

Assessing Oregon's Retail Environment

Shining Light on Tobacco Industry Tactics



Learning Objectives

- Understand the tobacco retail environment across Oregon, including the ways Big Tobacco targets 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.

Big Tobacco and the Retail Environment

\$8.6 billion

National advertising and promotional expenditures for cigarettes and smokeless tobacco in 2017

\$7.3 billion

National advertising and promotional expenditures for cigarettes in 2017 **at point of sale**



The tobacco industry spends **78%** of its marketing dollars at the point of sale.



Assessing Oregon Tobacco Retailers

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, Food 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]
 Yes [CONTINUE to 4] No [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 cobranding	<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 <u>INSIDE</u> 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

“Coalition members volunteered to help with the assessment, which increases our capacity, making it easier for us to assess all of the tobacco retails. There is so much to see that I had taken for granted and hadn’t noticed before.”

- *Staff Member*

“I also noticed fewer cigarette advertisements and more e-cigarette products than in previous years.”

- *Volunteer*

Percentage of Retail Store Types

Store Type	Percentage
Mini Mart (including Gas)	63%
Market	10%
Grocery Store	10%
Drug Store	5%
Other	4%
Tobacco Shop	1%
Certified Smoke Shops	0.33%

Outdoor Ads

Nearly **50 percent** of tobacco retailers had outside advertising for at least one product



Popular Products



98%



90%



68%



91%

Price Promotions

63 percent of retailers offered a price discount for at least one tobacco product

57 percent of retailers advertised cigarillos for less than \$1



Price Promotions

“During a retail assessment, we were approached by the store owner, who made a comment about how tobacco companies are experts at making money. He said that he sells tobacco products cheaper than what he buys them for. In return, tobacco companies send him checks if he’s keeping their products at the lowest price.”

- Youth Volunteer

Flavored Products

93 percent of retailers sold fruit- and candy-flavored products

23 percent of retailers placed products within a foot of candy or toys

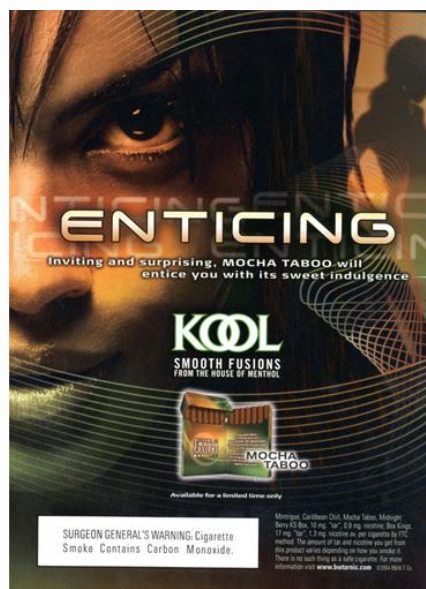
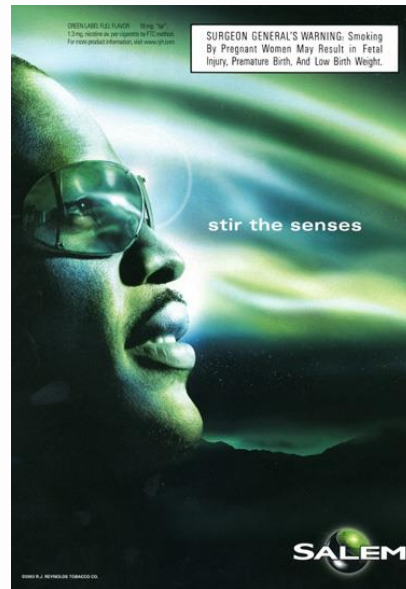
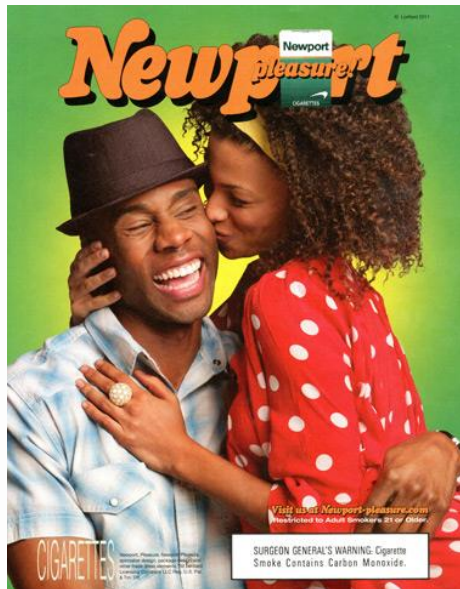
“One of the things I noticed was that stores farther out, like on the outskirts of town, seemed to have more tobacco paraphernalia around candy and bright colored objects that kids are drawn to look at.”

