HEALTH EQUITY AT THE COMMERCIAL TOBACCO POINT OF SALE

Policies and processes to promote health equity at the point of sale and in our communities







WELCOME AND THANK YOU!

- Closed captioning is available (chat if you need support)
- We will be recording today's webinar and sharing resources
- All participants are muted
- Please engage in the chat and Q&A function, they will be monitored







SPEAKERS

- Marcela Gaitán, MPH, MA, Managing Director for External Relations, National Alliance for Hispanic Health and the Nuestras Voces Network
- Jerry Saavedra (San Antonio, TX), Community Advocacy Advisor, American Heart Association
- Cristina Gibson (Savannah, GA), Chronic Disease Prevention Director, Coastal Health District, Georgia Department of Health
- Sara Bartel, JD, Senior Attorney, ChangeLab
- Tyra Satchell, MPH, Policy Analyst, ChangeLab







AGENDA

- 1. Welcome from our Hosts at NAHH
- 2. Grounding "Equity" and "Policy"
- 3. Point of Sale Policies in Pursuit of Equity
 - Community POS Policies (introductions)
- 4. The Policy Process as a Tool for Equity
 - South Texas & Denver
 - Savannah
- 5. [Sidebar on Framing time permitting]
- 6. Q&A

COMMERCIAL TOBACCO

We recognize the important role of ceremonial and traditional uses of tobacco in many Indigenous communities.

This conversation and the Preemption Playbook are intended to address commercial tobacco, not tobacco products used as part of an Indigenous practice or other recognized religious or spiritual ceremonies or practices.

All references to tobacco and tobacco products here refer to commercial tobacco.

FUNDING DISCLAIMER

This training was supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award to ChangeLab Solutions.

The views expressed in written materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

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The National Alliance for Hispanic Health (The Alliance)



Our Mission: Best Health for All.



We work to
ensure that
health is
based on what
we know
about people,
science, and
culture.



Leading nonpartisan health organization for research, service, and advocacy.



Largest and oldest Hispanic network of community-based organizations that deliver services to 15 million persons each year around the U.S.



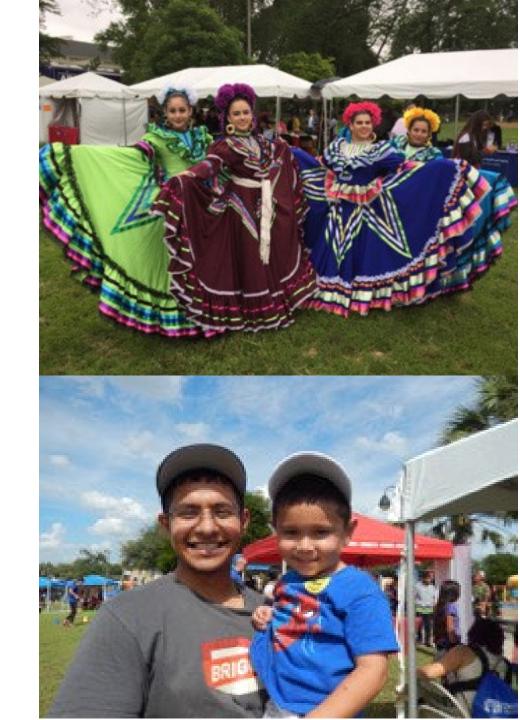
Believe in community-based solutions.



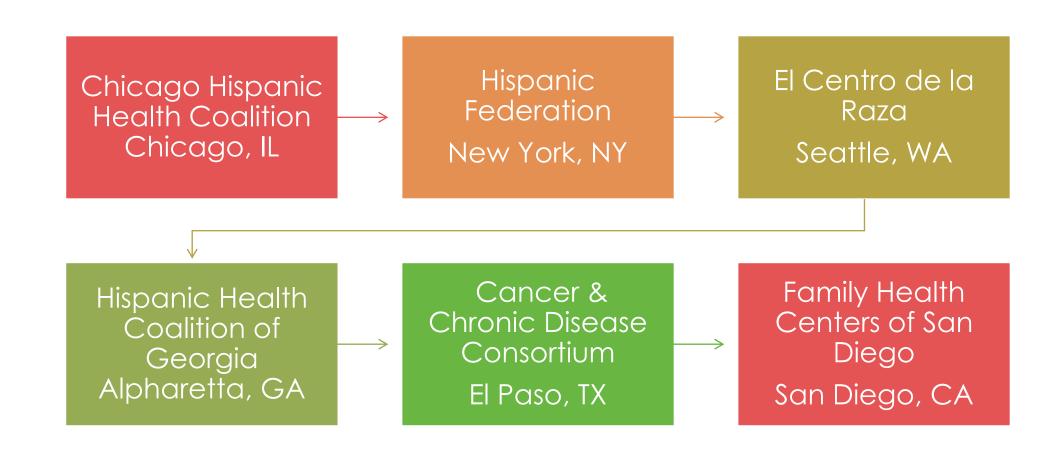
No funds from tobacco, alcohol, or sugar sweetened beverage companies.

Nuestras Voces (Our Voices) Network Program

- Initiative of the CDC's Networking2Save consortium of national networks implementing population-specific and public health-oriented strategies.
- Nuestras Voces Network is working to expand multi-sector networks and meaningful collaborations and partnerships to effectively address the threats of commercial tobacco use and reduce tobacco related cancers, with a particular focus on reducing disparities in underserved Hispanic communities.



Nuestras Voces Network Regional Lead Agencies



Nuestras Voces Network Program Strategies:







Training & Technical Assistance



Tailored Interventions



Mass Health
Communications

As a National Network, Nuestras Voces

Addresses health equity by connecting Hispanics to culturally proficient tobacco/cancer information and support services.

Works on the development/implementation of tailored interventions that are culturally proficient /language appropriate.

Collaborates with other organizations to increase reach and address the health needs of Hispanics related to tobacco/ cancer.

