

Assessing Oregon's Retail Environment

Shining Light on Alcohol Industry Tactics



Today's Speakers



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Today's Agenda

Defining the Problem

Why did we assess the alcohol retail environment?

Understanding Our Data

What did we do?

Building Community Support

How do we use our retail assessment findings?

Sharing Experiences

How can we counter the alcohol industry's influence?

Learning Objectives

Understand the alcohol retail environment across Oregon, including **alcohol industry targeting** of youth, communities of color, and low-income residents.

Align assessment findings with **community readiness** and grantee work plans.

Prepare to disseminate assessment findings in local communities.

Understanding the risks of alcohol
consumption in Oregon

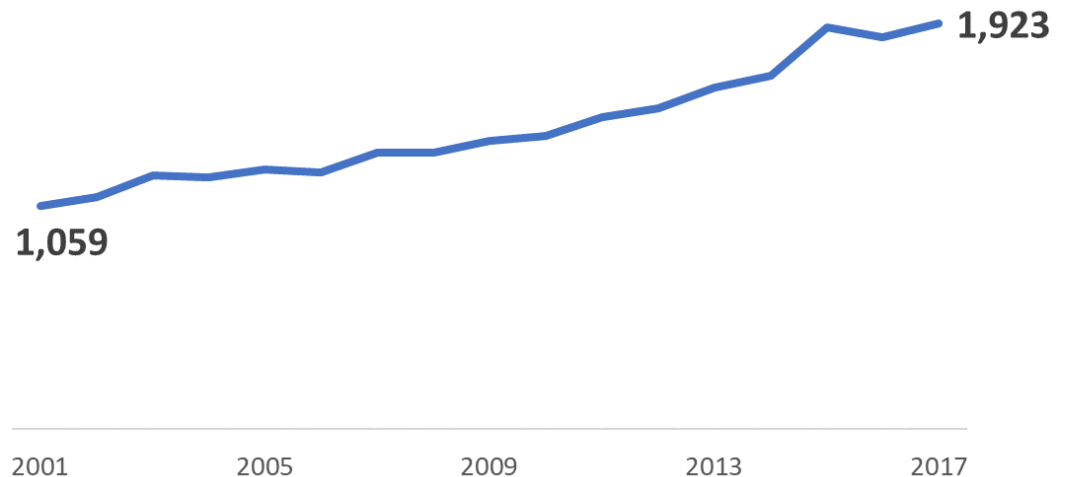
DEFINING THE PROBLEM

Alcohol use is the **#3** cause of preventable death in Oregon

88,000 people die from excessive drinking in the U.S. each year.

1,900 people in Oregon die each year from excessive alcohol use.