- *Volunteer*



Flavored Products

Of retailers that sold cigarettes, **96 percent** sold menthol products.





Tobacco Industry Tactics

Big Tobacco spent **\$7.3 billion** in advertising and promotional expenditures for cigarettes at the point of sale in 2017.

Big Tobacco spends over **\$100 million** each year in Oregon.

Questions?



Solutions to Combat Marketing

COUNTERING THE INDUSTRY

Health Promotion and Chronic Disease Prevention

PUBLIC HEALTH DIVISION

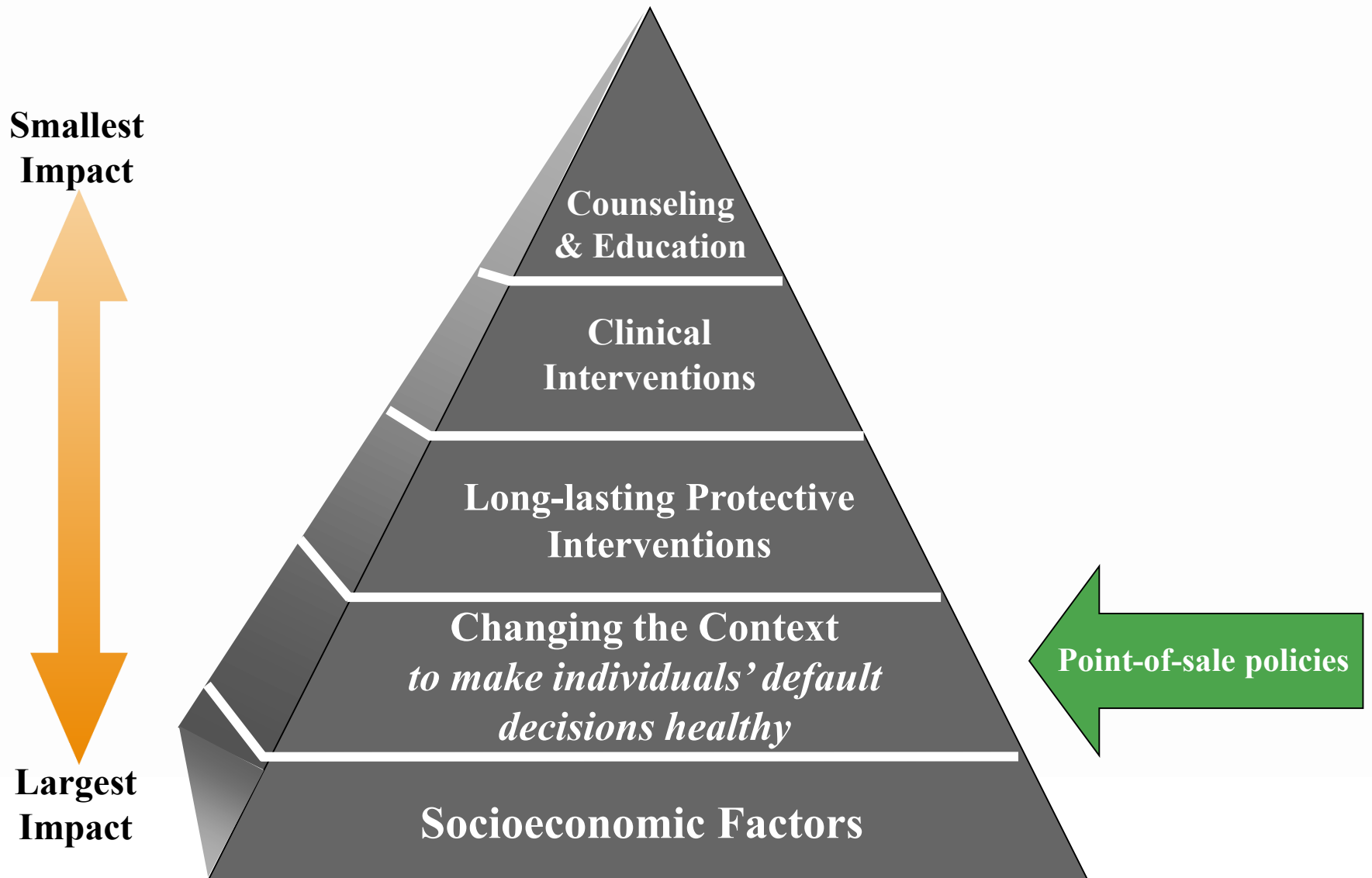
Oregon
Health
Authority

We know what works for tobacco prevention.

- 1) Sustained funding of comprehensive programs
- 2) Tobacco price increases
- 3) 100% smoke-free policies
- 4) Cessation access
- 5) Hard-hitting media campaigns
- 6) **Comprehensive point of sale restrictions**



Factors that affect health



Point-of-Sale Strategies: A Tobacco Control Guide

by Center for Public Health Systems Science



Policy Priorities

- Tobacco Retail Licensure
- Raising the Price of Tobacco Through Non-Tax Approaches
- Regulating Flavored Tobacco Products
- Proximity and Density
- Tobacco-Free Pharmacies

PUBLIC HEALTH DIVISION
Office of the State Public Health Director