Forges community-based partnerships for capacity building and program implementation at the local level.

Training and technical assistance on tobacco/ cancer control EBIs and promising practices to reach and serve Hispanic communities.



Thank You

Marcela Gaitán MPH, MA, Managing Director for External Relations National Alliance for Hispanic Health



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Website: www.nuestrasvoces.org



Facebook: @healthyamericas



Twitter: @Health4Americas

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DISCLAIMER



The information provided in this discussion is for informational purposes only and does not constitute legal advice. ChangeLab Solutions does not enter attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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MISSION

Healthier communities for all through equitable laws & policies



"Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care."

THE FUNDAMENTAL DRIVERS OF HEALTH INEQUITY



A Blueprint for Changemakers | p. 9



Structural discrimination



Income inequality and poverty



Disparities in opportunity



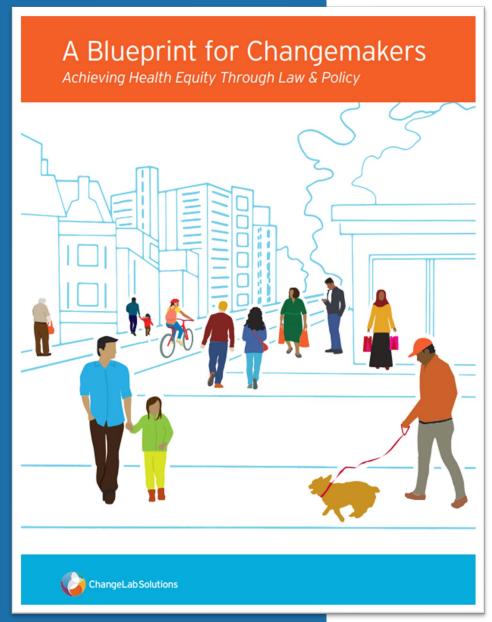
≜≠**å** Inequity



Disparities in political power



Governance that limits meaningful participation



BLUEPRINT FOR CHANGEMAKERS

- Leverage the unique power and efficacy of local policy solutions
- Incorporate health in all policies, and
- Engage diverse community members in the policy process

CHECK IN QUESTION

Which of these fundamental drivers feels most relevant to the health inequities you're trying to address in your own work?

- 1. Structural discrimination (including structural racism)
- 2. Income inequality and poverty
- 3. Disparities in opportunity (for example, jobs and education)
- 4. Disparities in political power
- **5. Governance that limits meaningful participation** (including decision-making procedures at any level of institution or government)

EQUITY AND TOBACCO PREVENTION





- Industry targeting
- Over- and under-enforcement
- Upstream influences on decisions
- Community voice over industry influence









NOW MORE THAN EVER



WHAT MAKES A POLICY?







In Writing

Built-in Accountability

Broadly Applicable

POLICY EXAMPLES

- Laws and regulations, including zoning codes
- Government policies, statements, guidance
- Institutional policies (schools, health care facilities)
- Organizational policies
- Contracts and agreements

Depending on how it's used, policy can either advance or impede health and health equity.

Policy can improve everyone's chances to live their healthiest lives.



WHY POLICY AT THE POINT OF SALE?

- Retailer relationships
- Implement other protective policies like tobacco 21
- Focus on products and environments
- Local investment
- Youth support
- Lower uptake and restart rates
- Quit support

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POINT OF SALE PLAYBOOK



POINT-OF-SALE STRATEGIES



PLACE

refers to where tobacco products are sold and their availability to consumers.

PRICE

includes retail pricing and discount strategies.

PRODUCT

includes the physical characteristics of the item being sold, such as flavors, including menthol.

PROMOTION

refers to advertising, displays, direct marketing, and other related strategies. Place

Proximity

Prevalence

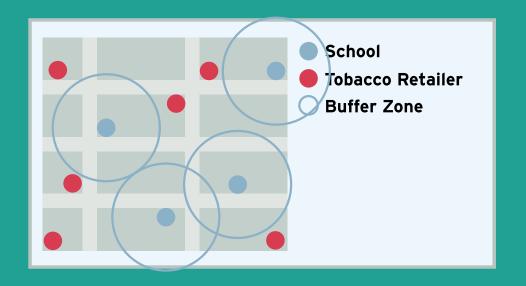
Price

Product

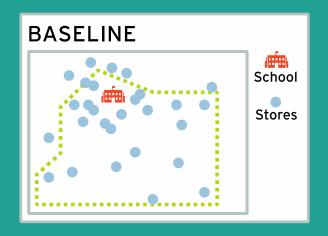
Promotion

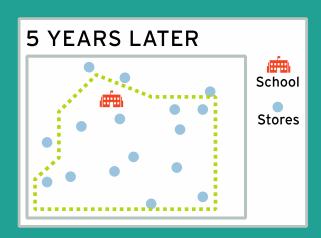


• Place



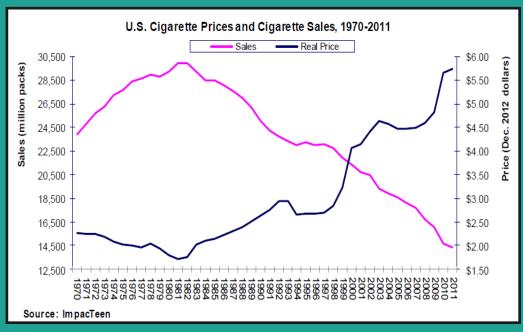
Proximity





Prevalence





Campaign for Tobacco-Free Kids

Price

POINT-OF-SALE TOBACCO PRICING POLICIES

Equity, Public Health, and Legal Considerations

Point-of-Sale Tobacco Pricing Policies

Set a minimum price for all tobacco products Pair minimum price with minimum pack size Prohibit redemption of coupons, discounts, & promotions