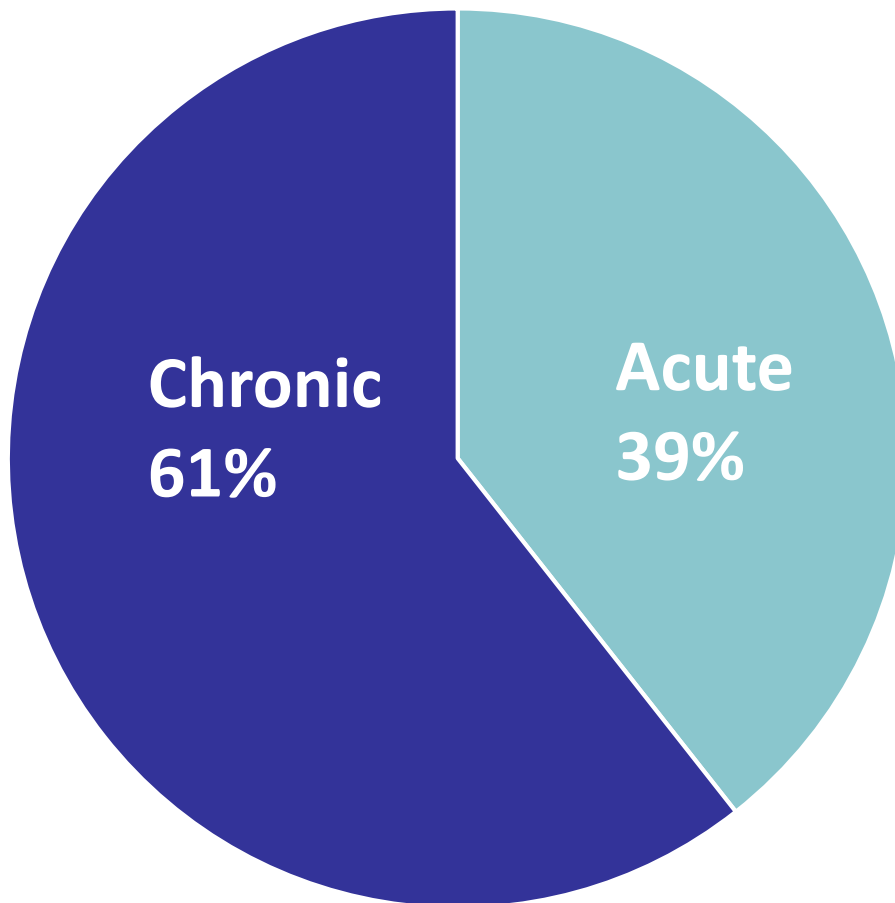
Alcohol-related deaths, Oregon, 2001-2017



Source: Oregon Death Certificates

Alcohol-related deaths in Oregon

- Dependency
- Liver disease
- Cancers
- Heart disease
- Stroke
- Pancreatitis
- Fetal AS