Kate Brown, Governor

Oregon Health Authority
www.oregon.gov/OHA

2018 Oregon Tobacco and Alcohol Retail Assessment Report

Baker County

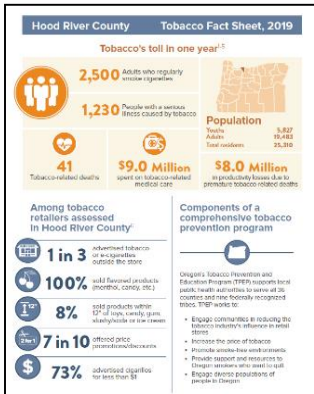
This summary provides state and county results from Oregon's 2018 Tobacco and Alcohol Retail Assessment (TARA) on key measures relating to youth exposure to product, placement, promotion and price of alcohol and tobacco products in the retail environment.

Outside advertising	County (%)	State (%)	Question wording
Cigarettes (Menthol/non-menthol)	18.2	43.6	Which products are advertised OUTSIDE the store (on windows/doors, building, sidewalk or elsewhere)?
Cigarillos/Little cigars	9.1	9.9	
Large cigars	9.1	2.0	
Smokeless tobacco such as chew, snuff, dip or snus	13.6	18.4	
E-cigarettes	13.6	19.3	
Any tobacco advertising	27.3	49.3	At least one or more products are advertised outside the store.
Alcoholic beverages	40.9	50.1	
Co-branding of alcohol and universities	4.6	8.3	
Sugary drinks	36.4	56.1	
Store characteristics	County (%)	State (%)	Question wording
Pharmacy counter	18.2	15.2	Does the store have a pharmacy counter?
WIC/SNAP benefits accepted	59.1	73.9	WIC and/or SNAP (i.e., food stamps, EBT) accepted here?