Strong tobacco pricing policies improve public health & advance health equity







Reduce racial & geographic targeting & disparities



Reduce incomebased disparities in smoking rates



Encourage & facilitate quit attempts



Discourage youth initiation

Considerations in Implementing & Enforcing Pricing Policies as a Public Health Strategy



mplement pricing
policies through
a stand-alone
ordinance or as
part of tobacco
retailer licensing



Increase cessation resources for communities most affected by price increases



Ensure equitable enforcement of policies to avoid creating new inequities or exacerbating existing ones



Obtain legal support & technical assistance to ensure legal authority







This publication was supported by Cooperative Agreement Number SNU3801000141-05-00 awarded to Change ab Solutions and thin Overalle and Exercise Central and Prevention or the Programment of the Cooperative Coop

Pricing Strategies

- ✓ Minimum pricing
- ✓ Coupons, discounts, and promotions
- ✓ Implementation and enforcement
- ✓ Health equity/ upstream considerations







Product







Promotion

POINT-OF-SALE STRATEGIES



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Proximity

Prevalence

Price

Product

Promotion



CHECK IN: COMMUNITY INTROS

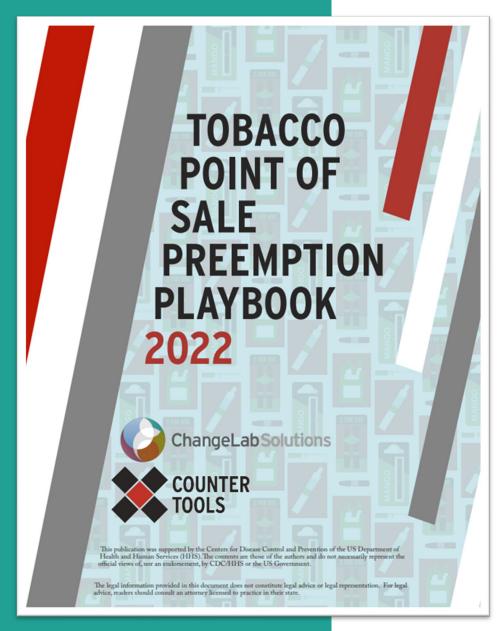
For our panelists:

- 1. Introduce yourself and your community(ies)
- 2. What POS policy have you recently worked on?
- 3. Why that policy?

WHAT FORMS CAN TOBACCO POINT-OF-SALE POLICIES TAKE?

- Local Laws, regulations, and resolutions
- Zoning Codes
- Licensing and Permitting





TOBACCO POINT OF SALE PREEMPTION PLAYBOOK 2022

LOCAL POLICY BENEFITS



The right data, community goals, lived experience



Lasting change via "buy in" and building on existing resident power



Reduces risk of well-intentioned policies exacerbating disparities



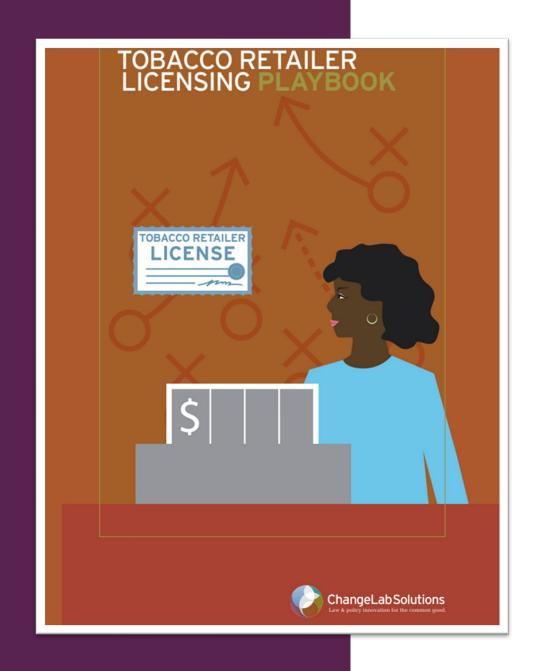
Proof of concept for scaling up, and for state and national policy change

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Equity is about more than outcomes

- Community-directed policy
- Empower communities, focus on their strengths, and support resilience
- Invite varying perspectives
- Consider trade-offs in how you use data
- Employ strategies to equitably direct resources
- Evaluation & Accountability



TOBACCO / NICOTINE RETAILER LICENSING



TOBACCO RETAILER LICENSING STRATEGIES

Ten strategies for creating and implementing effective tobacco retailer licensing (TRL) policies in your community



