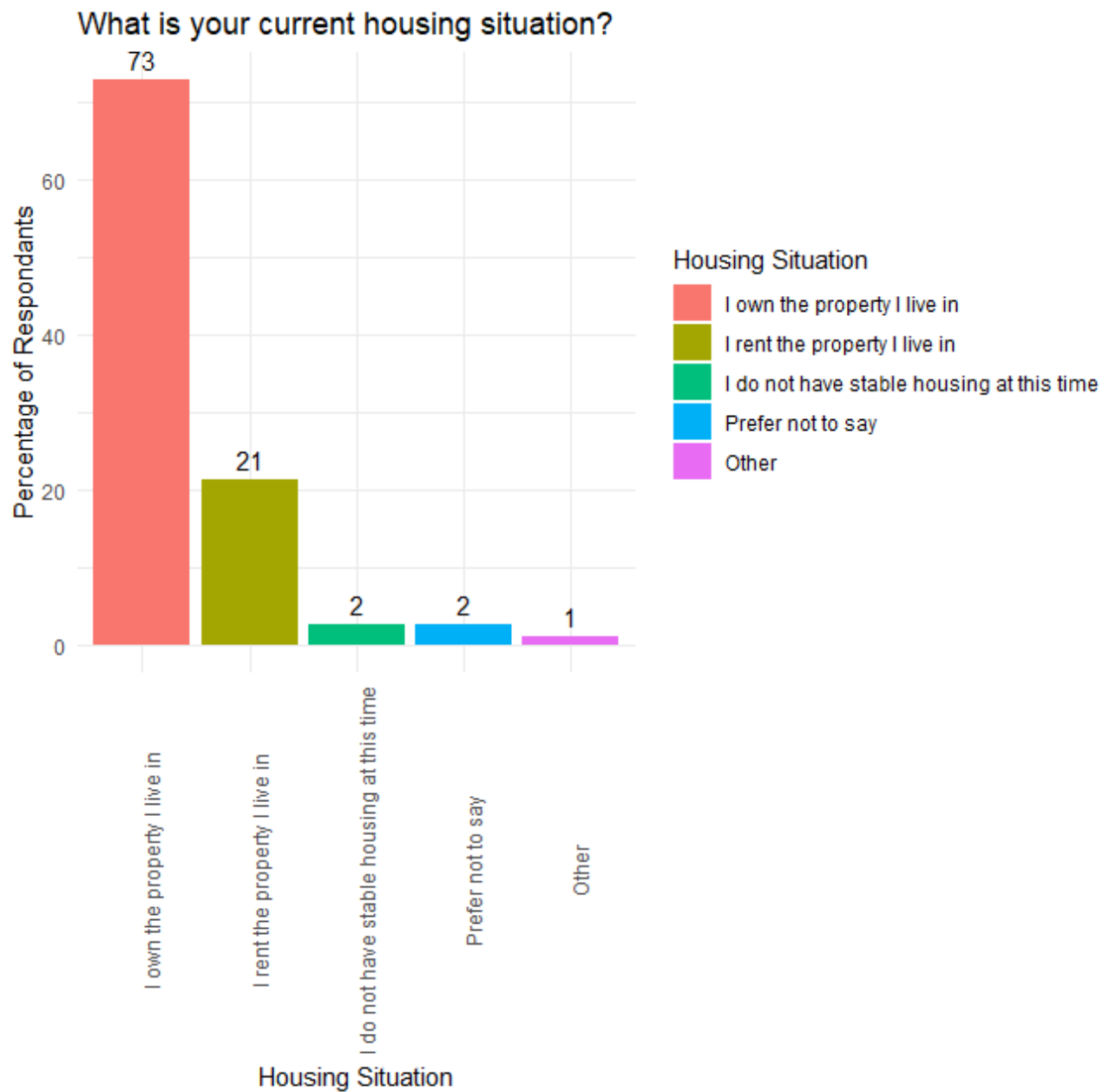
Of all respondents, 50% of respondents identified as boys or men, 47% identified as girls or women and 1% of respondents either said they were not sure or identified as a different gender than those listed (boy or man, girl or women, nonbinary or genderqueer).



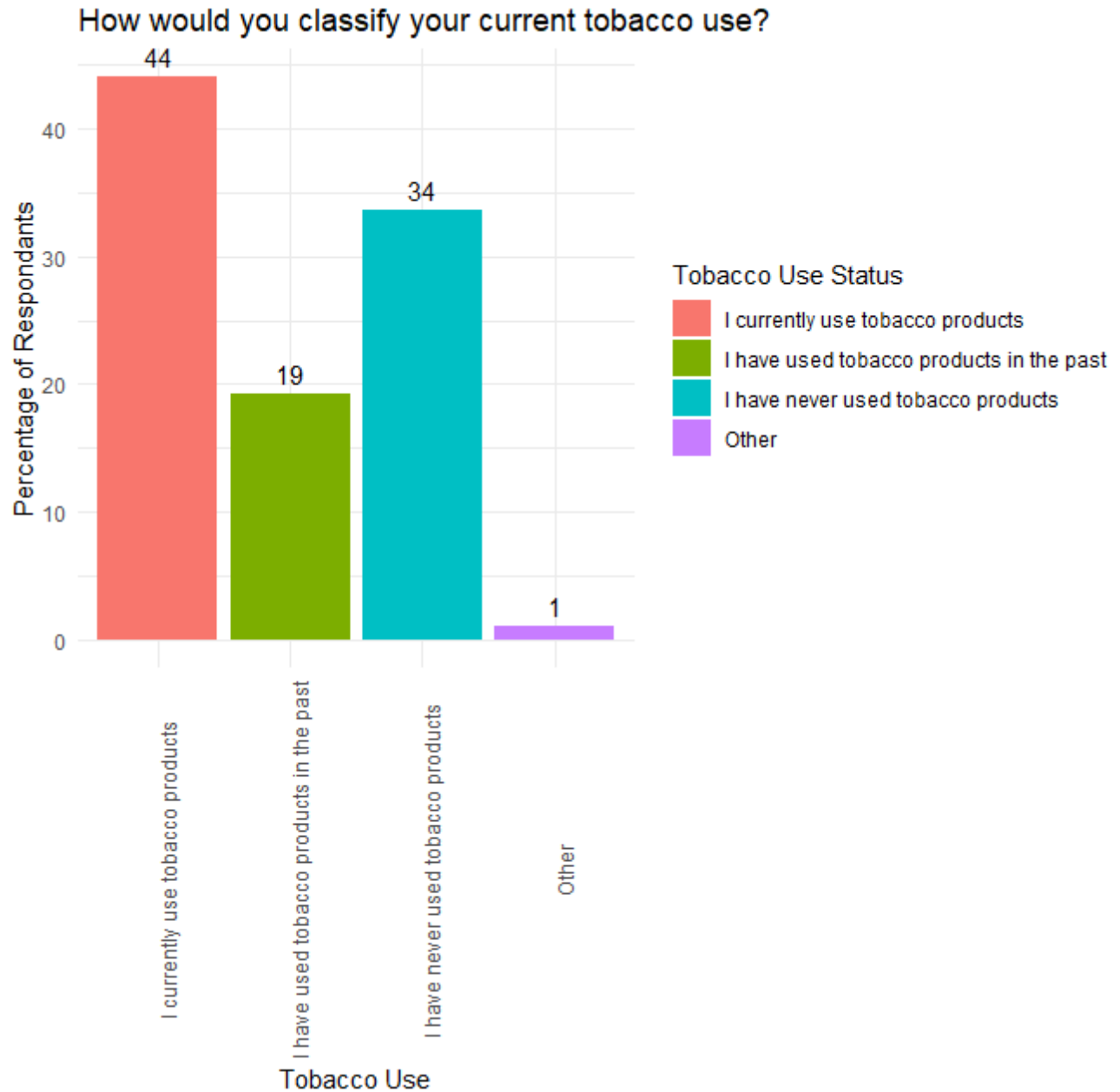
Of all respondents, 54% identified their sex at birth to be male, 45% female and 1% of respondents declined to answer.



Of all respondents, 73% commented that they owned the property in which they lived, while 21% identified as renters. The remaining 5% of people either did not have stable housing, had a housing situation not listed or declined to answer.