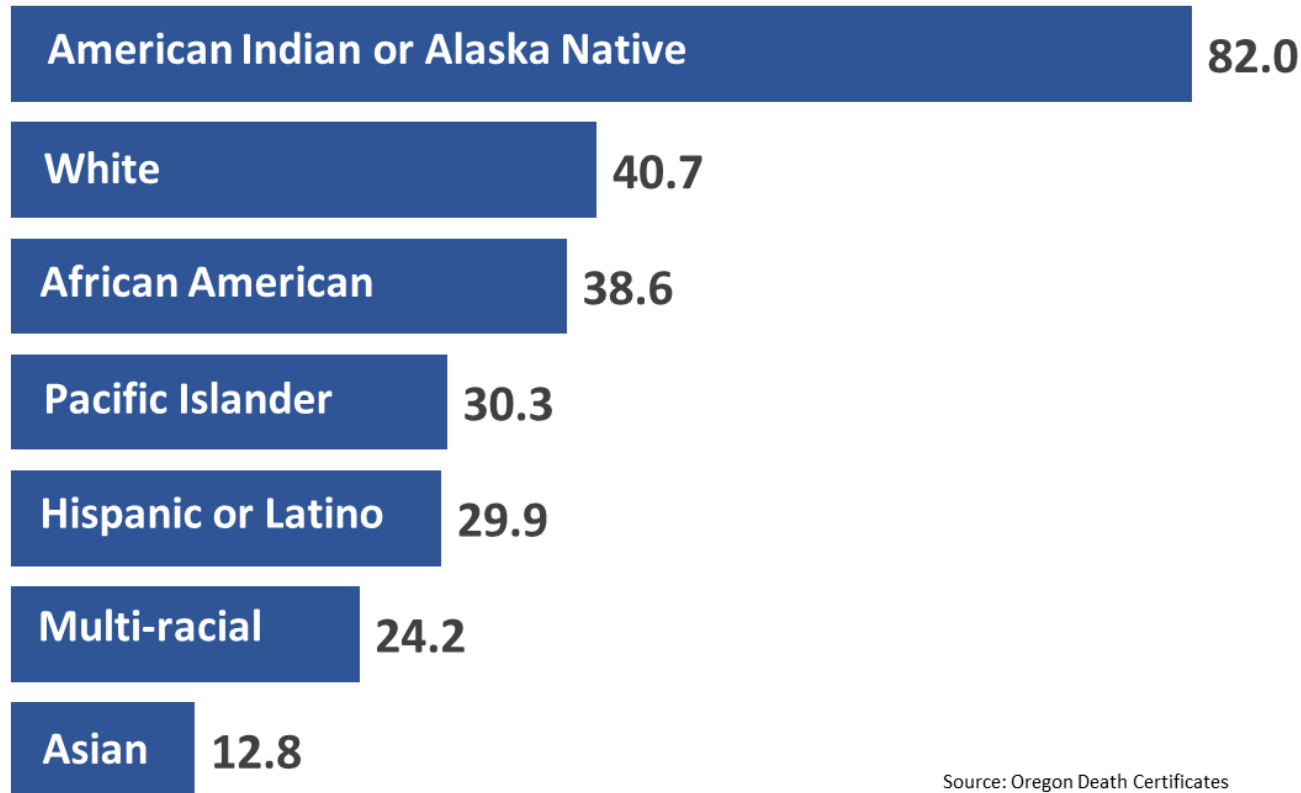


- Poisoning
- Injuries
- Motor-vehicle crashes

Source: Centers for Disease Control and Prevention. Alcohol Related Disease Impact (ARDI) application, 2013.
Alcohol attributable deaths to due any alcohol use, average for Oregon (2006-2010)

Alcohol-related death rates by race and ethnicity, Oregon, 2013-2016 average

Age-adjusted rate per 100,000 population



Source: Oregon Death Certificates

Costs of Excessive Alcohol Use

Excessive drinking causes harm to **communities, families and individuals** from serious injuries and car crashes, heart and liver disease, and certain cancers.

It also fuels drug and alcohol addiction, domestic violence, risky sexual behavior and lower educational attainment.