6

Create and Adopt

a Strong

TRL Policy



Conduct an

Environmental

Assessment

2

Define the

Problem

Calculate Costs

to Implement and

Enforce TRL

8

Work with Relevant

Agencies to

Implement and

Enforce TRL Policy

Collect Data

and Evaluate the

TRL Policy

10

Additional

Uses for TRL

Convene a

Community

Coalition

Educate Decision

Makers and

the Public

Assess the

Legal Landscape

THE POLICY PROCESS

PUBLIC AGENCIES





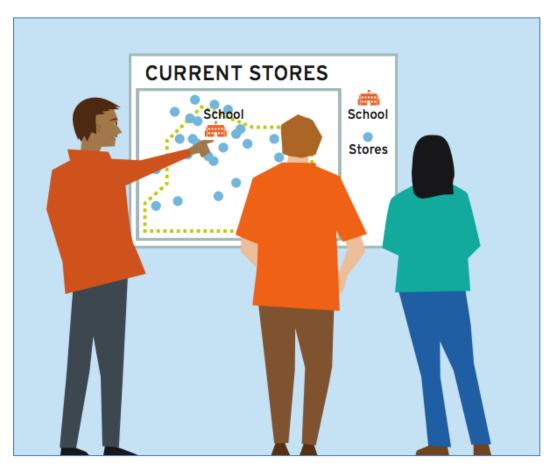






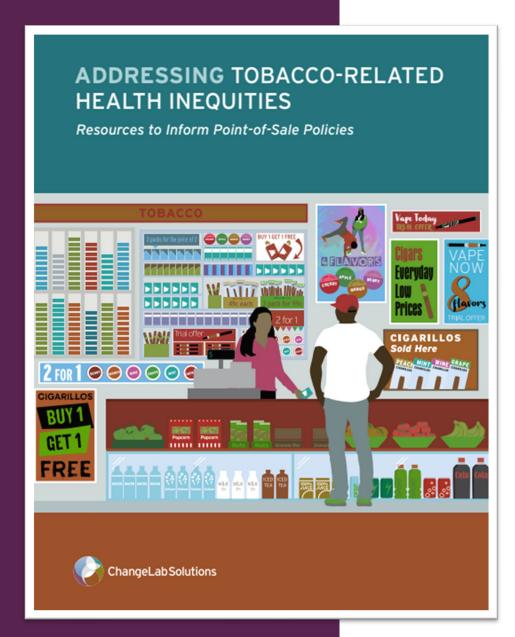


Conduct an Environmental Assessment



The community identifies where commercial tobacco and nicotine products are being sold



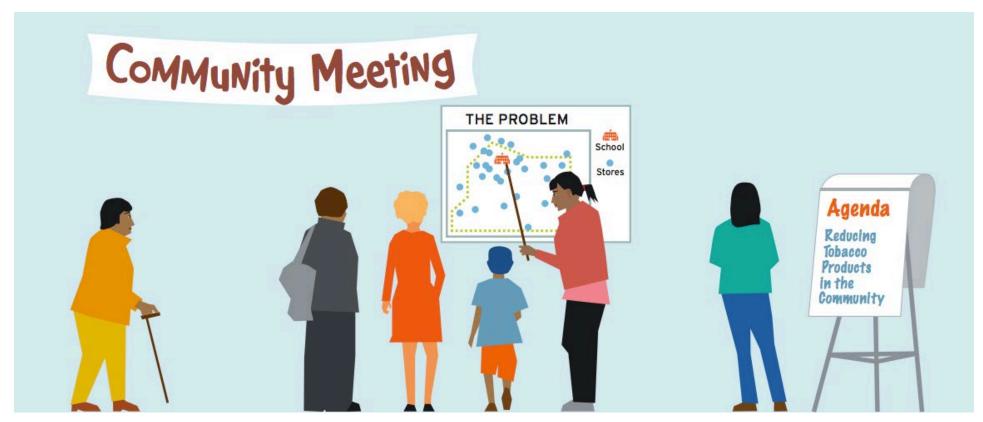


ADDRESSING TOBACCORELATED HEALTH INEQUITIES





Convene a Community Coalition



Stakeholders (including youth) mobilize for Tobacco/nicotine retailer policies



IAP2 -spectrum



https://iap2usa.org/resources/Docume nts/Core%20Values%20Awards/IAP2% 20-%20Spectrum%20-%20stand%20alone%20document.pdf



Educate Decision Makers and the Public



The coalition discusses policy options with local officials and the public, and prepares for a response from the commercial tobacco industry



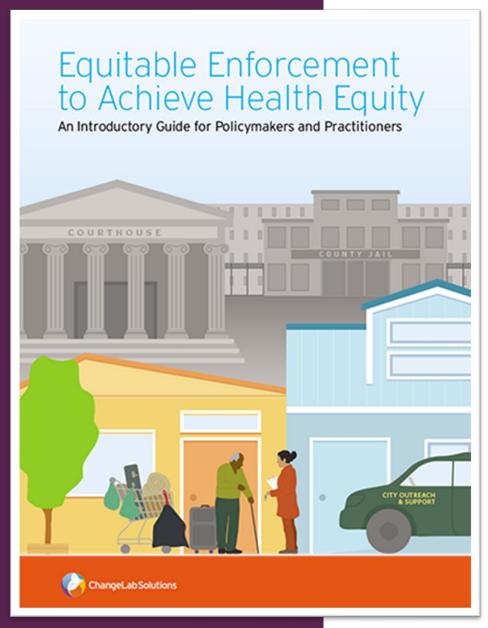


Work With Other Agenci

The relevant agencies collaborate to implement and enforce the policy, in ongoing partnership with retailers.







EQUITABLE ENFORCEMENT GUIDE

- Minimize harm of ensuring compliance
- Equitable options for administrative, civil, and criminal enforcement in a variety of public health policy areas



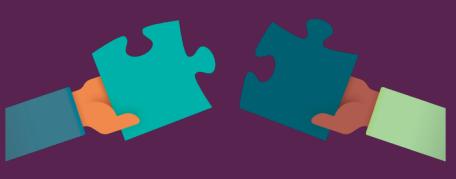
Advancing Tobacco-Related Health Equity

Traditional
Tobacco Control
Strategies



Upstream Social & Structural Determinants

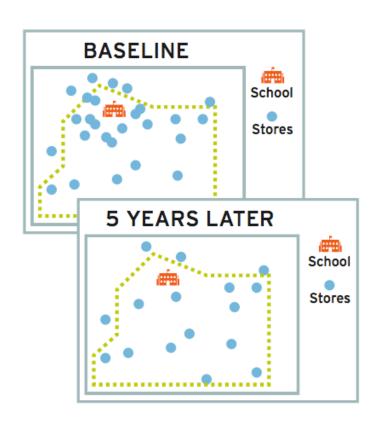
Equitable
Implementation &
Enforcement



Systems-Oriented Framing



Collect Data and Evaluate the Policy



The community determines the effectiveness of the policy and outlines next steps.



COMMUNITY EXAMPLES

Let's hear more from our panelists about how they pursued health equity throughout the policy process!