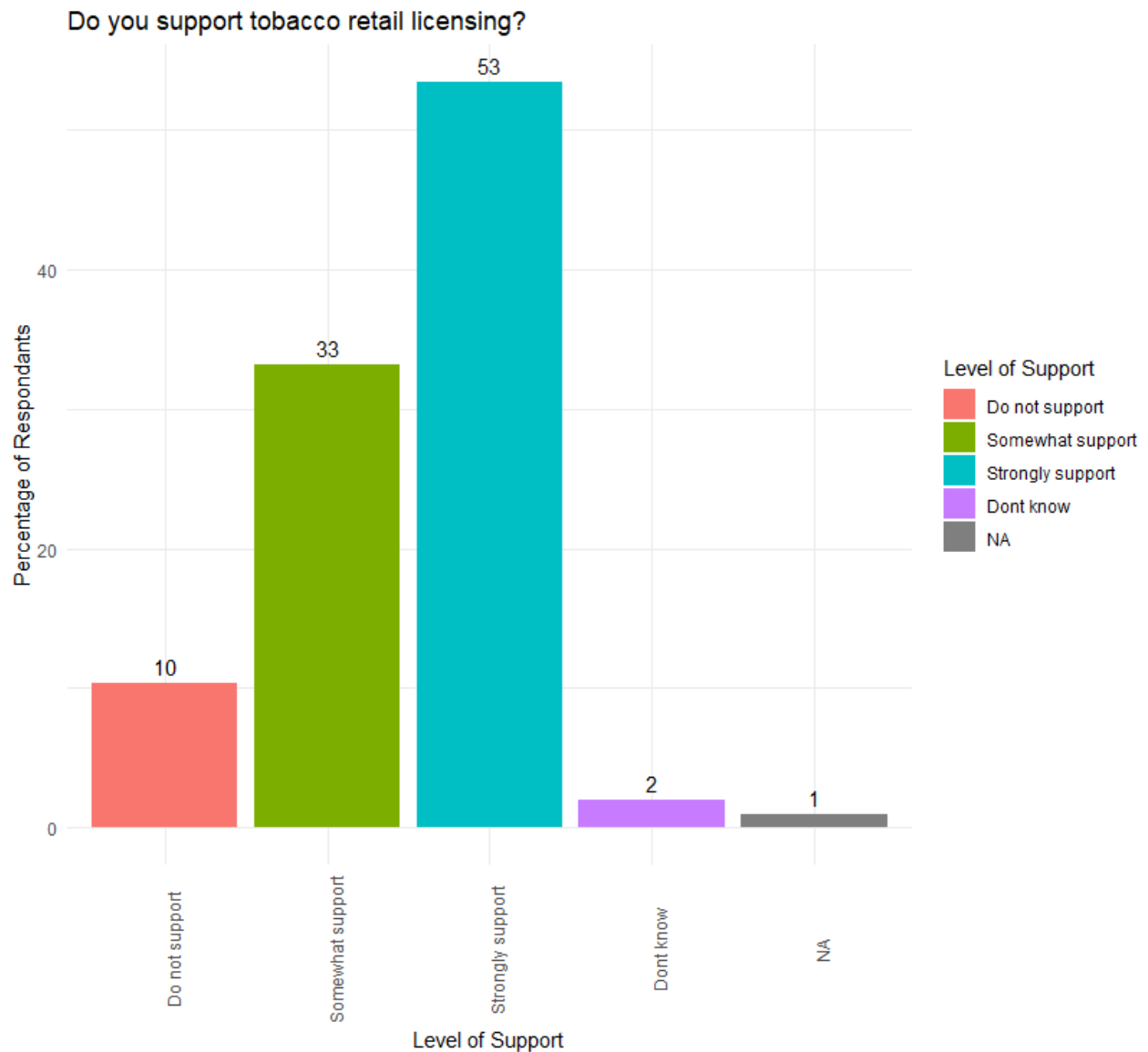


Of all respondents, 44% said that they currently use tobacco products, while 34% of respondents said they had never used tobacco products. Of all respondents, 19% said that they had used tobacco products in the past, while 1% of respondents said their experience with tobacco products was different than the options provided.

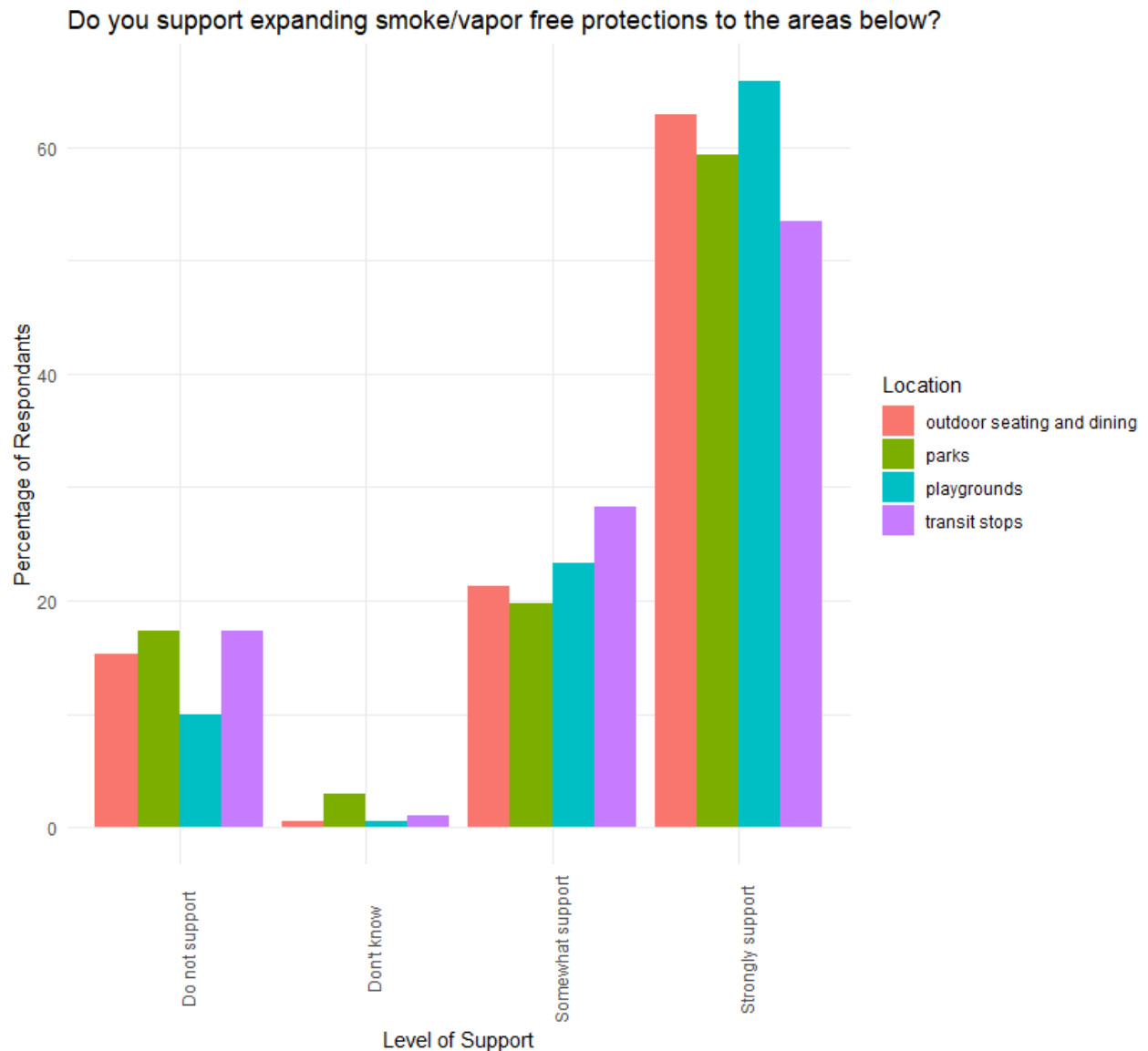


Policy Support

Of all respondents, 53% said that they strongly support the proposed policy changes to tobacco retail licensing, while 33% of respondents commented that they only somewhat support the proposed policy changes, 10% said that they do not support the proposed policy changes and 3% of respondents either did not answer or stated that they did not know how they felt about the proposed policy changes.



The majority of all respondents said they either strongly support or support the proposed policy changes in each of the four proposed locations: outdoor seating and dining, parks, playgroups and transit stops. Of those who indicated that they strongly supported expanding smoke/vapor-free protections, the highest percentage of respondents indicated that they would strongly support the policy in playgrounds (65.8%) followed by outdoor seating and dining (62.9%) and parks (59.4%). Fewer respondents indicated that they would strongly support the policy for transit stops (53.5%). Additionally, less than 20% of respondents indicated that they would not support the policy for each of the four proposed locations.



Qualitative Survey Feedback

Qualitative survey responses asking respondents for any additional comments were varied. Many respondents wrote that they were strongly in favor of increasing regulations, specifically among children and teens. Respondents shared:

- “Tobacco kills, let’s get it out of our communities,”
- “Vaping is an increasing problem amongst teens and young adults. We do not need to encourage the toxic use of this substance, which is causing harm to them.”
- “Of course I don’t think anyone should smoke/vape anywhere, particularly kids, so I support all the help we can get for people who smoke to quit and everything we can do to stop kids from starting to smoke or vape.”