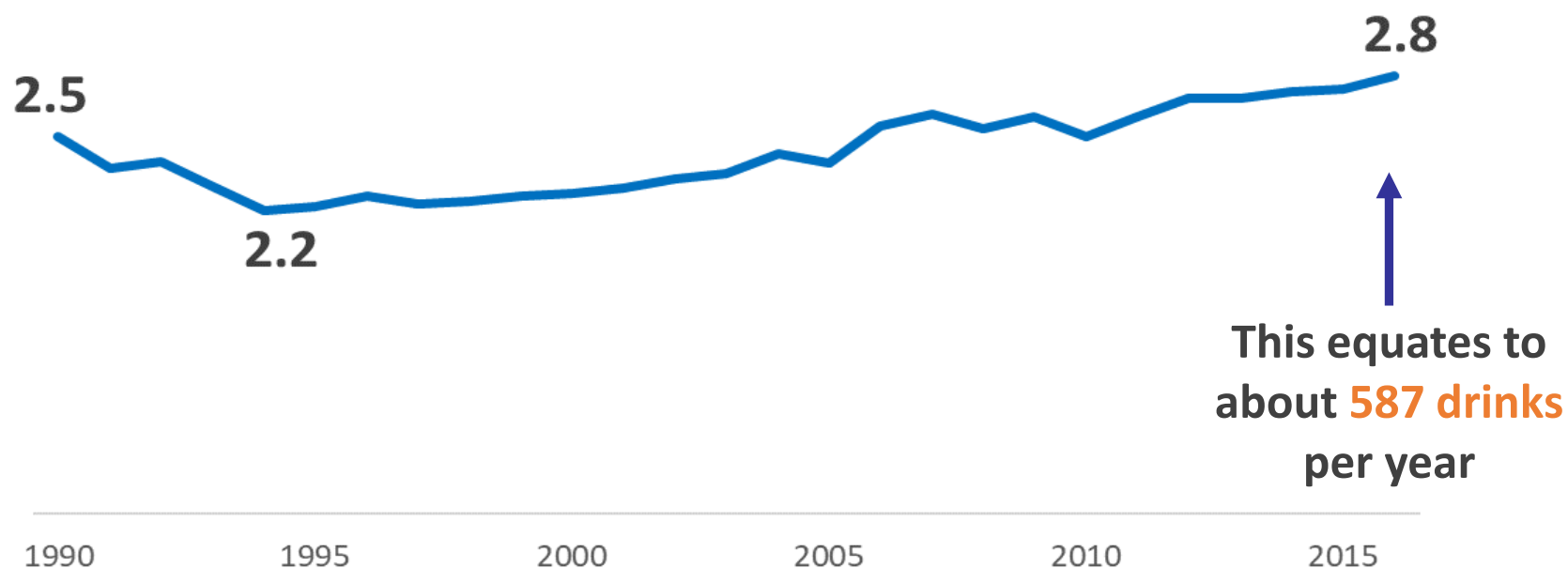
\$

3.5 billion

The annual cost of excessive alcohol use to Oregon's economy each year due to lost productivity, health care expenses, criminal justice costs, and motor vehicle crashes.

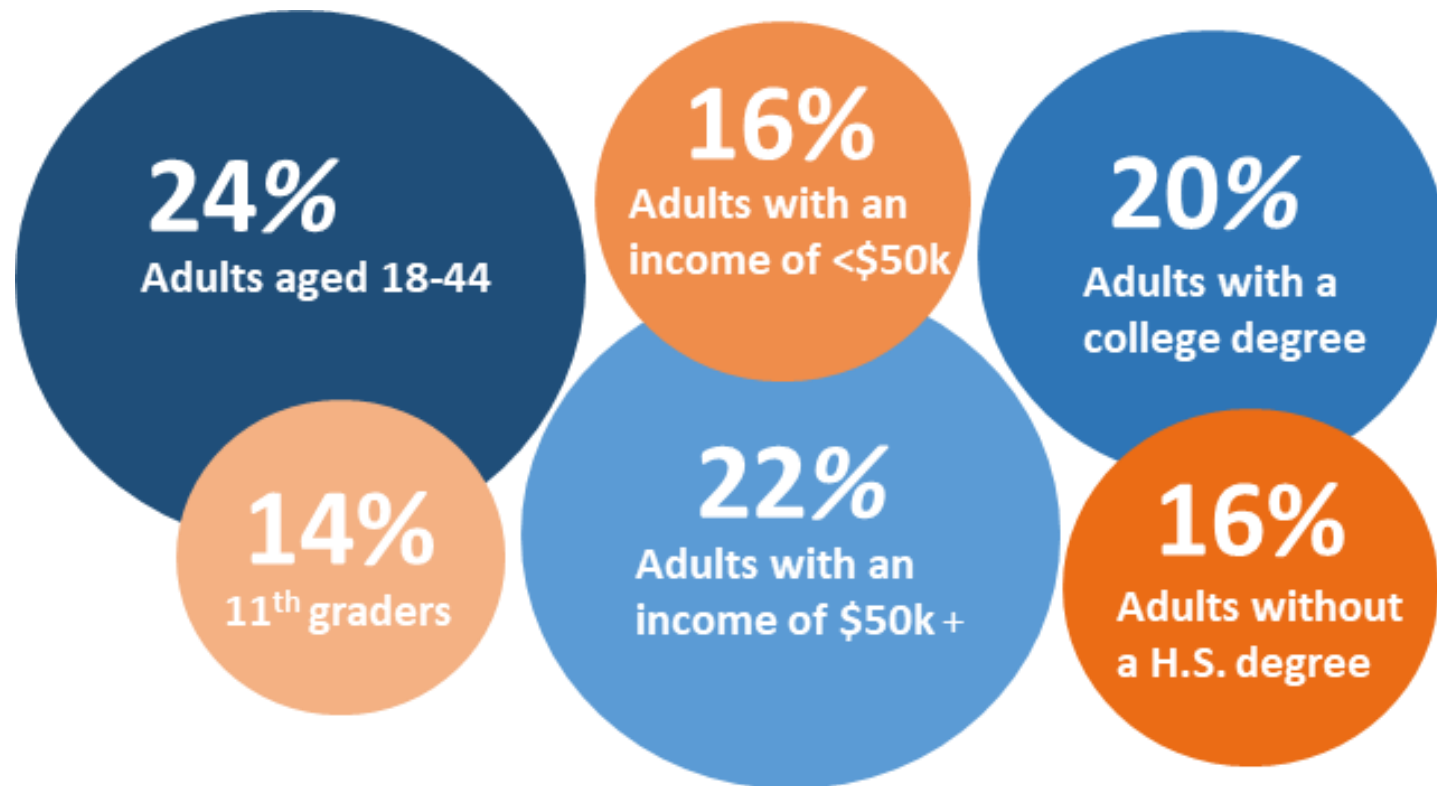
That's \$2.08 per drink consumed.

