

Tobacco Retail Licensure 2.0

Taking your data further



May 20th, 2015

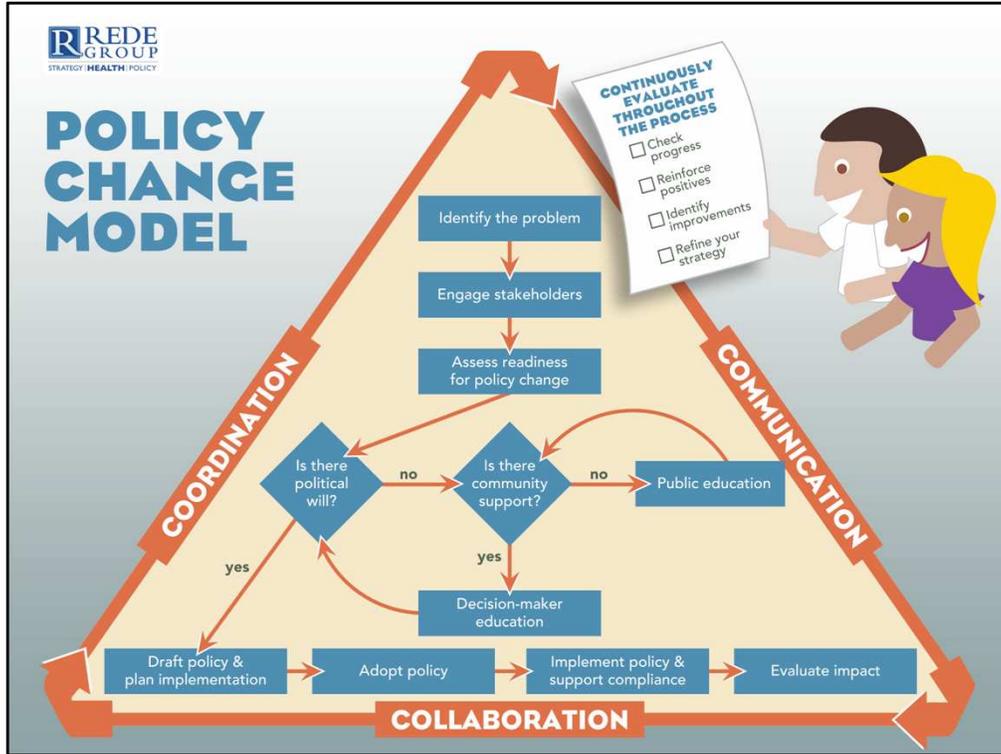
Thanks everyone for being here at the TPEP In-Person training focused on the retail environment.

We are affectionately calling this training tobacco retail licensure 2.0, because we are hoping to dive deeper into the data, communications and policy aspects of this work.