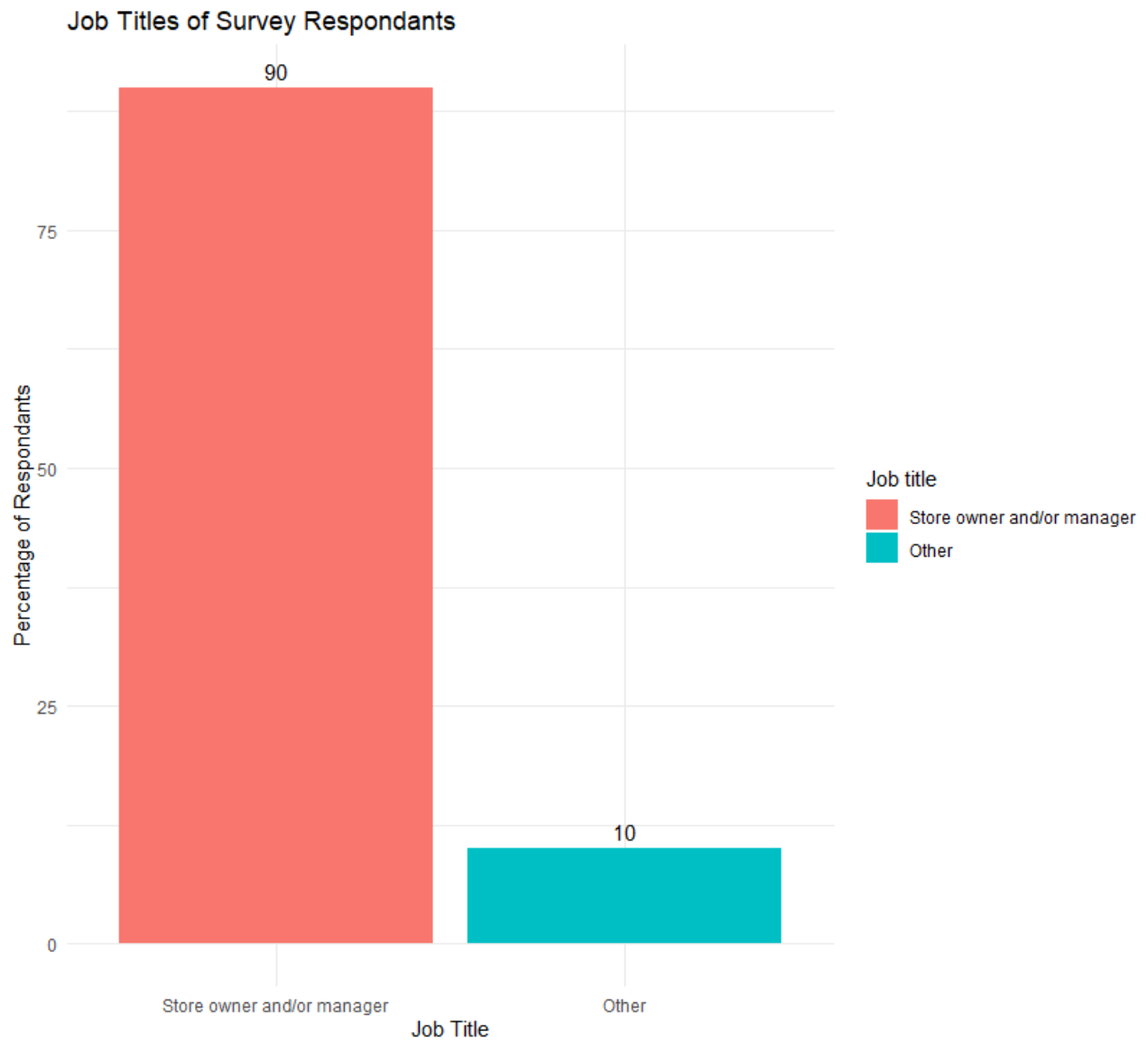
Some respondents wrote in that they were in favor of all regulations, particularly in open spaces, and that they should be on par with existing marijuana regulations: “Simply put, I am against smoking in public anywhere that a non-smoker could smell it. I want to be able to enjoy public spaces without being subjected to smoke from tobacco or weed.” Finally, one respondent shared that the department of public health should not be regulating substances.

Results: Tobacco Retailer Survey Analysis

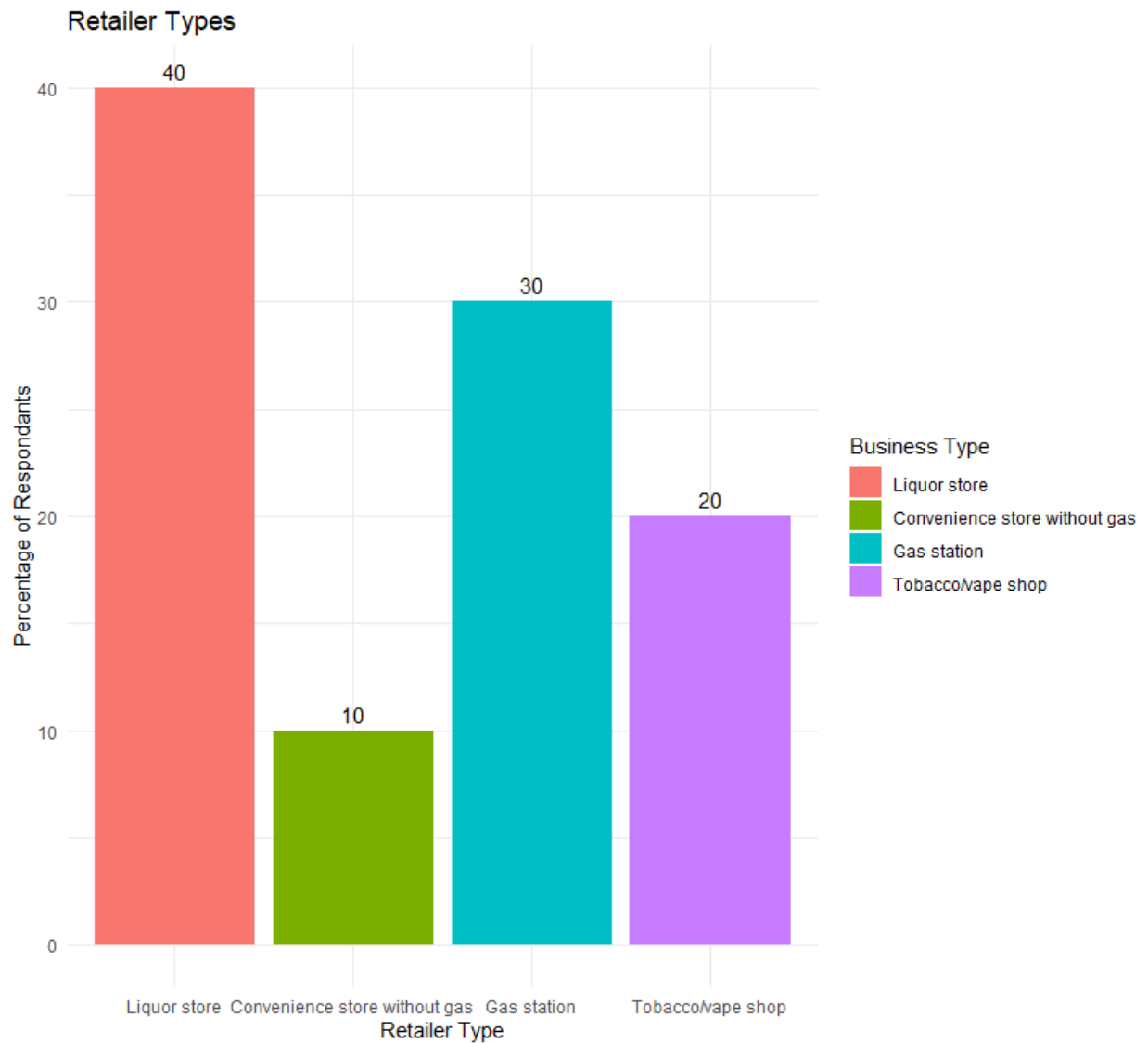
A total of eleven retailers responded to the call to give feedback about retail licensing. One retailer did not reside in unincorporated Jefferson County and was excluded from the analysis.

Tobacco Retailer Descriptive Statistics

90% of all respondents identified as the store owner or manager.