Apparent per capita alcohol consumption, Oregon, 1990-2016 (pure alcohol in gallons)



Note: Per capita consumption among those aged 14 and above
Source: National Institute on Alcohol Abuse and Alcoholism

Binge drinking is common among many groups.



Sources: 2016 Oregon Behavioral Risk Factor Surveillance System (BRFSS);
2017 Oregon Healthy Teens (OHT) Survey

Alcohol Industry Spending

The alcohol industry spends nearly **\$3.5 billion** on product promotion.

29% of advertising dollars promoted alcohol products in the retail environment



Assessing the Retail Environment

UNDERSTANDING OUR DATA

Assessment Snapshot

3,100

Tobacco retailers in
Oregon (*minor accessible*)

2,000

Retail assessments completed

36

Counties participated
(*both ADPEP and TPEP*)


2

Tribal partners participated

Assessment Tool

2018 data will provide a baseline for all future assessments.

Oregon is one of the first states to include alcohol in a tobacco retail environment assessment.

HPCDP Tobacco and Alcohol Retail Assessment 

Retailer #: _____ Date of Visit: _____ Total minutes: _____ Name: _____

1. Store name: _____ County: _____
Physical Address: _____ City: _____ Zip: _____

2. Store Type: (Choose one)-
Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Fiaid Pantry): ☐ with gas ☐ without gas
☐ Drug store/pharmacy (e.g., Walgreens, Rite Aid)
☐ Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)
☐ Mass-merchandise (e.g., Walmart, Fred Meyers, Bi-mart) or discount store (e.g., Dollar General)
☐ Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)
☐ Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store? ☐ No, store is out of business [STOP]
☐ Tobacco sold here? ☐ Yes [CONTINUE to 4] ☐ No [STOP] ☐ No, could not locate [STOP]
☐ No, was refused entry [STOP] ☐ No, under 21 restricted [STOP]

4. Which products are advertised OUTSIDE the store (on windows/doors, building, sidewalk or elsewhere)?

Cigarettes - non menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarettes - menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarillos/ little cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Large cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Chew, moist or dry snuff, dip or snus	<input type="checkbox"/> Yes <input type="checkbox"/> No
E-cigarettes or other electronic "vaping" products	<input type="checkbox"/> Yes <input type="checkbox"/> No
Alcoholic beverages	<input type="checkbox"/> Yes <input type="checkbox"/> No
Alcohol and university co-branding	<input type="checkbox"/> Yes <input type="checkbox"/> No
Sugary drinks (soda, slushy, flavored milk, sports/energy drinks)	<input type="checkbox"/> Yes <input type="checkbox"/> No

5. Does the store have a pharmacy counter? ☐ Yes ☐ No

6. Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? ☐ Yes ☐ No

7. WIC and/or SNAP (i.e., food stamps, EBT) accepted here? ☐ Yes ☐ No

Tobacco products	Cigarettes	Little cigars/ cigarillos	Chew, moist/dry, Snuff, dip, snus	E-cigarettes, inc. e-liquids	Paraphernalia (Optional)	Large Cigars (Optional)
8. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. Flavored products? (menthol for cigarettes)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
11. Product ad within 3 feet of the floor INSIDE the store?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
12. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
13. Any MENTHOL price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
14. Advertised for less than \$1?		<input type="checkbox"/> Yes <input type="checkbox"/> No				