A Coastal Georgia Tobacco/Smoke-Free Journey

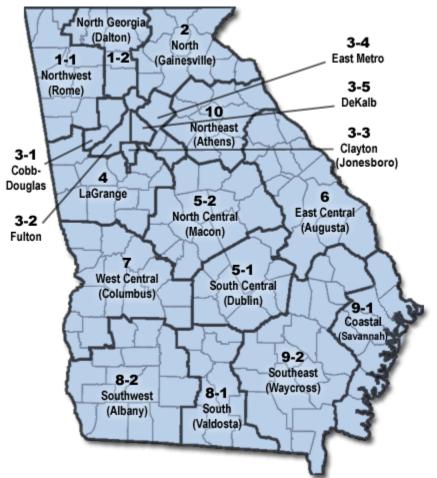
Coastal Health District

Cristina Pasa Gibson, MPH

Chronic Disease Prevention

Equity at the Tobacco Point of Sale

Coastal Health District



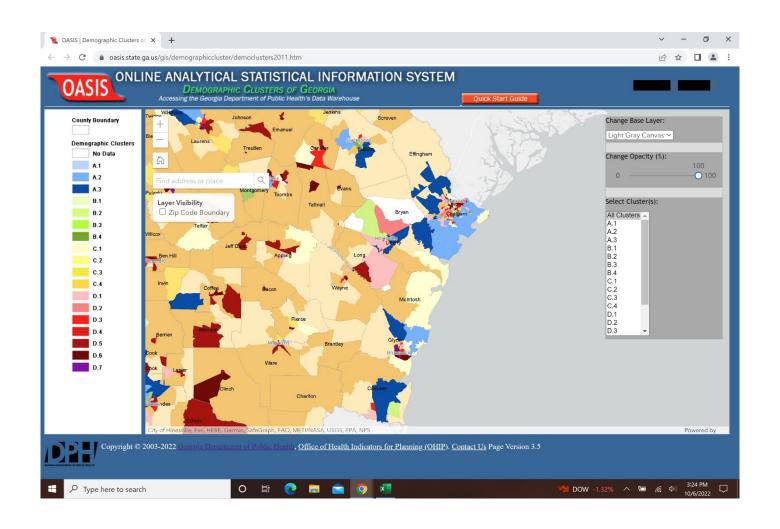








Who live here? Who are at risk?



Protective Factors vs. Tobacco

Policies & Cessation Support

- 100% Tobacco-Free Schools Policies
- 100% Tobacco-Free Campus Policies
- Smoke-Free Ordinances: City of Savannah, Chatham County, City of Pooler, City of Tybee Island
- Free smoking cessation classes at all county health departments in the Coastal Health District
- Free access to the Georgia Tobacco Quit Line: 4 weeks supply of NRT
- Free access to This Is Quitting vaping text cessation program











SB 375: Georgia Tobacco 21



- Effective January 1, 2021
- Minimum age to purchase tobacco products – 21
- Illegal for a person under 21 to use tobacco or e-cigarettes & vaping devices
- Prohibits smoking/use of vaping devices within a school safety zone
- Required signage with specific verbiage
- Overwhelming legislative support: House 123-33, Senate 52-0

Local Challenges & Response

- Media competition with "the virus that shall not be named" bill passage 7/22/2020
- Community mostly unaware
- Retailers mostly compliant
- Health Department Support
 - District Health Director Letter
 - Signage provided with required verbiage
 - Media campaign billboard, radio, print, speaking engagements
 - Site visits and conversations with store managers/owners





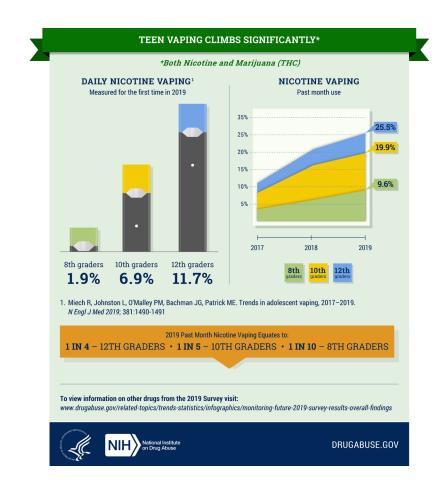




We are hopeful...

... to see:

- Continued decline in our youth cigarette use
- Decline in the alarming increase in youth nicotine vaping
- Improved community health outcomes
- More health-protective environments in our neighborhoods



Please contact us with questions or new ideas!!!



Cristina Pasa Gibson, MPH
Coastal Health District
Chronic Disease Prevention Director
912.644.5818

Cristina.Gibson@dph.ga.gov

Website: www.coastalhealthdistrict.org

COMMUNITY EXAMPLES

Let's hear more from our panelists about how they pursued health equity throughout the policy process!



BACKGROUND ON DENVER

- Hispanic community represents roughly 30% of the City of Denver's population
- Largest racial/ethnic minority in the City
- Hispanic population significantly younger than non-Hispanic Whites
- Hispanic students represent over half of enrolled students in Denver's Public Schools
- 4 of the 13 Council Members are Latina