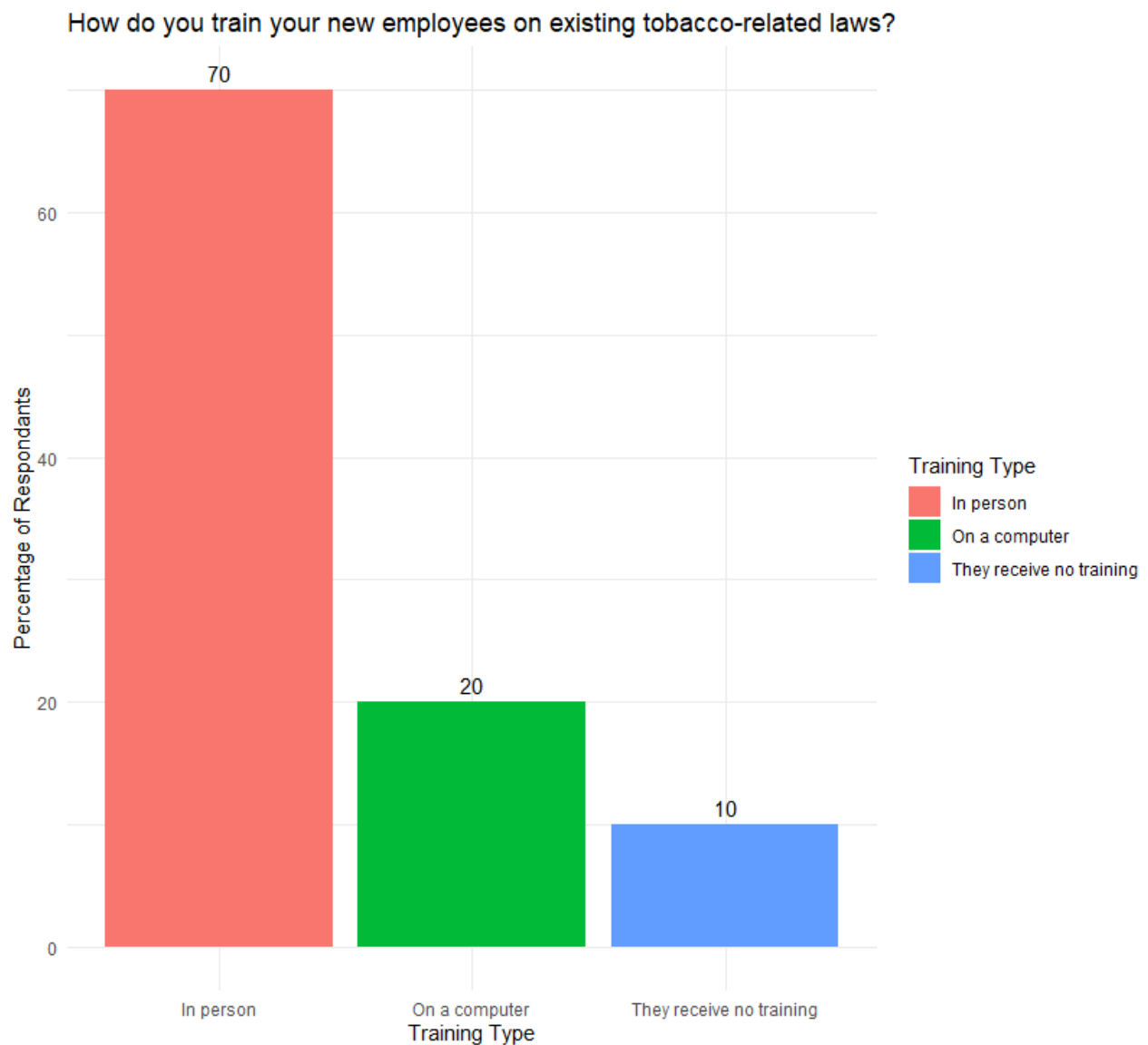


The majority of respondents stated that they represented liquor stores (40%) followed by gas stations (30%) and tobacco/vape shops (20%). 10% of respondents (one respondent) represented a convenience store.

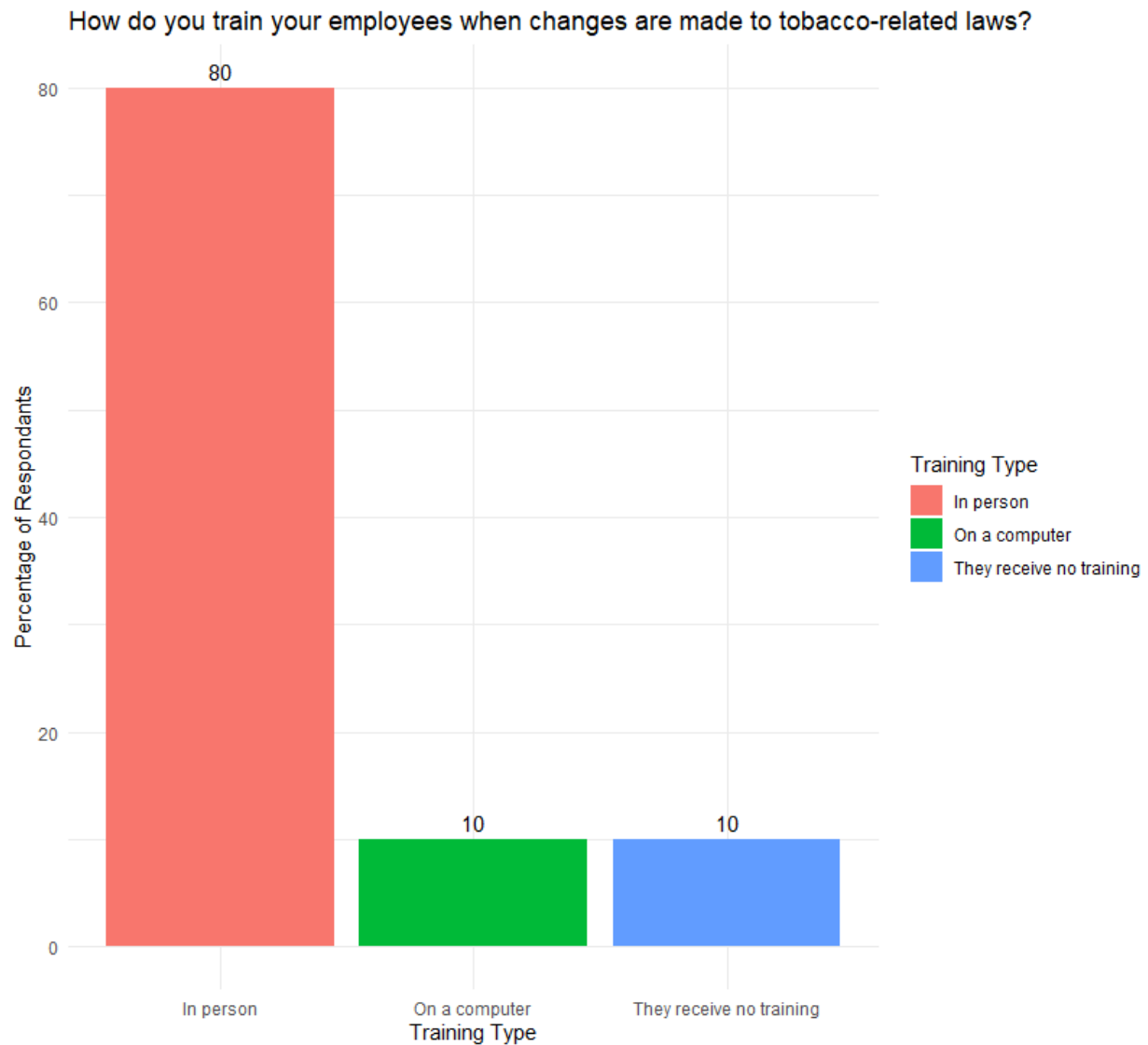


All retailers were asked if they employed individuals under the age of 18. Every respondent stated that they did not employ anyone under the age of 18.