Last edited: 3/1/2018

Assessment Process

“Advertising for alcohol, beer in particular, was prolific with ads on the floors, hanging from the ceiling, above the refrigerators, on the refrigerators and the refrigerator door handle, outside the store on the windows, and both inside and outside sometimes had neon signs.”

—Volunteer



Retail Store Types

Store Type	Percentage
Convenience Stores	63%
Market	10%
Grocery Store	10%
Drug Store	5%
Other	4%
Tobacco Shop	1%
Certified Smoke Shops	0.33%

Outdoor Ads

Nearly **50%** of retailers had outside advertising for at least one type of alcoholic beverage.

“Some stores had large signs with their store name that were cobranded with a beer company.”

—Volunteer

Entering the Store

23% of the retail locations had large beer displays



Product Availability

Most retailers sold alcohol:

92% beer

86% hard cider

85% alcopop or wine coolers

84% wine

75% malt liquor



Price Discounts

53% offered a price discount for at least one alcohol product

31% promoted alcopops

24% promoted malt liquor



Flavors

85% of retailers had
alcopops for sale



Flavors

"It is impossible to discuss harmful alcohol consumption among youth and not include supersized alcopops. These **low-priced** and **sweet-tasting** beverages are associated with reports of dangerous consequences among youth."

David Jernigan, PhD

Director of the Center on Alcohol Marketing and Youth

Johns Hopkins Bloomberg School of Public Health

Targeting Youth

50% of retailers placed alcohol products 12 inches from toys and candy





Targeting Youth

“In most stores the beer and other alcohol was near the back of the store with all the other drinks. Sometimes we would find soda pop right next to the alcohol in the refrigerators.”

Targeting Youth

“Some beer companies used sports to advertise. Budweiser and Bud Lite all used schools such as University of Oregon and Oregon State University to advertise, which condones drinking and possibly underage drinking.”

- *Youth Volunteer*



Alcohol Industry Influence

“My big takeaway was I thought it was important that we did the retail assessment. It made us more knowledgeable of what is being sold in the retail environment. Some youth see this environment all the time and this is their normal routine. ... **I now cannot look at the store environment the same.**

