



Hermiston Herald

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YOUR LOCAL NEWSPAPER

HERMISTONHERALD.COM

Tobacco placement targets teens in county

BY MAEGAN MURRAY
HERMISTON HERALD

A recent survey of local retailers that sell tobacco in Umatilla County revealed youth are being targeted by the tobacco industry based on where those products are placed in the business.

Umatilla County Public Health educator Janet Jones said, on average, the tobacco industry spends an average of \$8.37 billion per year on marketing and advertising in the United States. About \$8 billion of that is spent on advertising and product placement at the point of sale, near the front counter. Tobacco companies pay to have ads, products and marketing materials that appeal to a specific demographic placed in a certain location of stores.

Jones said, in her survey of Umatilla County retailers, she learned the majority of the products and advertising placed at the point of sale specifically targets the youth population.

SURVEY OF LOCAL RETAILERS

Jones said she asked 74

SEE TOBACCO/A2

TODAY'S WEATHER



Overcast
High: 45° Low: 38°

OUTLOOK

- THURSDAY
Mostly cloudy
High: 54° Low: 48°
- FRIDAY
Chance of showers
High: 56° Low: 52°

A complete weather forecast is featured on page A2.



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FOR LOCAL BREAKING NEWS

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A busy year for Hermiston Fire

Stanton oversees many changes in his first year as chief

BY SEAN HART
HERMISTON HERALD

Hermiston Fire & Emergency Services experienced a variety of changes last year.

Chief Scott Stanton said, between personnel changes, agreements with neighboring districts, dispatch consolidation, an increase in call volume and an effort to combine the Hermiston and Stanfield fire districts, 2014 was one of the busiest years ever

for HFES.

Stanton had been the assistant chief for about six years, and when Chief Pat Hart retired after a 30-year career, he was promoted to the top position May 1. After serving as Hermiston's chief for two months, an intergovernmental agreement with the Stanfield Fire District designated Stanton as the chief there, as well. Despite the many changes, he said his partial first year went well.

"It's been good, challenging and busy, obviously, with all of the changes," he said. "I don't know if one expects to have that much change, but I like a challenge too."

SEE FIRE/A12



SUBMITTED PHOTO

This shop blaze last year was one of 36 building fires to which Hermiston Fire & Emergency Services responded. Chief Scott Stanton said there were 452 fire calls in 2014. The blazes cost \$771,000 in property damages.

LEARNING TO BE RESPONSIBLE



MAEGAN MURRAY PHOTO

Umatilla High School senior Matt Cervantes bounces a ball on a ping pong paddle while he stares at his cell phone screen. The activity was used during a presentation Tuesday to demonstrate how difficult multitasking is while driving.

Umatilla teens get valuable lesson on texting and driving

BY MAEGAN MURRAY
HERMISTON HERALD

Students in Umatilla High School teacher Mike Mosher's health class aren't normally allowed to use their cell phones in class, but on Tuesday Mosher made an exception.

Mary Fraser, the health

and safety coordinator at Good Shepherd Medical Center, visited the class to discuss a serious topic to which many of the students could relate. During her presentation on distracted driving, she instructed the students to take out their cell phones, and, while looking at the screens, bounce a small ball attached to a ping pong paddle up and down as many times as they could with their other hand. Not one student could bounce the ball more than a couple of times without looking.

"See how hard it is to look at your phone and bounce the ball at the same time?" she asked the class. "It's harder to do two things at once than you think. Nobody is good at this. That is what it is like to text and drive."

Fraser said when drivers take their eyes off the road for even a couple of seconds to text, eat or change the radio station, it can have severe consequences, including serious injury or death, if they crash or veer off the road.

According to the Na-

tional Highway Traffic Safety Administration, the average length of time a person averts their eyes from the road while texting is five seconds. When traveling at 55 miles per hour, that is enough time to drive the length of a football field while blind.

In 2012, about 3,300 people in the United States were killed as a result of distracted driving, according to the NHTSA. The same year, an estimated 421,000 people were also injured in crashes involving a distracted driver,

which was a 9 percent increase from 2011, where 387,000 people were injured.

Fraser said the fact that many teens may be texting and driving is especially alarming.

According to a study by the University of Michigan Transportation Research Institute, a quarter of teens respond to a text message at least once every time they drive. Additionally, 20 percent of teens and 10 percent of parents ad-

SEE DRIVING/A2

Community to get 'Under the Sea' experience at Beach and Beef Crab Feed

BY MAEGAN MURRAY
HERMISTON HERALD

To accompany the all-you-can-eat offerings, this year's Beach and Beef Crab feed will feature the theme of "Under the Sea."

The sixth-annual event will take place Saturday at the Hermiston Conference Center, and the inside of the building will be decked out in coral reefs complete with schools of fish made out of

cardboard and paper by elementary school students in Hermiston. Large sea creatures, such as sharks, whales and more will also line the walls of the conference center, which were created by Hermiston middle school and high school students.

"They are all turning out beautiful," Hermiston Education Foundation president Reagan Boysen said this week. "People will get the full experience."

The Beach and Beef Crab Feed is the HEF's largest fundraiser each year. Last year, the event raised more than \$30,000 for the organization, which provides grants for Hermiston educators who want to provide additional opportunities for students.

Boysen said, through the years, the organization has provided teachers with grants for iPads and other technology, school supplies for particular projects and trips

and other opportunities for students. Since 2003, HEF has given more than \$262,000 in grants to staff members across the district.

Boysen said, during the last grant cycle, the organization awarded more than \$17,000 in grants. The next grant cycle begins in April.

"The grant committee that approves the grant requests tries to

SEE SEAFOOD/A2

Hermiston Herald \$1.00



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