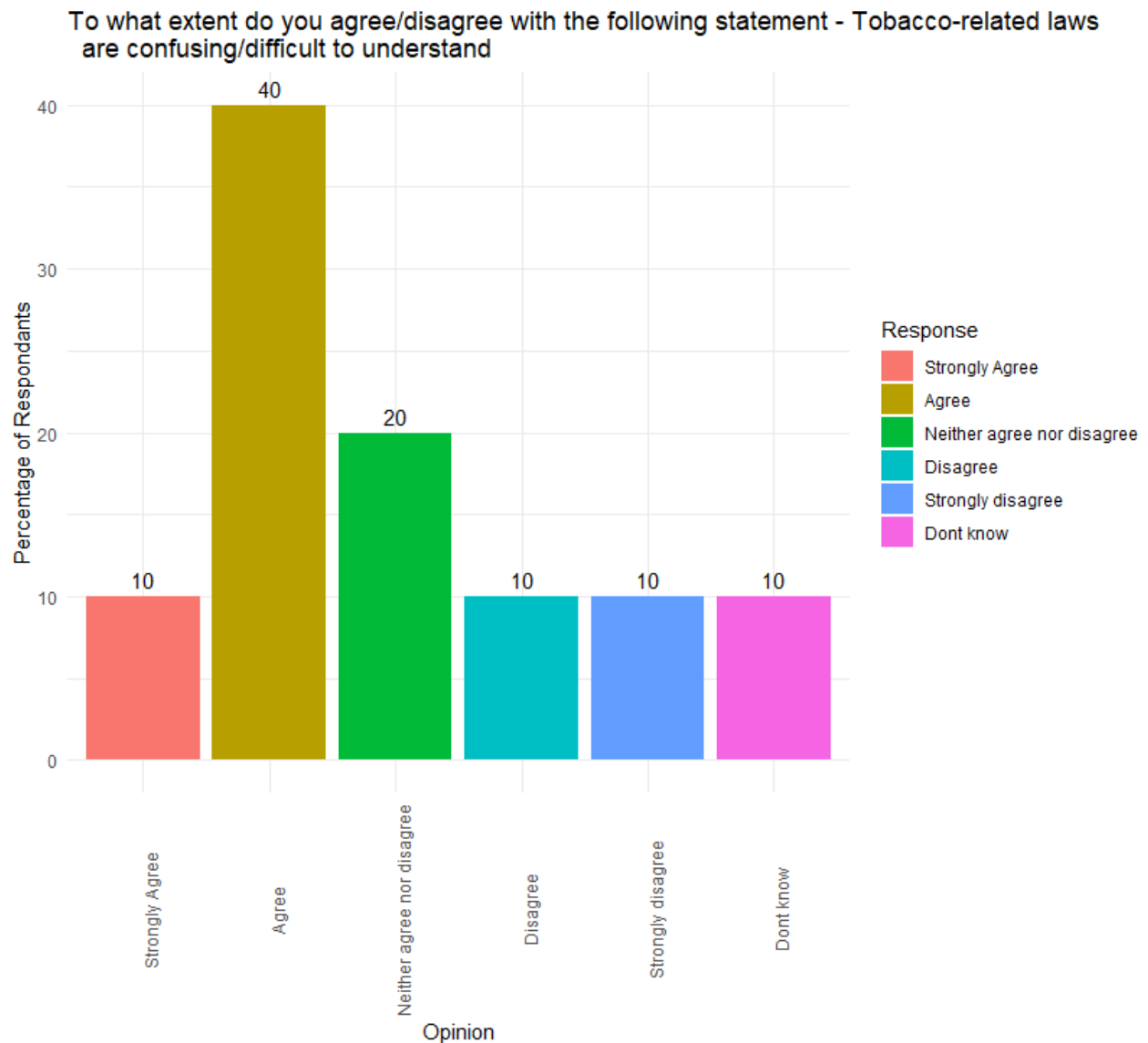
Respondents were also asked how they trained new employees about existing tobacco-related laws. Of all respondents, 70% said that they train their employees on tobacco laws in person, while 20% said employees were trained on a computer and 10% said they did not train their employees.



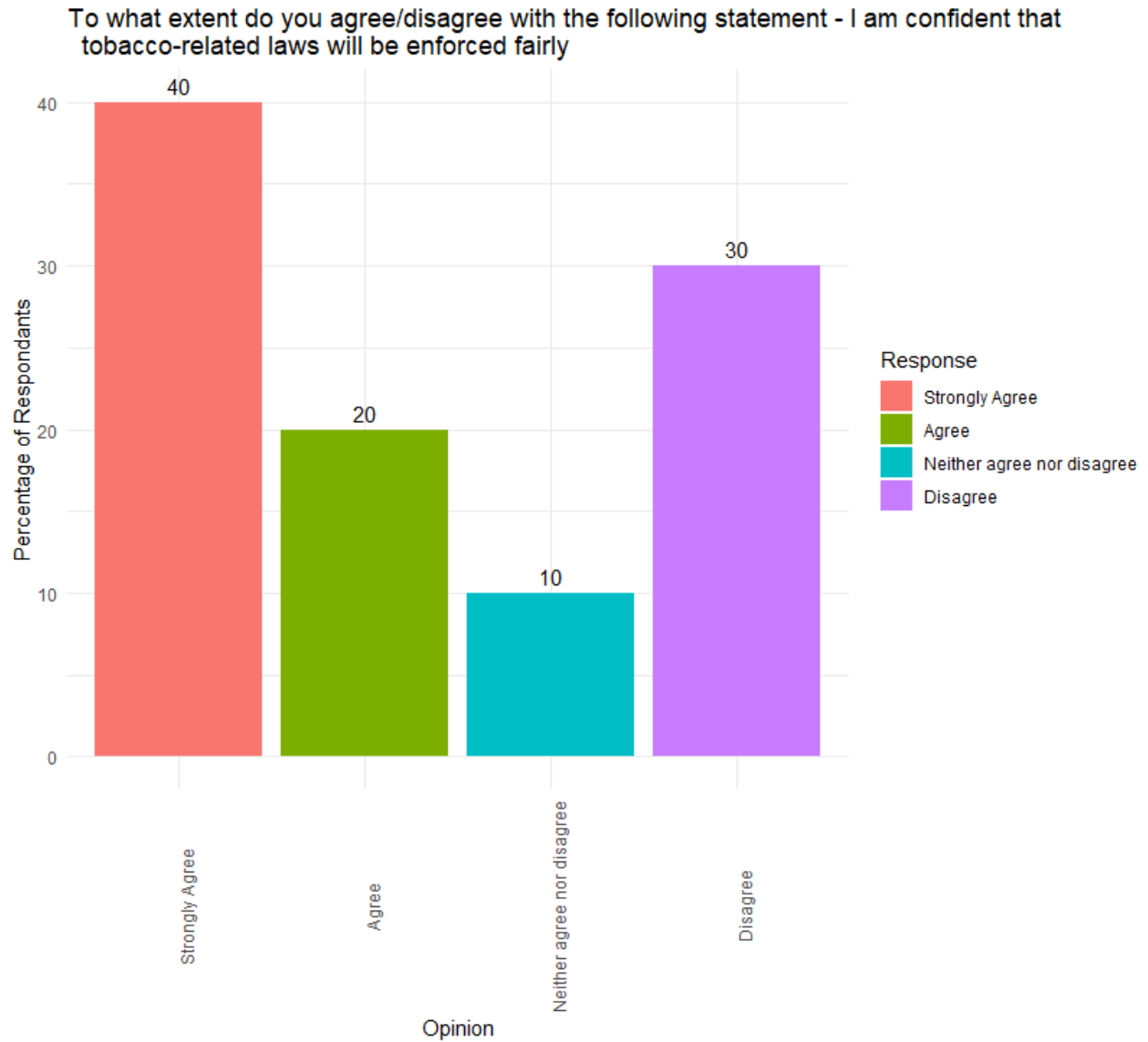
Of all respondents, 80% commented that they trained their employees about *changes* to existing tobacco-related laws in person, while 10% commented that they trained their employees on a computer and 10% commented that they did not train employees on changes.



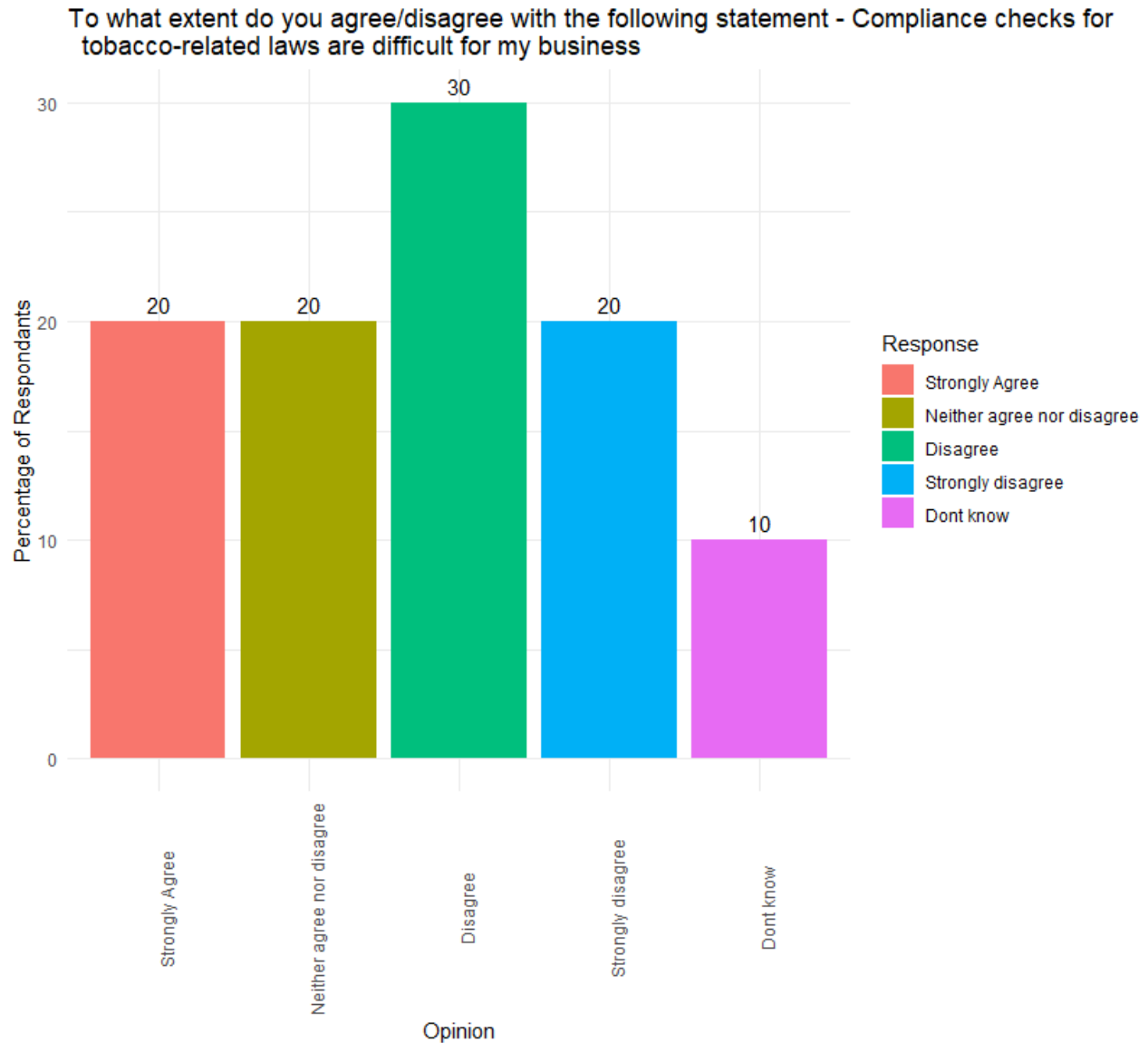
Respondents were asked to give their opinion on a series of statements about tobacco-related laws. When asked if tobacco-related laws were difficult or confusing to understand, 40% of respondents agreed, 20% of respondents neither agreed or disagreed and 10% of respondents disagreed. 10% of respondents selected each of the remaining response options (strongly agree, strongly disagree and don't know).