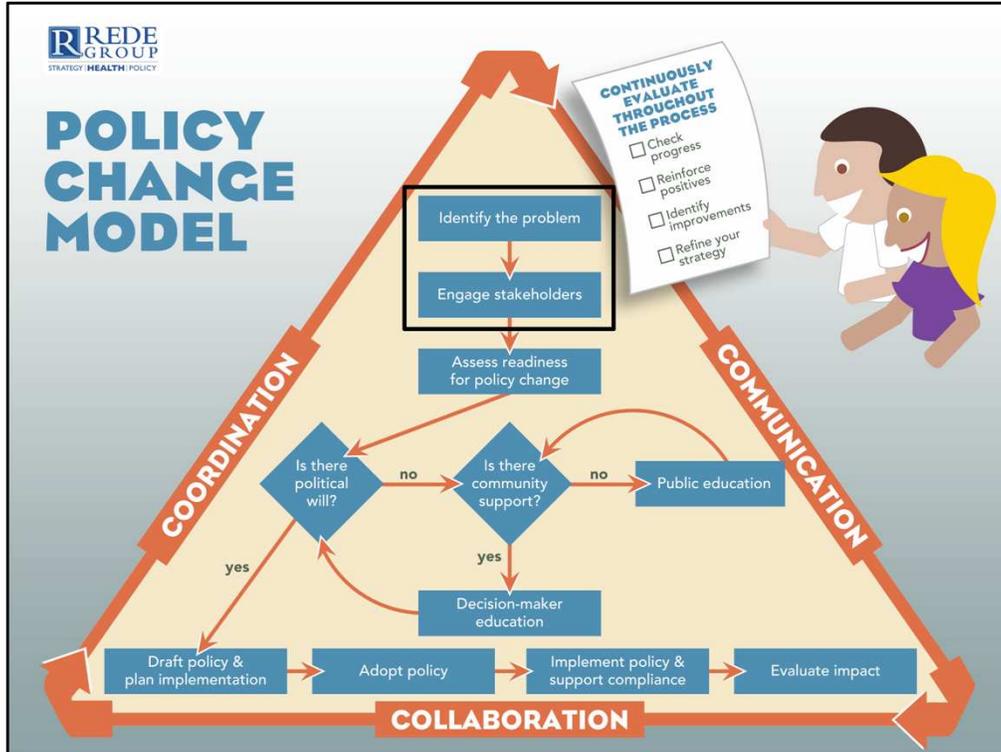
What are we doing here today?

- **Review** available data sources
- **Describe** one grantee's experience using data
- **Use** data to craft a story

So, today we are going to (1) review existing data sources that can be used to describe the burden of tobacco in your community; (2) Janet is going to describe her process (and lessons learned) for using data to inform the community and decision makers; and (3) use data to craft a compelling story about tobacco use in your communities.



First, let's ground our conversations today in the Policy Change Model.



Our conversation for this first part of the day will revolve around data and it's uses for the first few steps of the policy change process, identifying the problem and engaging stakeholders in the issue.



Standardized Tobacco Assessment for Retail Settings (STARS)

1. Date of visit: _____ Start Time: _____ End Time: _____

2. Coder Name/ID: _____

3. Store Name/ID: _____
 Store name matches assigned name

4. Store Address: _____
 Actual address matches assigned address

FIELD NOTES

This retail environment provides a great photo opportunity.

5. Can you survey this store? (If not, then select an option below and STOP!)

Yes, I can

No, store does not exist

No, store is closed

No, under 18 not allowed to enter

No, membership or fee required to enter

No, environment unsafe for me

No, asked to leave before completing the survey

Other (specify): _____

EXTERIOR

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

a. Cigarettes – non-menthol Yes No

b. Cigarettes – menthol Yes No

c. Cigarillos/little cigars Yes No

d. Large cigars Yes No

e. Chew, moist or dry snuff, dip or snus Yes No

f. E-cigarettes Yes No

INTERIOR

7. Store Type: (Choose one)

Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)

Drug store/pharmacy (e.g., Walgreens, Rite Aid, Duane Reade)

Beer, wine, or liquor store (e.g., ABC)

Grocery store (e.g., small market/deli/produce market or supermarket (e.g., Stop & Shop, Harris Teeter, Albertsons))

Mass merchandiser (e.g., Wal-Mart, Costco, B.J.'s, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)

Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)

Other (specify): _____ (e.g., donut shop, bait & tackle)

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)? (Choose one)

Yes and visible to customers

Yes but not visible to customers

No (STOP if focusing on tobacco retailers)