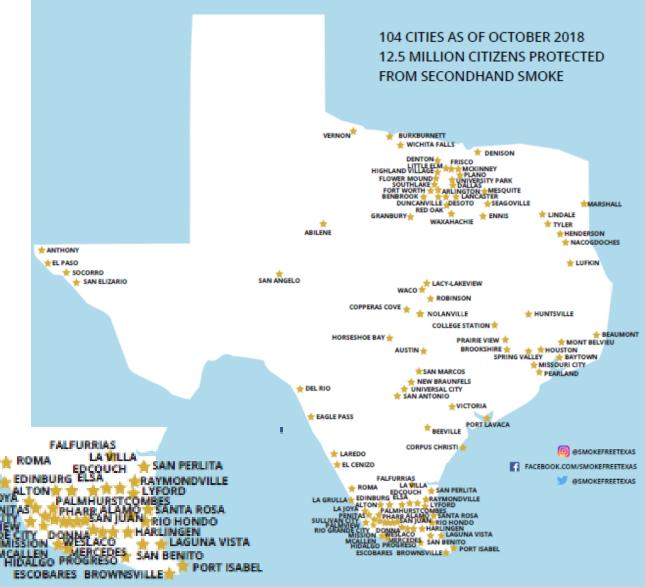
TEXAS CITIES WITH A COMPREHENSIVE SMOKE-FREE ORDINANCE

SMOKE*FREE TEXAS



TEXAS CITIES WITH A COMPREHENSIVE SMOKE-FREE ORDINANCE

SMOKE*FREE TEXAS



FRAME THE ISSUE



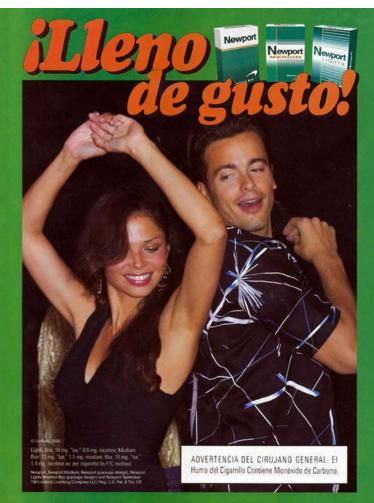






FLAVORED TOBACCO IN THE HISPANIC COMMUNITY





Tobacco companies targeted Hispanics since at least the 1980s with its marketing of flavors. 60 percent of the cigarette ads in the Spanish versions were for Kool and Newport, popular menthol brands.

Half of Hispanic smokers (age 12 and above) use menthol cigarettes (compared with just 29 percent of whites)



FLAVORED TOBACCO IN THE HISPANIC COMMUNITY

The youth e-cigarette crisis hasn't spared the Hispanic community.

E-cigarettes are the most popular product among Hispanic youth.

Almost one in five Hispanic high schoolers (18.9 percent) use e-cigarettes, a rate more than double that of Black high schoolers.





FLAVORED TOBACCO IN THE HISPANIC COMMUNITY



Cigars are the second most popular product among Hispanic youth.

There are over 250 flavors of cigars that often lure kids.



BUILD A STRONG, DIVERSE, AND LOCAL COALTION

















GRASSROOTS & COMMUNITY ENGAGEMENT

GRASSROOTS



- SUPPORTER CARDS
- ACTION ALERTS
- EMAILS TO COUNCIL
- PHONE CALLS
- LETTERS OF SUPPORT



BILINGUAL MATERIALS & RESOURCES

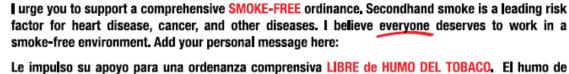




I SUPPORT GOING SMOKE-FREE

FOR MY COMMUNITY!

YO APOYO QUE MI COMUNIDAD SEA LIBRE DE HUMO DEL TOBACO!



segunda mano es el factor principal de riesgo de enfermedades del corazon, cancer, y otras enfermedades. Yo creo que todos merecen la oportunidad de trabajar en un ambiente libre de humo. Puede anadir su mensaje personal aqui:

Name / Nombre		
E-mail / Correo electronico		
Phone / Número de teléfono		
Address / Domicilio		
City / Ciudad	State / Estado	Zip / Area Postal



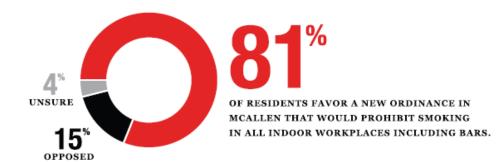
POLLING

McAllen Smoke-Free – Poll of overall community.

Denver Flavors – Poll by
Latino Decisions – Everything
Latino Politics included an
oversample of 200 Hispanic
respondents (voters) to
explore variation within the
diverse Hispanic community.

McAllen Wants All Workplaces Smoke-Free

POLL FINDS OVERWHELMING SUPPORT FOR INCLUDING BARS IN MCALLEN'S SMOKE-FREE ORDINANCE



With every breath in a bar that allows smoking, workers are exposed to 7,000 chemicals that cause heart disease, lung cancer, and other serious illnesses. A recent survey found overwhelming support for the McAllen City Commission to update the current smoke-free ordinance to include all workplaces, including bars. This policy update would protect all McAllen workers and residents from toxic and life-threatening exposure to secondhand smoke.

It's time for a smoke-free ordinance that protects all McAllen workers, including those who work in bars.

*Baselice & Associates survey of 302 registered voters in McAllen, Texas November 2015



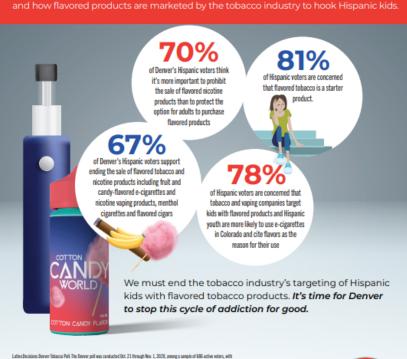
of McAllen voters agree that everyone has the right to breathe smoke-free air in public places and at work. agree that the rights of employees and customers to breathe smoke-free air in workplaces including bars is more important than the rights of smokers to smoke and business owners to allow smoking inside restaurants and bars.



POLLING

Hispanic Voters Support Ending the Sale of All Flavored Tobacco Products in Denver

Denver Hispanic voters have real concerns about the risks associated with e-cigarette use and how flavored products are marketed by the tobacco industry to hook Hispanic kids.



Spanish. Fusting Research candidated the survey, in consultation with Latino policium Watt Barreta and Gabriel Sanchez.

KAISER PERMANENTE®

an oversample of 100 Black/Mrican American respondents and 200 Hispanic/Latino respondents, 100 of whom completed the survey in



Hispanic Voices Matter

Tobacco companies use flavors to hook new customers, especially youth, Blacks, Hispanics, and LGTBQ. For decades, tobacco companies have targeted minority communities with menthol cigarettes, and the minty flavor makes it easier for young people to get addicted, and now lung cancer kills more Blacks and Hispanics than any other type of cancer.