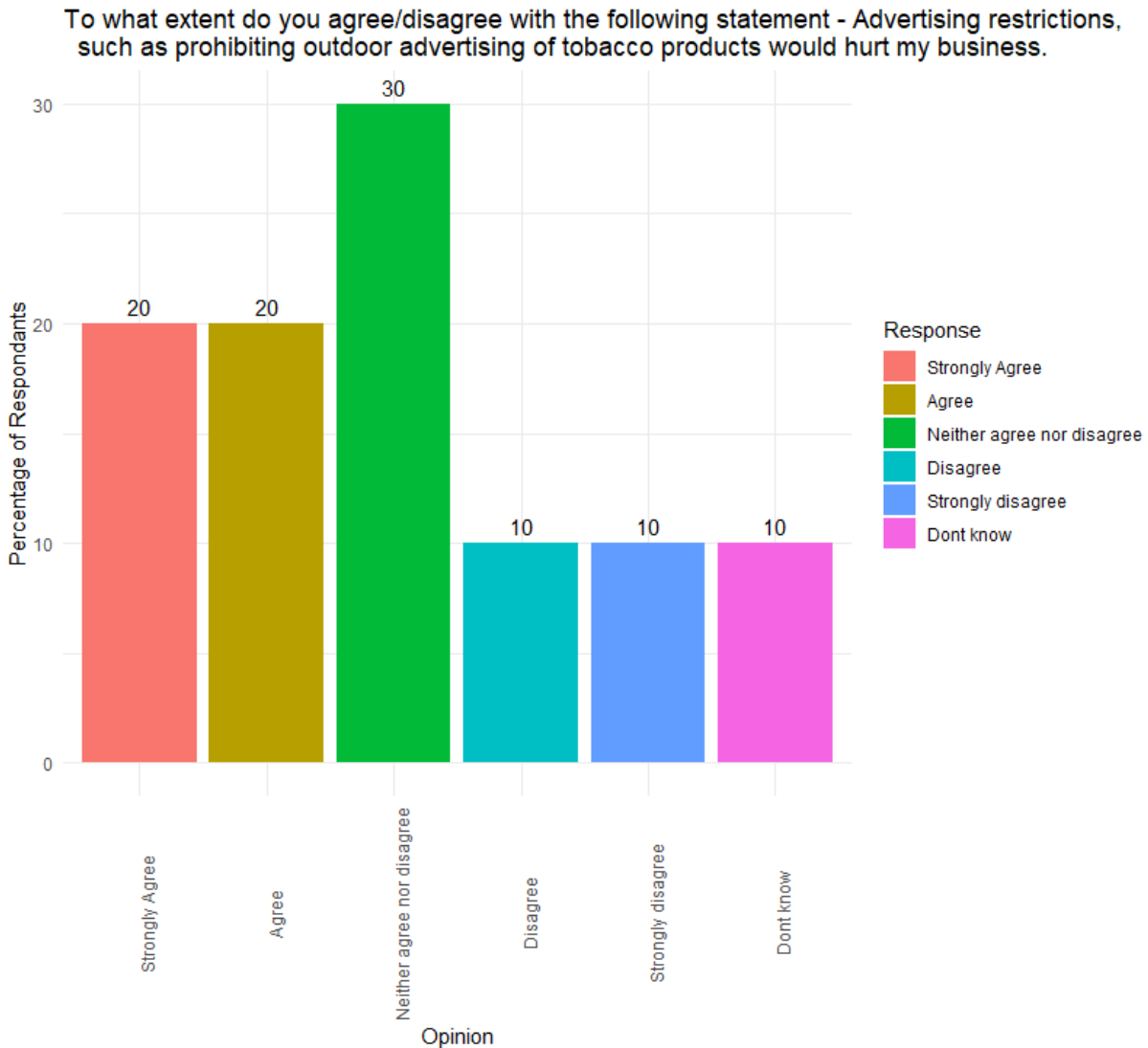
When asked to what extent they agreed/disagreed with the statement, “I am confident that tobacco-related laws will be enforced fairly,” 40% of respondents strongly agreed, 30% of respondents disagreed, 20% of respondents agreed and 10% of respondents neither agreed nor disagreed.



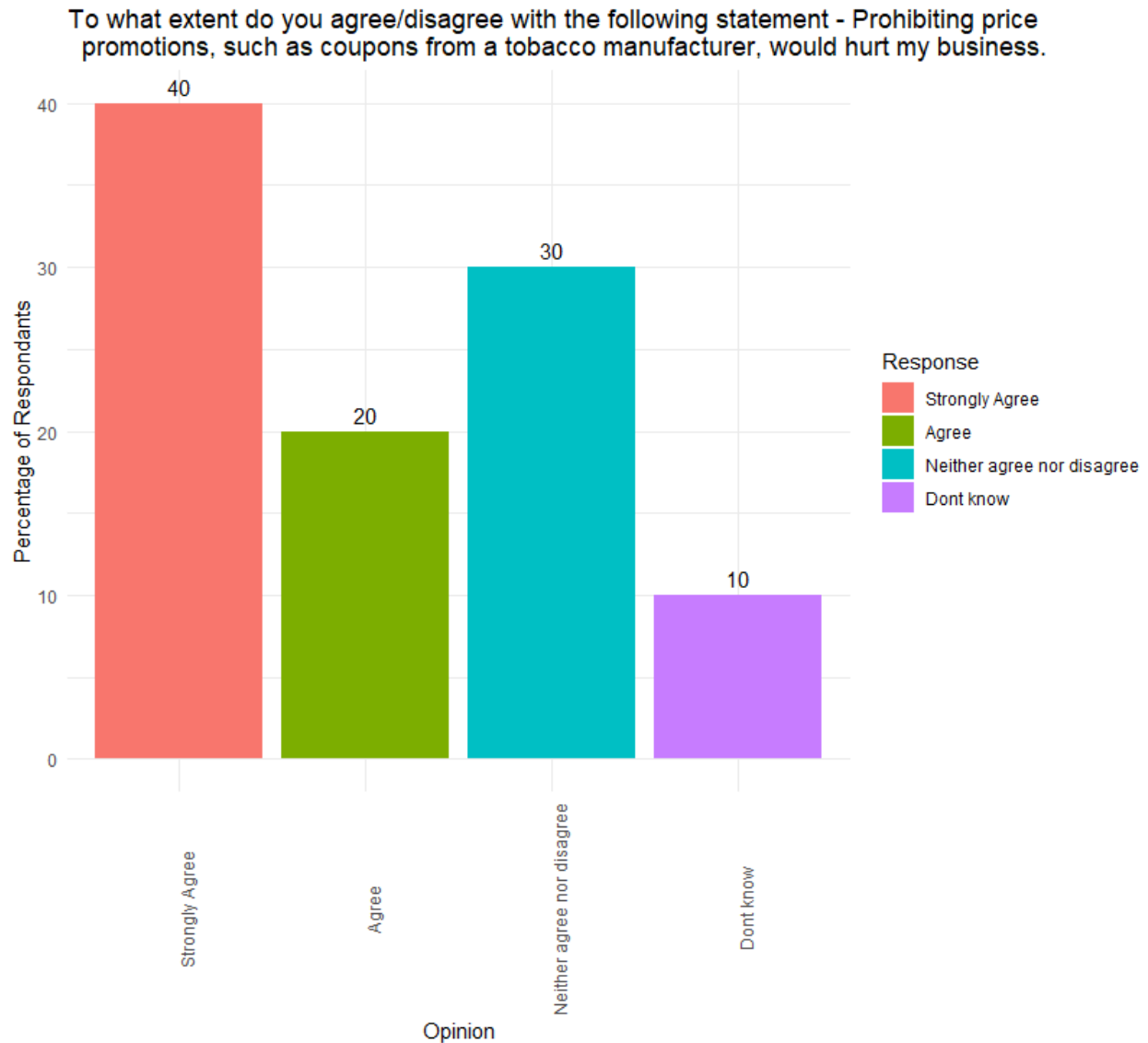
When asked to what extent they agreed/disagreed with the statement, “Compliance checks for tobacco-related laws are difficult for my business,” 20% of respondents said they neither agreed nor disagreed, 30% of respondents disagreed, 20% of respondents strongly agreed, 20% of respondents strongly disagreed and 10% of respondents said they did not know.