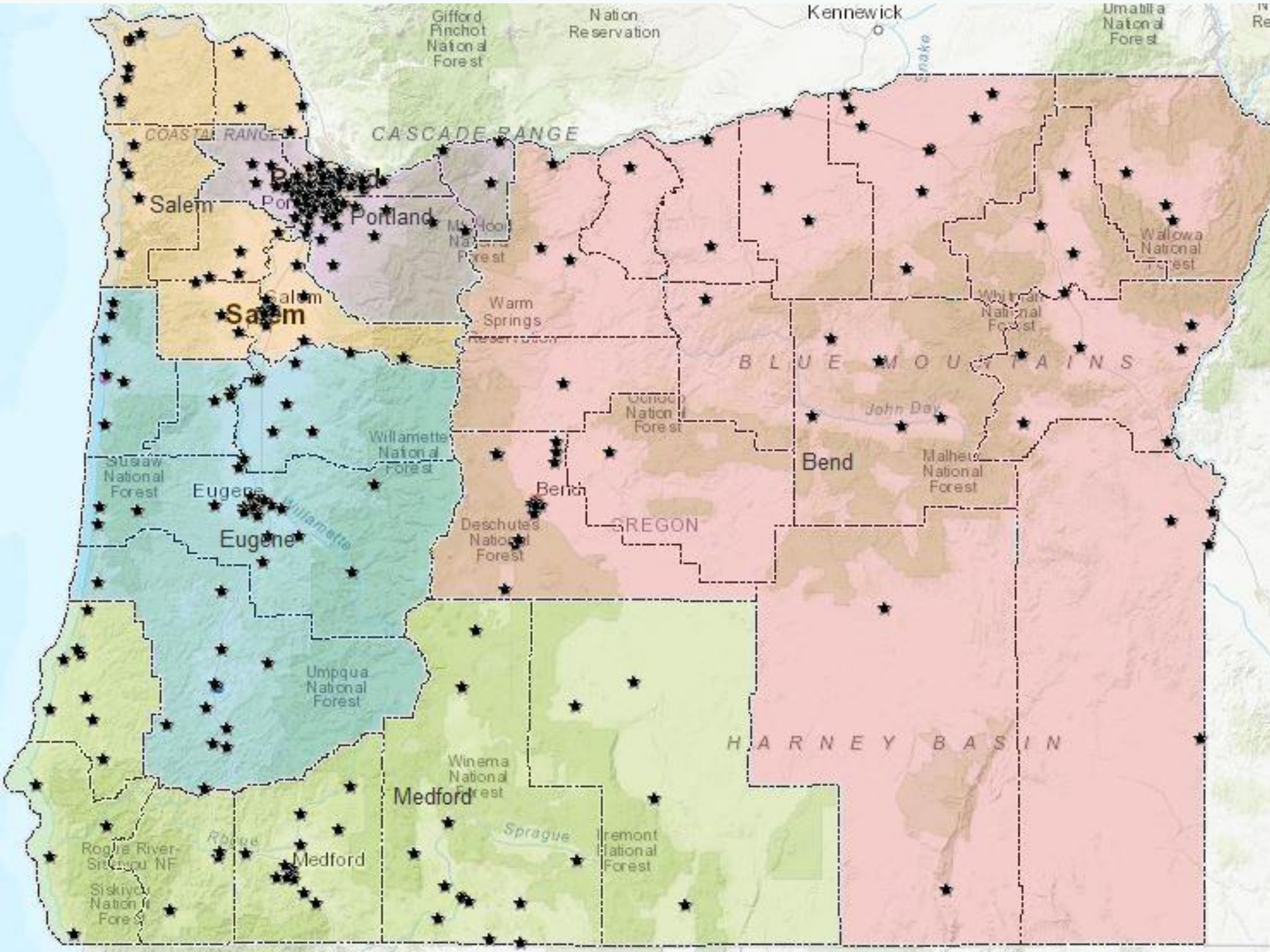
Advertisements are much more apparent and so are paraphernalia for alcohol and tobacco.”