81% (59% Very Concerned) that flavored tobacco is a starter product. Eight out of ten youth who have used tobacco started with a flavored product, and over half of youth smokers use menthol cigarettes.

78% (57% Very Concerned) that tobacco and vaping companies target our kids with these flavored products. In 2019, more than one-in-four Hispanic youth used e-cigarettes in Colorado, a rate that exceeded their white and Black peers and Hispanic youth were more likely to cite flavors as their reason for using these products.

70% of Hispanic registered voters in Denver believe it is more important to prohibit the sales of candy, mint, fruit, and menthol flavored-tobacco, e-cigarettes and vaping products to help prevent young people from using these products. This is three times the amount of Hispanic registered voters in Denver (21%) who value protecting the rights of adults to use the tobacco, e-cigarette, and vaping products of their choice, including those with candy, mint, fruit, and menthol flavors.

72% (43% Very Concerned) that young people in the Hispanic community are smoking cigarettes, or using e-cigarettes or nicotine vaping. Youth nicotine vaping and e-cigarette use has skyrocketed to levels the Surgeon General has called an epidemic. Youth use has been driven by flavors like mint, cotton candy and gummy bear. Studies have shown that almost all youth tobacco users started with flavored products, and seven in ten say they use them because of the flavors.





















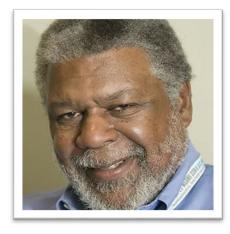
Michael Crews

Moderator and Policy Director,

One Colorado



Dorian FuhrmanCo-Founder, Parents Against
Vaping e-cigarettes



Dr. Phillip GardinerCo-Chair, African American
Tobacco Control Leadership
Council



Nita GonzalesPrincipal, Nuevo Amanecer and
Servicios de La Raza



Jodi Radke Rocky Mountain/Great Plains Region Director, Campaign for Tobacco-Free Kids

COMMUNITY PANELISTS

MEDIA ADVOCACY

EDITORIAL: Praise for City of Pharr's indoor smoking ban

THE MONITOR EDITORIAL BOARD May 25, 2016

- OP-EDS
- LTE'S
- SOCIAL MEDIA
- TRADITIONAL MEDIA
- EXCEPTION TO THE RULE



Members from Smoke-Free RGV pose with the city commission sporting Smoke-Free Pharr shirts after the city passed an ordinance banning smoking indoors on May 16, 2016

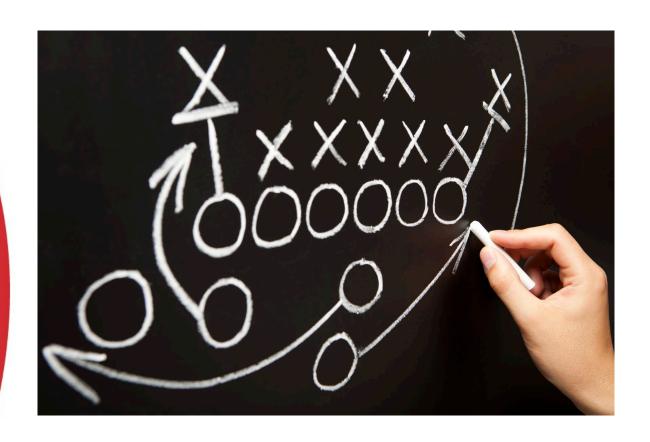
Mitchell Ferman

With overwhelming medical research supporting the health dangers from smoking and second-hand smoke, we applaud the City of Pharr for becoming a smoke-free indoor municipality.



CAMPAIGN MANAGEMENT, STRATEGY & PLANNING

CAMPAIGN PLANNING & MANAGEMENT



CAMPAIGN ASSESSMENT

- Do you have the power you need to achieve success
- Is there a path to victory

CAMPAIGN PLANNING

- Who are your targets
- Who are your stakeholders
- Who is your potential opposition
- Setting goals & timeline

CAMPAIGN MANAGEMENT

- Drive the campaign
- Hold each other accountable
- Work backward



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Change the conversation



Reframing tobacco with shared values to motivate action

Disclaimer: Adapted from materials originally developed by FrameWorks Institute. Expressed views do not necessarily reflect those of FrameWorks Institute.

- Research-based strategic brief
- Framing recommendations
- Talking points
- Examples
- Guides for specific focus areas, eg, rural areas, children and youth, etc.

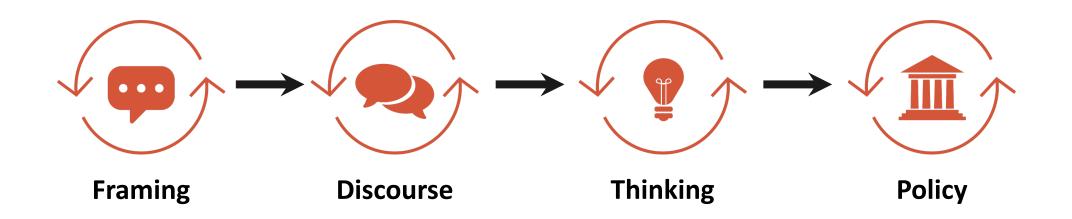
https://www.changelabsolutions.org/product/framingtobacco-disparities

Justice In The Air: Framing Tobacco-Related Health Disparities A FrameWorks Strategic Brief

Released Winter 2020 / Updated Fall 2021







Frames can drive broad social change







AVOID

Economic toll

Public health crisis

We've come so far – this is the last mile

ADVANCE

Justice/fairness issue

Here's how this problem works

Youth sensitivity

Industry tactics, past & present

Local empowerment

Builds understanding of factors like...