9. Does the store have a pharmacy counter?

Yes No

10. Alcoholic beverages sold here?

Yes No

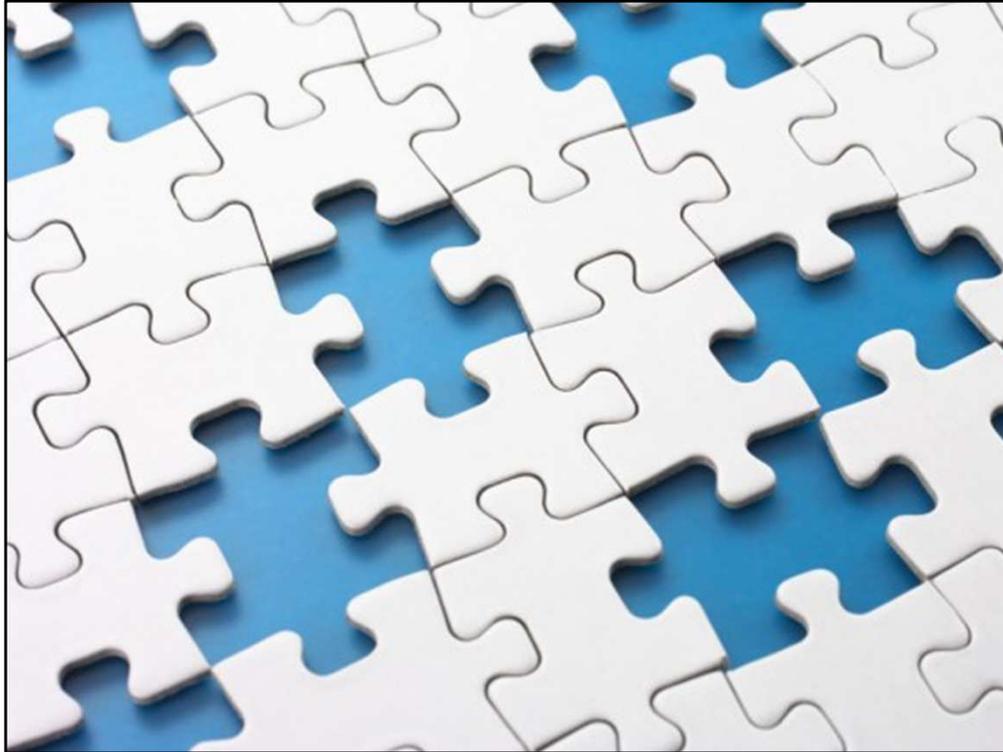
11. Does store display a graphic health warning sign?

Yes No



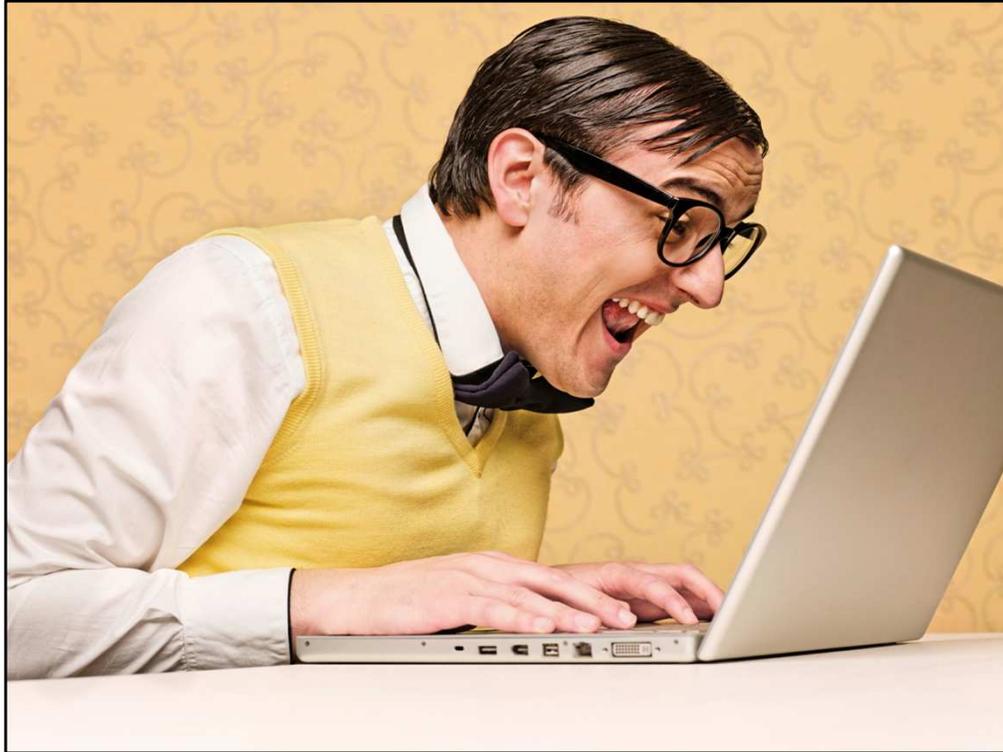
Version 1.0 (05/02/16)