- *Volunteer*

Changing the retail environment

BUILDING COMMUNITY SUPPORT





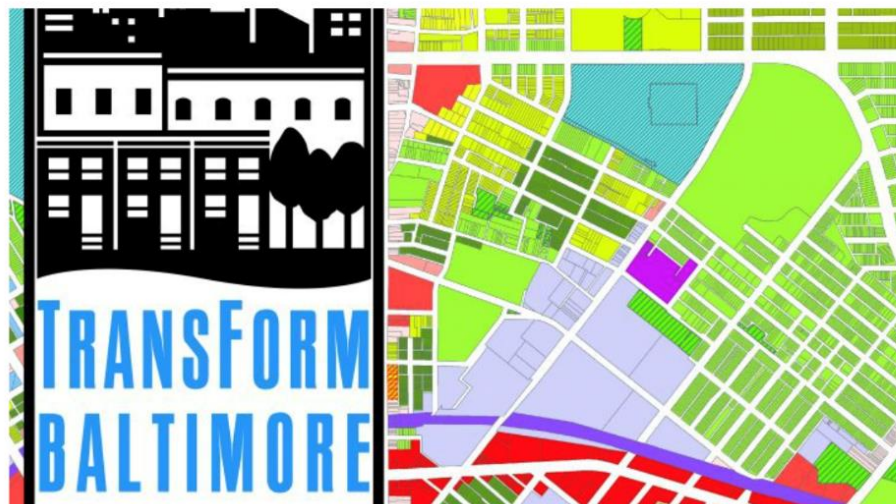
Place Matters Oregon Conference



C. Debra Furr-Holden, PhD

Michigan State University College of Human Medicine

Transform Baltimore



Baltimore's New Zoning Code

The Department of Planning would like to thank the Mayor and City Council for completing their review of City Council Bill #12-0152. On December 5, 2016, the City Council passed and the Mayor signed into law a new zoning code for the City of Baltimore. This code will replace the 1971 Zoning Code. It is intended to simplify and streamline development review, provide an easy to understand set of rules, while creating a more modern code that fosters growth and development while maintaining neighborhood character.

Alcohol Outlet Density: An Evidence-Based Strategy

States permit local governments to regulate alcohol outlet density

Local governments use licensing and/or zoning authority to regulate alcohol outlet density

Regulating alcohol outlet density improves health & saves lives



Considerations for Local Regulation of Alcohol Outlet Density as a Public Health Strategy



Gives authority to those who know local conditions best



Encourages local residents to engage in decision-making processes



Supports community norms that discourage excessive drinking



Empowers local law enforcement agencies to address problems associated with excessive alcohol use



Reduced rates of excessive alcohol consumption (including binge and underage drinking)



Fewer public nuisance activities and reduced police costs



Lower rates of violence

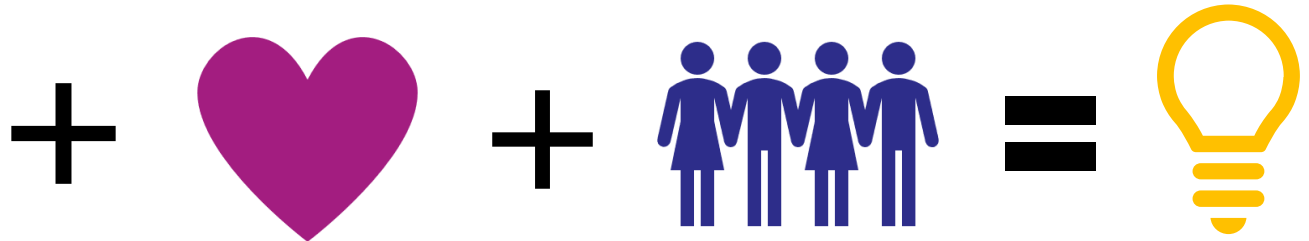
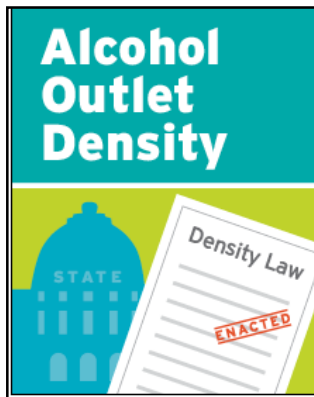
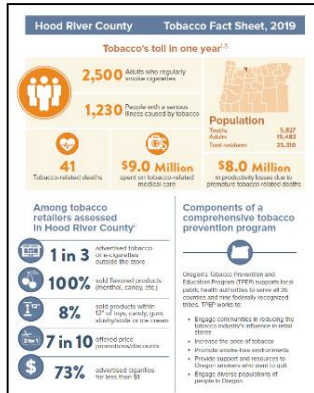
Taking Action

What are your next steps for countering the alcohol industry's influence?

How will data from the assessment build your community's readiness?



Community Context



Disseminating Data in Your Community

COMMUNICATING RESULTS

Products

Reports

- Data Summaries

Coming soon!

- Statewide
- County Retail
Assessment Summaries

Earned Media

- Toolkit
 - Email announcement
 - Press release
 - Social media posts
 - Newsletter article
 - Talking points
 - PPT presentation
- Technical Assistance

Questions?



THANK YOU!

Questions?

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