When asked to what extent they agreed/disagreed with the statement, “Advertising restrictions, such as prohibiting outdoor advertising of tobacco products would hurt my business,” 20% of respondents agreed, 30% of respondents neither agreed nor disagreed, 20% of respondents strongly agreed and 10% of respondents each disagreed, strongly disagreed or didn’t know.



When asked to what extent they agreed/disagreed with the statement, “Prohibiting price promotions, such as coupons from a tobacco manufacturer, would hurt my business,” 40% of respondents strongly agreed, 30% of respondents neither agreed nor disagreed, 20% of respondents agreed and 10% of respondents said they did not know.



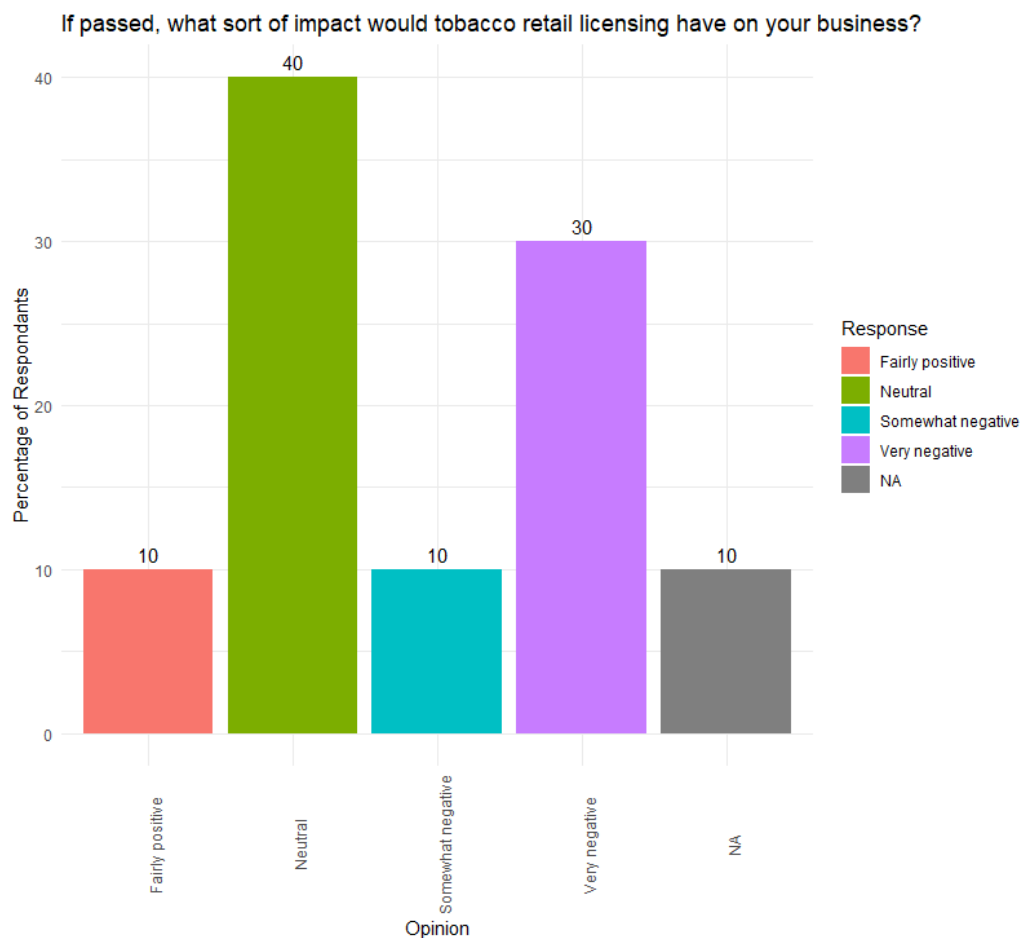
Proposed Policy Changes

In the retailer survey, respondents were also asked about revenue and fair tobacco retail licensing prices. The mean revenue retailers listed from tobacco sales was \$171,033.30. The median revenue was \$185,000.00 and the range was from \$1,200.00-\$400,000.00.

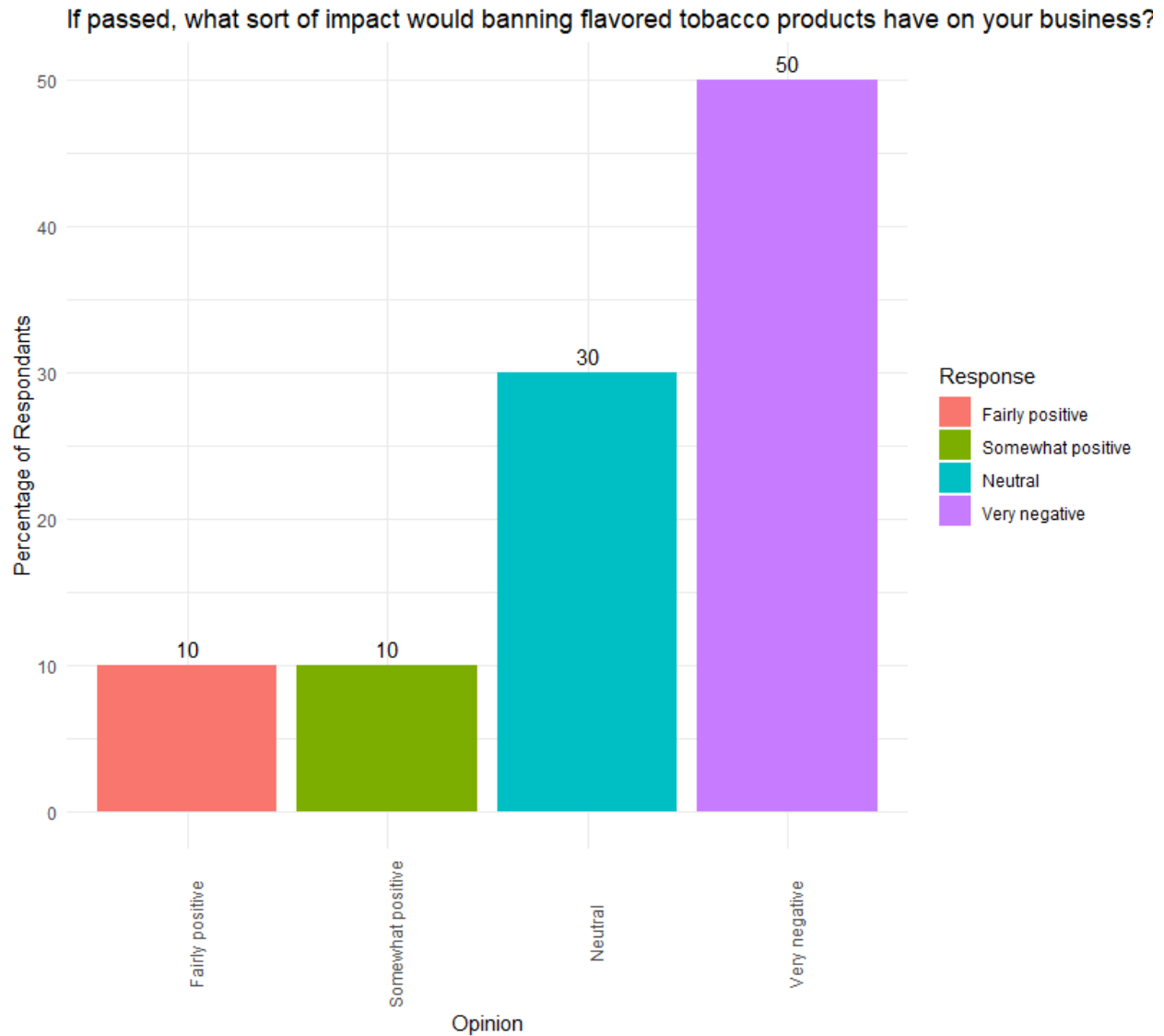
When asked about annual revenue from flavored tobacco products, the mean write-in was \$127,000.00, the median was \$120,000.00 and the range was \$0.00-\$300,000.00.

