


**CDC Office on Smoking and Health
Point-of-Sale Strategies Webinar Series**

*The Point of Sale Playbook:
Addressing the Four Ps of Tobacco Marketing in Stores*

Wednesday, January 13, 2016
2pm Eastern/ 11am Pacific

National Center for Chronic Disease Prevention and Promotion
Office on Smoking and Health



Speakers




Asha Banks, MPA
Public Health Advisor
Office on Smoking and Health,
Centers for Disease Control and Prevention




Ian McLaughlin, JD
Senior Staff Attorney and Program Director
Changelab Solutions

Speakers



Allison Myers, MPH
Co-Founder of CounterTobacco.org and
Executive Director of CounterTools



Erin Simmons
Senior Manager
American Lung Association, Minnesota

Agenda

Welcome & Introduction
Asha Banks, CDC Office on Smoking and Health

Why POS Matters
Allison Myers, CounterTobacco.org and Counter Tools

The Point of Sale Playbook
Ian McLaughlin, ChangeLab Solutions

POS in Minnesota
Erin Simmons, American Lung Association

Q&A

Poll Question:

What is your role in tobacco control?



Why does the tobacco retail environment matter for health?

Allison Myers, MPH, Co-Founder and Executive Director

COUNTER TOOLS
an alliance of public health professionals
and tobacco industry executives



Poll Question:

What is the status of your Point of Sale activities?

Poll Question:

Tell us what you're doing with TRL, specifically?

Tobacco is still the leading cause of preventable death in the world



The infographic features three data points, each with a corresponding icon: a globe for the world, a map of the United States, and a map of the state of Indiana. Each data point is enclosed in a box with a title and a subtitle.

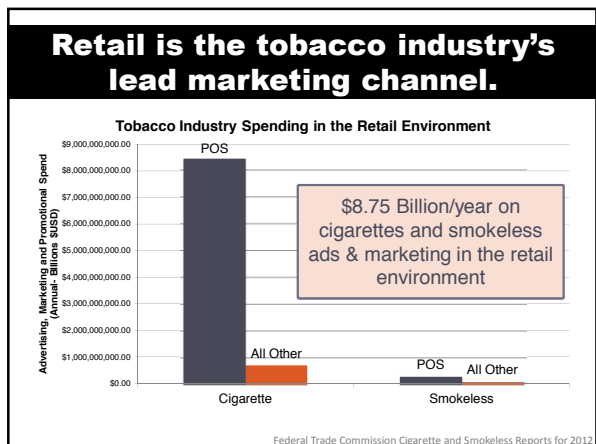
Location	Deaths per Year	Source
World	6,000,000 people/year [^]	*from smoking and SHS
United States	480,000 people/year	*from smoking and SHS
Indiana	11,100 people/year*	*adults from their own smoking



Why does the retail environment matter?

1. INDUSTRY MARKETING SPENDING





What are they spending money on?

<p>Price discounts and promotional allowances to retailers</p> <p style="color: green; font-weight: bold;">\$8.1 Billion/YR</p>	<p>Signs, functional items, displays, shelving units</p> <p style="color: green; font-weight: bold;">\$68 Million/YR</p>	<p>Coupons</p> <p style="color: green; font-weight: bold;">\$240 Million/YR</p>
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Federal Trade Commission Cigarette and Smokeless Reports for 2012

The retail store is where tobacco enters your community!

Federal Trade Commission Cigarette and Smokeless Reports, 2012



Why does the retail environment matter?


2. YOUTH TOBACCO USE INITIATION

Kids are frequent c-store shoppers.

- 2011-12 nationally representative sample of 13-16 year olds: Almost half visit (48%) visit at least once a week¹
- C-stores have more tobacco marketing materials than other store types²⁻⁵



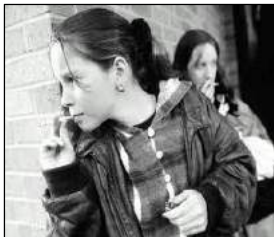
1. Sanders-Jackson, et al., 2015; 2. Feighery, et al., 2008; 3. Henriksen, et al., 2008; 4. Henriksen, et al., 2010; 5. SGR Report, 2012



COUNTER TOBACCO



Exposure to in-store marketing linked to tobacco use initiation.



