

Tobacco companies use local stores to talk to kids. Here's what they are saying:

SCHOOL

43% of schools are close to a store that sells tobacco.

PRODUCTS

- E-cigs* are sold in 2 out of every 3 stores that sell tobacco. That's over 20,000 neighborhood stores in California alone.
- It's easier to find fruit-flavored tobacco than real fruit at these stores. Maybe that's why 80% of kids who tried tobacco started with a flavored product.
- Menthol cigarettes are sold in nearly all these stores, and are cheaper in neighborhoods with more youth and African Americans.

PROMOTION

Tobacco companies spend billions in stores, and it shows. Youth don't even need to go inside. Five times as many stores have storefront advertising for unhealthy products – tobacco, alcohol, and sugary drinks – as for healthy products. Neighborhoods with the most low-income residents are hardest hit with this unhealthy advertising.

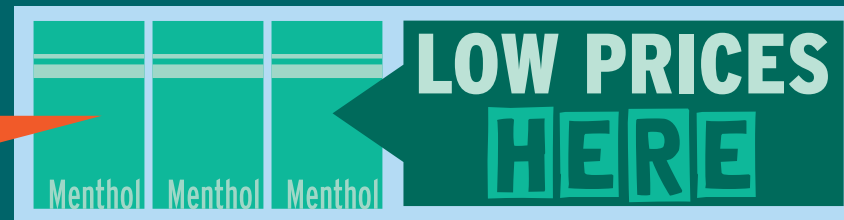
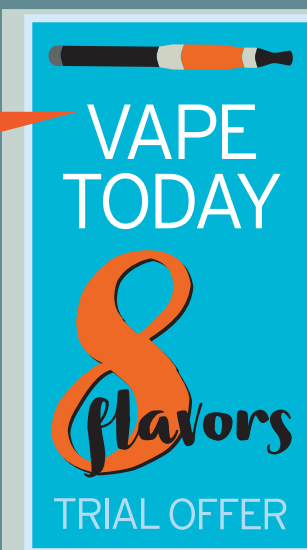
PLACEMENT

It's right up front where kids will see it. 90% of stores sell junk food, alcohol, or tobacco products right at checkout.

PRICE

Addiction comes at prices even a kid can afford. Most stores sell flavored cigarillos for less than \$1. Even with cigarette prices on the rise, cigarette prices are cheaper in neighborhoods with more low-income residents.

FOOD • CIGARETTES • SODAS • BEER



SOLUTIONS

Educate about the health risks of e-cigs and other new products and their role in the changing culture of tobacco use among youth.

Adopt a local policy or ordinance to...

PROHIBIT sale of menthol and other flavored tobacco products

REQUIRE licensing to increase pack size and the minimum price of cigarillos

LIMIT promotions and redemption of coupons

REDUCE density of tobacco retailers by regulating distances from schools and other stores

LOWER percentage of allowable storefront advertising to 10%

* E-cigs in the Healthy Stores for a Healthy Community Campaign data include electronic smoking devices, e-liquids, and other vaping products. For more information about this data, go to healthystoreshealthycommunity.com