Retailers also had the opportunity to write in what they thought a fair price for tobacco retail licensing would be. The mean suggested price was \$92.50, the median suggested price was \$73.00, the median price was \$50.00 and the range was \$0.00-\$300.00.

Retailers were then asked to give their opinions about various suggested policy changes. When asked what sort of impact tobacco retail licensing would have on their business, 40% of respondents said it would be neutral, 30% of respondents said it would be very negative, 10% of respondents said it would be somewhat negative, 10% of respondents said it would be fairly positive and 10% of respondents declined to respond.



When asked about the impact a ban on flavored tobacco products would have on their business, 50% percent of all respondents said it would be very negative, 30% said it would have a neutral impact, 10% of respondents said it would be somewhat positive and 10% said it would be somewhat negative.



Discussion

Interviews

Qualitative interviews with key community stakeholders revealed a variety of considerations about smoke/vapor-free policy and tobacco retail licensing in Jefferson County. Interviewees discussed three major themes during their interviews: enforcement, county considerations and social considerations.

Interviewees shared that prior to implementing any new policy, it will be important to consider the ability of the county to enforce the policy and the resources such enforcement may require. County employees shared effective ways that they currently enforce smoke/vapor-free policy in other parts of Jefferson County and shared key takeaways that have helped with that enforcement. Suggestions included clear and consistent messaging for any new policy to alert the public and provisions to allow for alternative areas to use tobacco products to help with compliance. For both tobacco retail licensing and smoke/vapor-free policy, interviewees suggested that providing education on the policy changes would be paramount to the county's success in enforcement, noting that education was often preferable to legal enforcement.

Interviewees also discussed a variety of important considerations for the county before passing new policies. The first consideration included differences in policies across county lines and jurisdictions. Interviewees shared that it may be important to keep policies consistent across jurisdictions to eliminate confusion. They encouraged Jefferson County to leverage the expertise of other counties that have had success with these policies. Interviewees shared that an important consideration specifically for smoke/vape-free policy was the difference between tobacco-related policies and marijuana and illicit drug-related policies. Specifically, enforcement was complicated when policies differed between marijuana and tobacco. Jeffco Open Space interviewees shared that marijuana was often outside their jurisdiction to enforce and frequently required them to call in backup. Finally, key informants discussed the importance of data tracking when implementing new policies and suggested bundling tobacco policy with other, less controversial, policies to help encourage political support.

Lastly, interviewees talked about the social implications of the new policies being proposed. These included whole community considerations like the health and environmental effects of proposed policy changes and potential changes to social norms. Interviewees shared that reduction of tobacco/vape use in Jefferson County as a whole would be beneficial for the entire community and may have long-term positive effects in reducing the burden of disease in Jefferson County. Additional potential positive effects included that smoke/vapor-free policies may be helpful in reducing wildfire risk in certain areas of the county. Likewise, positive effects on youth included reducing the ability of underage community members to access tobacco and vaping products which could be beneficial in reducing rates of initiation. Reducing the visibility of tobacco use could also have positive social implications (especially for youth in school settings). Finally, interviewees urged policymakers to consider how stigma might be impacted by policy

change, emphasizing the importance of including diverse community opinions when weighing these topics.

Surveys

Responses from the community and retailer surveys were also insightful in gauging community perceptions and in better understanding the needs and considerations of tobacco retailers in Jefferson County.

Community survey results captured a diverse sample of residents from across Colorado who live, work, play and own businesses in unincorporated Jefferson County from 202 respondents after cleaning the data. Most respondents (51%) were between 21 and 40 years of age, followed by 27% of respondents who were between 41 and 60 years of age. Responses came from 44 different zip codes in Colorado, with 83% of respondents commenting that they lived in Jefferson County, 38% saying they worked in Jefferson County, 35% saying they played in Jefferson County and 11% saying they owned a business in Jefferson County. 84% of respondents identified as white only, while 3% identified as Hispanic or Latinx, 5% identified as Black or African American, 4% identified as other/multiracial, 1% identified as Middle Eastern or North African and 1% identified as Asian. The sex and gender breakdown showed that the majority of respondents were male. Most respondents also identified as property owners (73%) or renters (21%). Interestingly, 63% of all respondents were either current or former tobacco users.

The majority of respondents from the community survey said that they would either somewhat or strongly support tobacco retail licensing (86%), with 10% of respondents saying they would not support retail licensing. The breakdown of support across different areas within Jefferson County (outdoor seating and dining, playgrounds, parks and transit stops) also showed that community members were most likely to support expanded regulations for playgrounds and outdoor seating (65.8% and 62.9% of respondents, respectively) and least likely to support (“do not support”) expanded legislation in parks and transit stops (17.3% and 17.3% of respondents, respectively).

Retailer survey responses also showed significant diversity in opinions about the proposals to expand tobacco and vape legislation in unincorporated Jefferson County. Retailers represented a mix of tobacco/vape shops, gas stations, liquor stores and convenience stores. All retailers shared that they did not employ any individuals under the age of 18, and the majority of respondents shared that they completed the majority of the training on existing tobacco-related laws and changes to tobacco-related laws for employees in person. However, when asked if they agreed with the statement, “tobacco-related laws are confusing/difficult to understand,” 45% of all respondents either agreed or strongly agreed with the statement.

Retailers had diverse opinions on the enforcement of tobacco-related laws, compliance checks and the impacts of advertising restrictions on their business. However, when asked about how prohibiting price promotions would influence their business, 63% of all respondents either

agreed or strongly agreed that it would hurt their business. Responses about the impact of tobacco retail licensing on business were equally diverse, with 36% of respondents saying it would be neutral, 27% of respondents saying it would be very negative, 18% of respondents saying it would be somewhat negative, 9% of respondents saying it would be positive and 9% of respondents declining to respond. In contrast, responses about the impact of a ban on flavored tobacco products were much more consistent. 55% of respondents said the impact would be very negative on their business, 27% said it would have a neutral impact, 9% said it would have a somewhat positive impact and 9% said it would have a positive impact.

Finally, respondents were asked to share their estimated revenue from tobacco product and vape sales and suggest a fair retailer price for tobacco. The mean annual revenue retailers listed from tobacco sales was \$241,028.60. For flavored tobacco products, the mean revenue listed was \$188,333.33. The mean suggestion for a fair price for a tobacco retail license was \$92.50.

Conclusions

The Tobacco Prevention Initiative was able to collect a diverse set of responses from community members, key stakeholders and tobacco retailers about proposed tobacco policy changes in unincorporated Jefferson County. Stakeholders expressed a desire to see increased tobacco legislation on par with existing marijuana legislation, suggesting it would have benefits for the environment and for community health. Many brought up youth as a high-risk group for smoking and vaping. Stakeholders suggested that increasing restrictions on tobacco and vape usage may also change pro-smoking/vaping social norms by making smoking/vaping less visible in the community.

A relatively diverse group of individuals were represented in the community survey on the proposed tobacco policies including a large proportion of users or past users of tobacco/vape products. Most community members who participated suggested that they were in favor of increased legislation for tobacco and vaping in Jefferson County and said they would support smoke/vape-free initiatives in all proposed community spaces. In qualitative responses, many community members expressed support for the health department in expanding smoke/vapor-free policies. A small fraction of respondents had negative perceptions of the proposed policies and the health department.

Finally, retailers expressed varying opinions about, and interests, in tobacco policy expansion in Jefferson County. Many retailers expressed that existing tobacco policy was difficult to understand and questioned if enforcement and compliance would be enforced equally across the county. Retailers also expressed many different opinions about the potential effects of retail licensing on their business, though they were largely opposed to legislation that would limit the use of tobacco promotions or the sale of flavored tobacco products.

Limitations

There were limitations to this data project carried out by Jefferson County Public Health and the Tobacco Prevention Initiative. All data analysis is subject to potential bias. This analysis was not intended to capture the thoughts, feelings and opinions of all members of Jefferson County. Rather, it was intended to better understand what some residents think about proposed policy changes in unincorporated Jefferson County. Interviews were conducted with key stakeholders invited by Jefferson County Public Health and do not represent the views of all members of the county.

Additionally, there were unforeseen problems with the community survey distributed by JCPH. Unfortunately, nearly 50% of responses were removed from the analysis after discovering they were duplicate and/or false responses submitted by individuals who were out-of-state, bots and/or disingenuous individuals seeking compensation in the form of gift cards. In addition, since this was a convenient distribution of the survey, the results may not be generalizable to the population of Jefferson County.

The retailer survey did not have the same problems as the community survey. However, only 10 responses were recorded from tobacco retailers in Jefferson County. Given this small sample, the thoughts, feelings and opinions expressed by this group may not represent all tobacco retailers in Jefferson County.

Finally, the Tobacco Prevention Initiative also attempted to complete a series of town halls with community members in English and Spanish intended to give community members a platform to share their thoughts. Unfortunately, due to poor attendance at both town halls, no data was collected or analyzed from the town halls.

References

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