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

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

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
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

6,000,000 people/year^ *from smoking and SHS*
480,000 people/year *from smoking and SHS*
11,100 people/year* adults from their own smoking

Why does the retail environment matter?

1. INDUSTRY MARKETING SPENDING
Retail is the tobacco industry's lead marketing channel.

$8.75 Billion/year on cigarettes and smokeless ads & marketing in the retail environment.

What are they spending money on?

- Price discounts and promotional allowances to retailers: $8.1 Billion/YR
- Signs, functional items, displays, shelving units: $68 Million/YR
- Coupons: $240 Million/YR

The retail store is where tobacco enters your community!

$1 million/hour at point of sale.
2. YOUTH TOBACCO USE INITIATION

Why does the retail environment matter?

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 week\(^1\)
- C-stores have more tobacco marketing materials than other store types\(^2-5\)

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\(^1\) Sanders-Jackson, et al., 2015; \(^2\) Feighery, et al., 2008; \(^3\) Henriksen, et al., 2008; \(^4\) Henriksen, et al., 2010; \(^5\) SGR Report, 2012
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 smoking\(^4\)
- Increased odds of initiation\(^5, 6\)
- Higher likelihood of becoming a daily or occasional smoker\(^7\)


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:

**Proximity**
- A measure of the distance to nearest tobacco retailers in an area;
- Measured in feet, miles or km; radial or network buffers

**Density**
- 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

Density vs. Proximity

Close proximity associated with less long term quit success

OR = 0.54
95%CI = 0.35, 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)

Higher density associated with higher school smoking prevalence

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

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!

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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

2. Conduct a Comprehensive Retail Assessment

3. Engage Partners
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

Product: Regulate ALL tobacco products

Promotion: Consider policies affecting advertising and displays
Looking Forward
Develop Holistic Retail Policies

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

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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
Who is coming with?

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

Education
- Partners
- Decision makers
- Media
What will we do?

Are we ready??
- Support
  - Community
  - Decision maker

ITS GO TIME
- Meeting date is set
- Committed testifiers
- Monitoring opposition
Implementation

Common barriers

• Lack of political will
• It’s complicated
• Compromise
• Enforcement, Enforcement, Enforcement