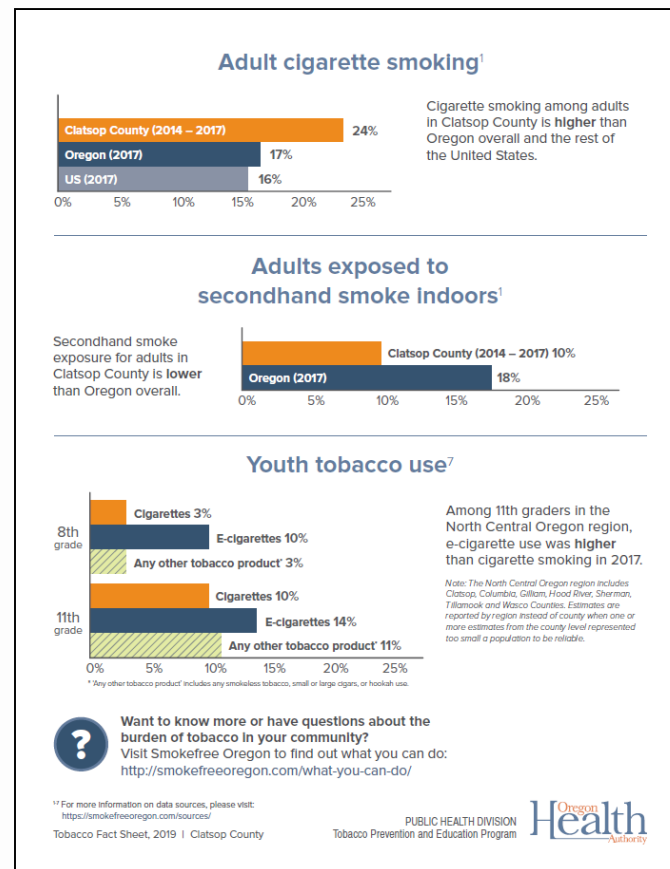
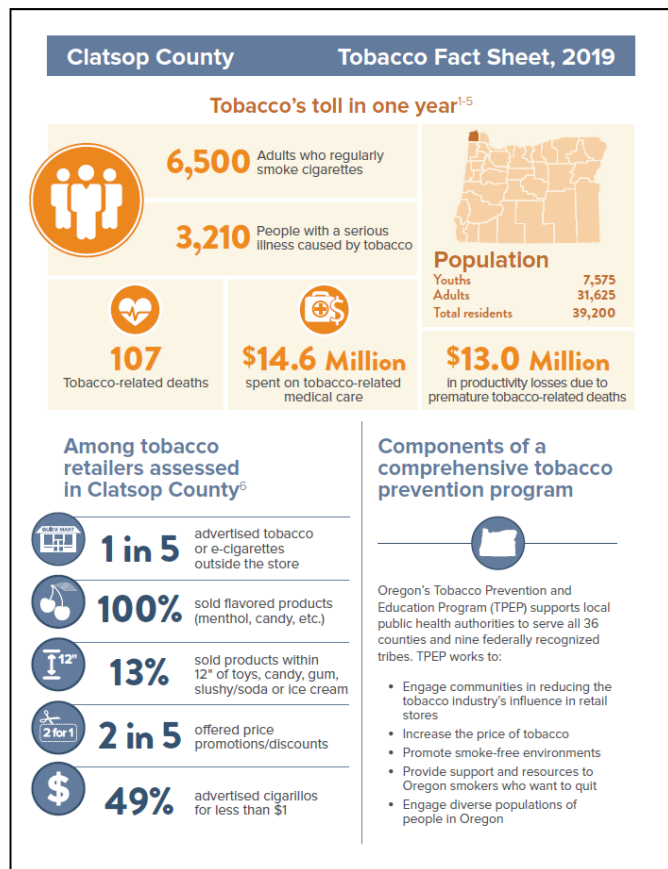
Created: March 2019