You are all intimately familiar with the data collected from your local assessments of the tobacco retail environment.



However, tobacco retail data are just one piece of the puzzle.

There are a variety of data sources at your disposal to paint a more complete picture of the burden of tobacco in your community and how the retail environment fits within that community.

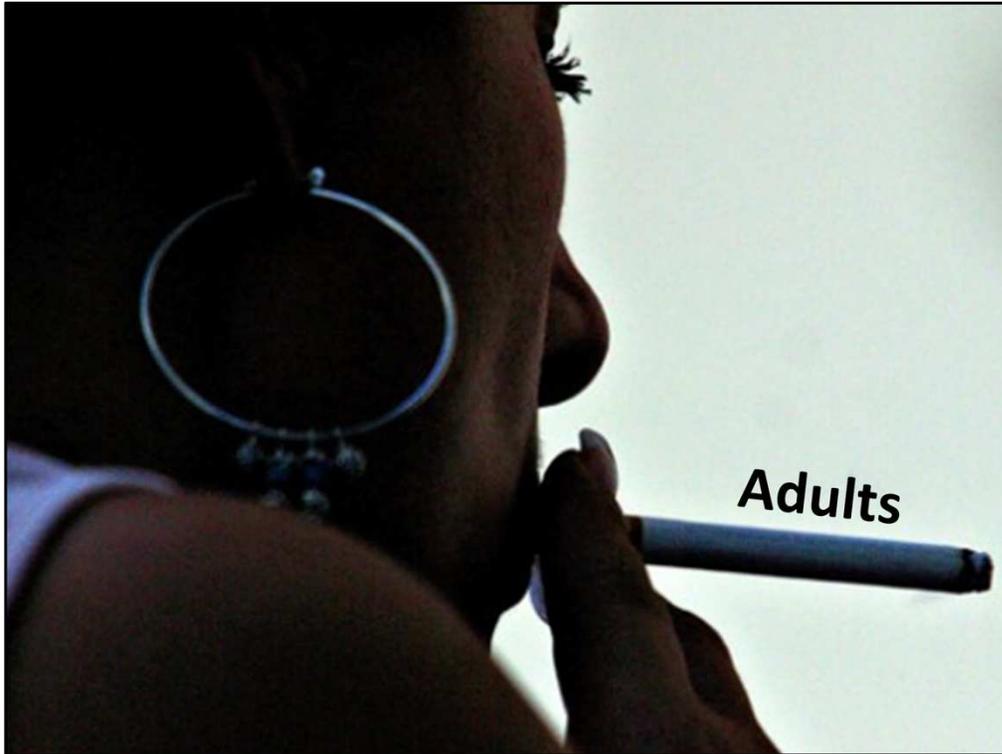


First let's discuss available data. Most of which is readily available at your fingertips.

General tobacco use



First, we have data on general tobacco use.