Exposure associated with/causal factor of:

- Increased odds of ever smoking^{1, 2, 3}
- Increased odds of experimental smoking⁴
- Increased odds of initiation^{5, 6}
- Higher likelihood of becoming a daily or occasional smoker⁷

Photo credit: www.express.co.uk

1. Schooler, et al., 1996; 2. Henriksen, Feighery, Wang, et al., 2004; 3. Feighery, et al., 2006b; 4. Slater, et al., 2007; 5. Henriksen, et al., 2010; 6. Johns, et al., 2013; 7. Braverman and Aaro, 2004;



Why does the retail environment matter?

3. QUIT ATTEMPTS MORE DIFFICULT

Trying to quit while driving in the neighborhood...



Exposure to retail marketing associated with impulse purchase

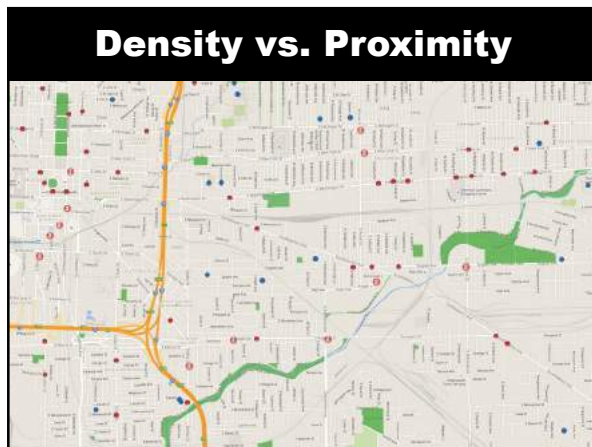


Why does the retail environment matter?


**4. DENSITY AND PROXIMITY
DOUBLE WHAMMY!**

Proximity and density:

<u>Proximity</u>	<u>Density</u>
<ul style="list-style-type: none"> • A measure of the distance to nearest tobacco retailers in an area; • Measured in feet, miles or km; radial or network buffers 	<ul style="list-style-type: none"> • A measure of the concentration or clustering of tobacco retailers in an area; • Measured as number per 1,000 population, e.g., 1.2 retailers per 1,000 people





Close proximity associated with less long term quit success



Home

250 m
(~820 feet)





Tobacco Retailer

OR = 0.54
 95%[CI] = 0.33, 0.87
 <250 m vs. ≥250m

Reitzel, et al., 2010, American Journal of Public Health


Higher density associated with initiation among US young adults

- 2013 nationally representative sample of young adults aged 18-34, merged with 2012 US tobacco retailer list and home addresses
- Higher retailer density associated with higher likelihood of *initiating* cigarette use among 25-34 year olds (OR=3.75, 95% CI 1.18, 11.90)
- Higher retailer density associated with higher likelihood of *initiating* non-cigarette combustible use among 18-24 year olds (OR=3.16, 95% CI 1.03, 9.74)



1. Cantrell, et al., 2015

Higher density associated with higher school smoking prevalence



- California, 2008: Schools with higher numbers of tobacco retailers within walking distance have higher school smoking prevalence²

1. Henriksen, et al., 2008, Preventive Medicine


Pop Quiz

What are the 4 main reasons that Point of Sale Matters?


1. Industry spending
2. Quit attempts more difficult
3. Youth use initiation
4. Density and Proximity

Thank You!





**The Point of Sale Playbook:
Legal and Policy Options**



Presented by:
Ian McLaughlin, JD
ChangeLab Solutions

ChangeLab Solutions

Healthier communities for all through better laws and policies.



Laying The Foundation For Policy Development

1. Implement an Effective Tobacco Retailer Licensing Policy



Laying The Foundation For Policy Development

1. Implement an Effective Tobacco Retailer Licensing Policy
2. Conduct a Comprehensive Retail Assessment



Laying The Foundation For Policy Development

1. Implement an Effective Tobacco Retailer Licensing Policy
2. Conduct a Comprehensive Retail Assessment
3. Engage Partners



Addressing The Four P's: Place, Price, Product, & Promotion

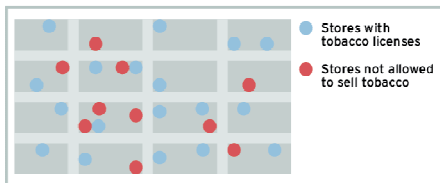


Addressing The Four P's: Place, Price, Product, & Promotion



Addressing The Four P's: Place, Price, Product, & Promotion

Place: Restrict how many retailers sell tobacco, what types of retailers sell it, and where they may sell it