2018 Oregon Tobacco and Alcohol Retail Assessment

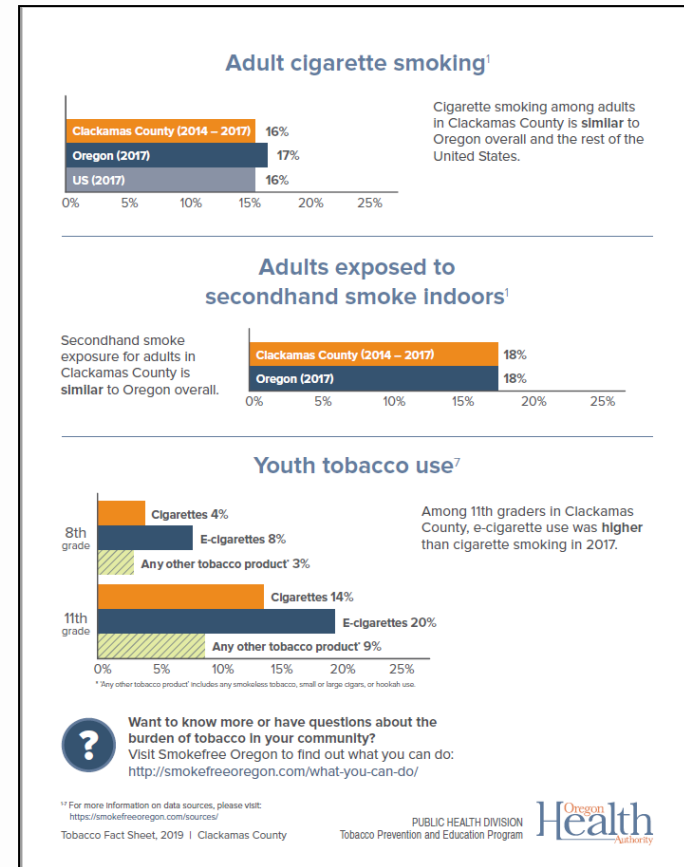
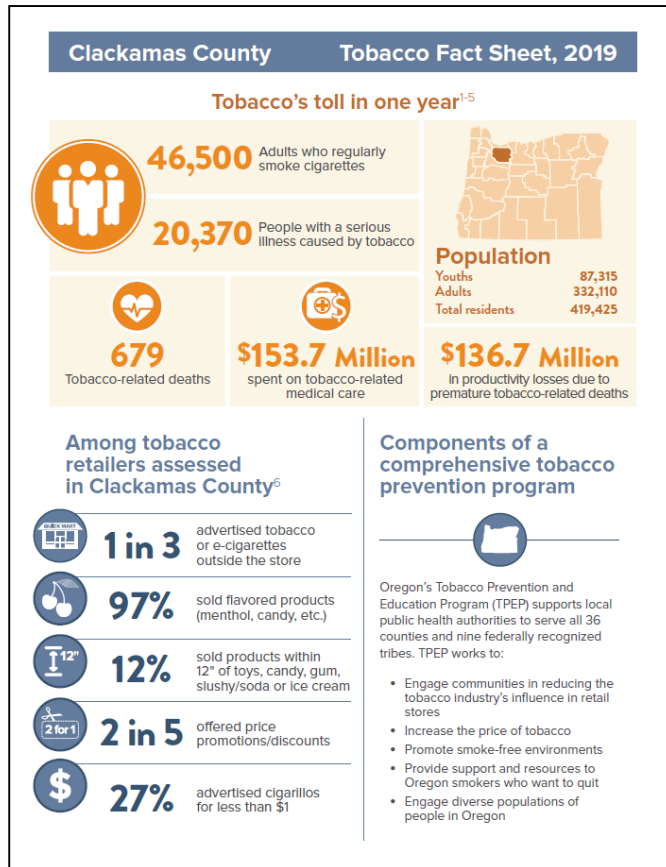
Community Context



Clatsop County



Clackamas County



HPCDP Connection: Tobacco Retail Environment

Tobacco Retailer Licensing Playbook

http://www.changelabsolutions.org/sites/default/files/TRL_Playbook_FINAL_20150511.pdf

Regulating Flavored Tobacco Products

<https://www.publichealthlawcenter.org/sites/default/files/resources/Regulating-Flavored-Tobacco-Products-2017.pdf>

How to Reduce Tobacco Retailer Density and Why

http://countertobacco.org/wp-content/uploads/2017/03/Tobacco_Retailer_Licensing_Density-Infographic_FINAL_20170202.pdf

<https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/TOBACCO/Pages/RetailLicensing.aspx>

Questions?



Disseminating Results in Your Community

TAKING ACTION

Products

Reports

- Fact Sheets
- 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

Upcoming Webinars

Wednesday, May 8, 2019 10:30 am – 12:00 pm

[Retail Environment Assessment: Media Toolkit](#)

Wednesday, May 15, 2019 10:30 am – 12:00 pm

[Retail Environment Assessment: Alcohol Results](#)

Questions?



THANK YOU!

QUESTIONS OR CONCERNS?

SARAH WYLIE, OHA HEALTH PROMOTION STRATEGIST

SARAH.A.WYLIE@DHSOHA.STATE.OR.US

(971) 673-1051