Discrimination

Poverty

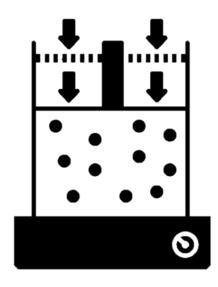
Stress

Effect of marketing

The burden of tobacco

Pressure:

A metaphor for social and environmental stressors



"The pressures in an environment affect tobacco use. As many kinds of stressors build up, the combined force can increase health problems related to tobacco."

WHAT DOES THIS REPRESENT FOR THE COMMUNITY?

Efforts to remove resources—even unhealthy ones—from already under-resourced communities may not be received well



ACKNOWLEDGING PAST HARMS TO CREATE A MORE JUST FUTURE



Shift the frame to systems thinking and away from the idea that individuals bear the responsibility for poor health caused by decades—or centuries—of systematic harm

AGENDA

- L. Welcome from our Hosts at NAHH
- 2. Grounding "Equity" and "Policy"
- 3. Point of Sale Policies in Pursuit of Equity
 - Community POS Policies (introductions)
- 4. The Policy Process as a Tool for Equity
 - South Texas & Denver
 - Savannah
- 5. [Sidebar on Framing time permitting]
- 6. Q&A

SPEAKERS

- Marcela Gaitán, MPH, MA, Managing Director for External Relations, National Alliance for Hispanic Health and the Nuestras Voces Network
- Jerry Saavedra (San Antonio, TX), Community Advocacy Advisor, American Heart Association
- Cristina Gibson (Savannah, GA), Chronic Disease Prevention Director, Coastal Health District, Georgia Department of Health
- Sara Bartel, JD, Senior Attorney, ChangeLab
- Tyra Satchell, MPH, Policy Analyst, ChangeLab







THANK YOU!

For TA, trainings, and product ideas, use the contact form at ChangeLabSolutions.org

Please fill out a quick survey using your phone's camera to open this link!











Upstream

e.g., community conditions and the policies and systems to change them



"What community conditions contribute to the pressures that lead to use of nicotine products?"

Midstream

e.g., screenings and referrals to social service providers

"How can we help this person manage stress?"

"Can this person afford quit aids?"

Downstream

e.g., medical care and treatment

"How can we treat this addiction?"

"What medications will help manage this child's asthma?"

NON-LOBBYING ACTIVITIES

Guidance on Anti-Lobbying Restrictions for CDC Grantees

https://www.cdc.gov/grants/documents/anti-lobbying restrictions for cdc grantees july 2012.pdf

ASPECTS OF ENFORCEMENT

- Who can enforce?
- Are we targeting entities or individuals?
- Role of victims and communities
- Investigative and adjudicatory processes
- Range of sanctions

CIGARETTES • SODAS



Decriminalizing Commercial Tobacco

Addressing Systemic Racism in the Enforcement of Commercial Tobacco Control

This joint statement from a consortium of public health organizations sets forth aspirational principles to help local and state health departments, decisionmakers, advocates, and other stakeholders advance equitable enforcementⁱ practices related to the purchase, possession, sale, and distribution of all tobacco products. These principles can also help address tobacco addiction and reduce tobacco-related harms while maintaining and improving the efficacy of enforcement of commercial tobacco laws and policies.



This statement is for informational purposes only and does not constitute legal advice. Readers should consult with an attorney licensed to practice in their state before adopting any recommendations in this statement.

Joint Statement on Tobacco Control Enforcement for Racial Equity

- Developed by a consortium of public health organizations
- ✓ Endorsed by 40+ leading public health organizations
- Equitable enforcement practices related to purchase, possession, sale, and distribution of commercial tobacco products
- Outlines key values and recommendations

¹ This document adopts the definition of equitable enforcement set forth in the ChangeLab Solutions resource Equitable Enforcement to Achieve Health Equity: An Introductory Guide for Policymakers and Practitioners:

[&]quot;Equitable enforcement is a process of ensuring compliance with law and policy that considers and minimizes harms to underserved communities. An equitable enforcement approach means considering equity – both at the level of the public entity's overall enforcement strategy and at the level of individual enforcement actions. It also means considering equity at all stages of enforcement, from determining when to undertake an enforcement action – and against whom – to deciding which enforcement tools to use."

We recognize the important role of ceremonial and traditional tobacco for many indigenous communities. This document is intended to address commercial tobacco, not the provision, possession, or use of tobacco products as part of an indigenous practice or other recognized religious or spiritual ceremony or practice. All references to tobacco and tobacco products in this document refer to commercial tobacco, including e-cigarettes.

EQUITABLE ENFORCEMENT AND UNINTENDED CONSEQUENCES



Strong Public Health Policies Can Help Address Health Inequities

 Smokefree Housing: Communities of color & low-income communities are more likely to be exposed to secondhand smoke at home.

But Enforcement Must Be *Equitable*

- Racially inequitable enforcement
- Housing security
- Immigration status
- Inability to pay fines

WHO ARE OUR PARTNERS?

Whose lives are most affected by the issue?

Whose work touches on the issue?



Who has the power to make change?



COMMUNITY

A group of people who are located in a particular geographic area, or a group of people who share a common identity or characteristic but might not be located in a single geographic area.

COMMUNITY DEFINED PRACTICES

Practices that "a community considers healing[,] as well as their cultural, linguistic or traditional practices." Though not always measured empirically, such practices have been used and determined by community consensus over time.

INCLUSION

The act of creating an environment in which any individual or group can be and feel welcomed, respected, supported, and valued in full participation. Inclusion also involves authentically bringing traditionally excluded individuals or groups into processes, activities, and decisions or policymaking in a way that shares power.







1. Prioritize equity in policymaking and decision-making

Include accountability strategies and measures to actualize equity commitments

Prioritize and standardize disaggregated data collection, reporting and analysis

2. Fund public health capacitybuilding in working with diverse communities