Addressing The Four P's: Place, Price, Product, & Promotion

Price: Counter industry efforts to sell cheap tobacco



Addressing The Four P's: Place, Price, Product, & Promotion

Product: Regulate ALL tobacco products



Addressing The Four P's: Place, Price, Product, & Promotion

Promotion: Consider policies affecting advertising and displays



Looking Forward

Develop Holistic Retail Policies



Looking Forward

Collect Data & Evaluate the Policy



Key Resources



Available at changelabsolutions.org

National Resources

- **Tobacco Control Legal Consortium**
publichealthlawcenter.org/programs/tobacco-control-legal-consortium
- **CountyTobacco.org**
- **Counter Tools**
CounterTools.org
- **Center for Public Health Systems Science**
cphss.wustl.edu

Disclaimer

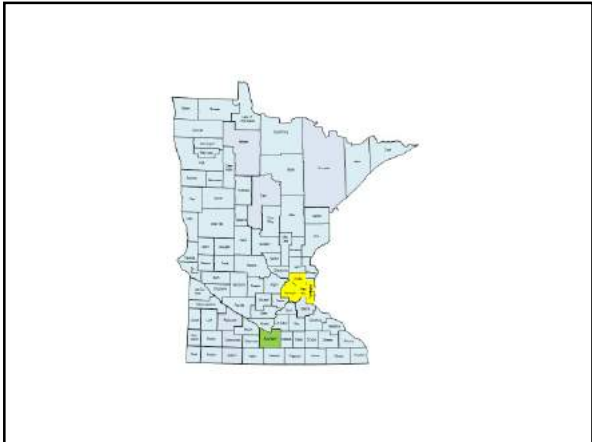
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Policy Solutions to Address the Point of Sale American Lung Association, MN

Erin Simmons, Senior Manager
Mankato MN





Assessing Need

- Store audits
- Data assessment
- Policy review

An illustration showing several stylized human figures in black, working together to assemble a large, colorful puzzle. The puzzle pieces are in various colors (blue, green, yellow, red, orange) and are arranged in a grid-like pattern.

Who is coming with?



Community Readiness

- One on One meetings
- Community Leaders
- Decision Makers
- Champion



Education

- Partners
- Decision makers
- Media



What will we do?



Options for Regulating Tobacco in the Retail Environment
Resource Compilation

Menu of POLICY OPTIONS

Number, Type, & Location of Tobacco Retailers

- Cap number of tobacco retailers
- Ban tobacco sales near youth facilities (e.g. schools)
- Restrict tobacco retailer proximity to other retailers
- Ban tobacco sales in places such as pharmacies, convenience, and food stores

Point-of-Sale Advertising

- Ban all Cigarette Branding Displays
- Ban all product placement

Other Point-of-Sale Policies

- Ban sale of all flavored tobacco products
- Ban the sale of all flavored e-cigarettes

Are we ready??

- Support
 - Community
 - Decision maker



ITS GO TIME

- Meeting date is set
- Committed testifiers
- Monitoring opposition



Implementation



including e-cigarettes

AMERICAN LUNG ASSOCIATION.
In Minnesota

Conservation across the state have been faced with the issue of the ever changing tobacco industry and recently electronic cigarettes (e-cigarettes). In May 2014, the Minnesota Legislature passed the Minnesota Clean Indoor Air Act (MCIAAA) to restrict the use of e-cigarettes in certain places and also include use of e-cigarettes within the definition of smoking for certain types of buildings. These new regulations went into effect on July 1, 2014.

The Minnesota Clean Indoor Air Act (MCIAAA) is a new law that restricts where smoking is prohibited, restricts the regulations of e-cigarettes, e-cigarettes, and other persons in charge and fire extinguishers for other than workplaces and facilities. In the following areas, the use of e-cigarettes is now prohibited:

- Licensed child care, including family home daycare during hours of operation
- Health care facilities and clinics
- Government buildings owned or operated by the state of Minnesota
- Government buildings owned or operated by cities, counties, townships, and other political subdivisions
- Facilities owned by Minnesota State College and Universities and the University of Minnesota
- Buildings and vehicles owned or operated by public school districts

Common barriers

- Lack of political will
- It's complicated
- Compromise
- Enforcement, Enforcement, Enforcement