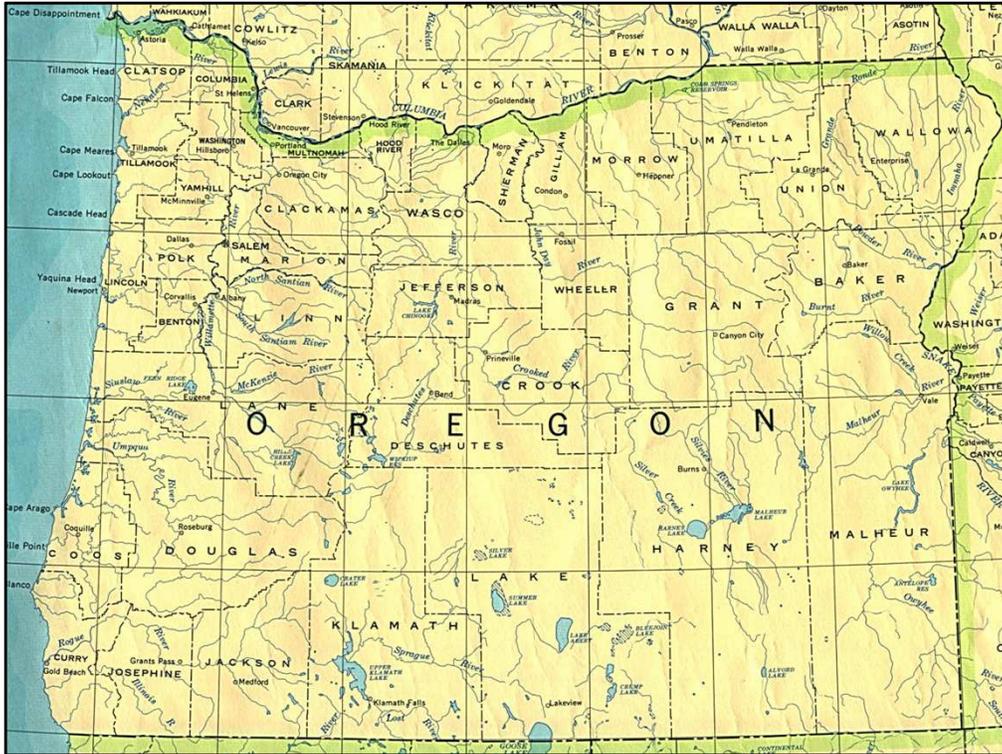
We have data on adult tobacco use...



Youth tobacco use...



At the state level...



And at the county level.

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Chronic Disease Data

Public Health > Diseases and Conditions > Chronic Disease > Chronic Disease Data

Chronic Disease Data and Reports

The Oregon Public Health Division reports chronic disease information to help guide Oregon's efforts to control or prevent chronic diseases and reduce disparities among populations most affected by these diseases.

The chronic disease data listed below include the most recent information available for adults, youth, and counties in Oregon.

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Adult Data
Chronic disease data for adults in Oregon, including most recent, over time, and by race and ethnicity
• See all...

Youth Data
Chronic disease data for youth in the 8th and 11th grade in Oregon
• See all...

Oregon County Data
Chronic disease county-level data for Oregon adults and youth
• See all...

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Health Promotion and Chronic Disease Prevention

These data are located on our relatively new Chronic Disease Data and Reports portal on the Oregon Public Health Division website.

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- [See all...](#)

On this page we have links to state-level adult data...

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State-level Youth data...

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And Oregon county-level data for both adults and youth.

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Let's start with state-level adult data

Tobacco use and related topics among adults, Oregon 2013

	Unadjusted (%)	Age-adjusted (%)	Number of adults
General tobacco			
Current tobacco use ¹	19.8	20.8	604,600
Flavored tobacco use	6.9	7.5	210,700
Cigarettes			
Current smoker	17.0	17.8	519,100
Smokes some days	4.3	4.5	131,300
Smokes every day	12.7	13.3	387,800
Started smoking regularly before age 18 (current and former cigarette smokers)	44.3	46.3	600,600
Other tobacco products			
Current little cigar smoker	3.2	3.4	97,700
Current large cigar smoker	2.6	2.8	79,400
Current hookah smoker	1.6	1.8	48,900
Smokeless tobacco use (males)	7.5	7.8	112,000
Quitting among current cigarette smokers			
Wants to quit	77.3	77.6	401,300
Preparing to quit	30.7	31.2	159,400
Attempted to quit during previous year	53.2	53.0	276,200
Heard of Oregon Tobacco Quit Line (all adults)	50.9	52.4	1,554,200
Coupons or other discounts among current tobacco users			
Received tobacco coupon or other discounts	19.5	19.3	117,900
Purchased tobacco products using tobacco coupons or other discounts	21.6	21.3	130,600
Secondhand smoke			
Exposed to secondhand smoke indoors	18.4	19.3	561,800
Exposure to secondhand smoke at work	11.3	11.1	184,200
Smoking is never allowed in the car	83.5	83.3	2,549,600
Smoking is never allowed in the home	90.9	91.1	2,775,500

¹ Current tobacco use includes cigarette smoking and smokeless tobacco use.

Source: Oregon Behavioral Risk Factors Surveillance System 2013; age-adjusted to the 2000 standard population. Note: For an explanation of using unadjusted versus age-adjusted estimates, please see <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/TechnicalNotes.aspx>.

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Let's take a look at some of the content area on this web table for current adult tobacco use in Oregon.



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We have cigarette use...



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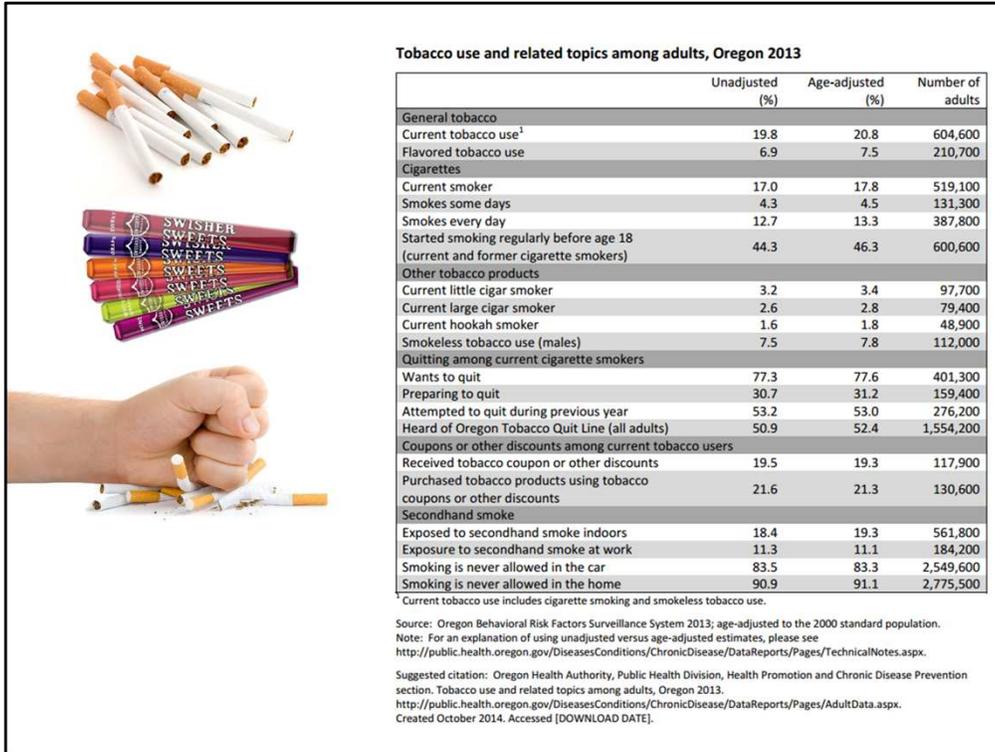
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Other tobacco product use including cigars, hookah, and smokeless tobacco...



Cessation behaviors including quit attempt in the previous year...



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And receipt and use of tobacco industry coupons, which might be a useful statistic for work in the tobacco retail environment.



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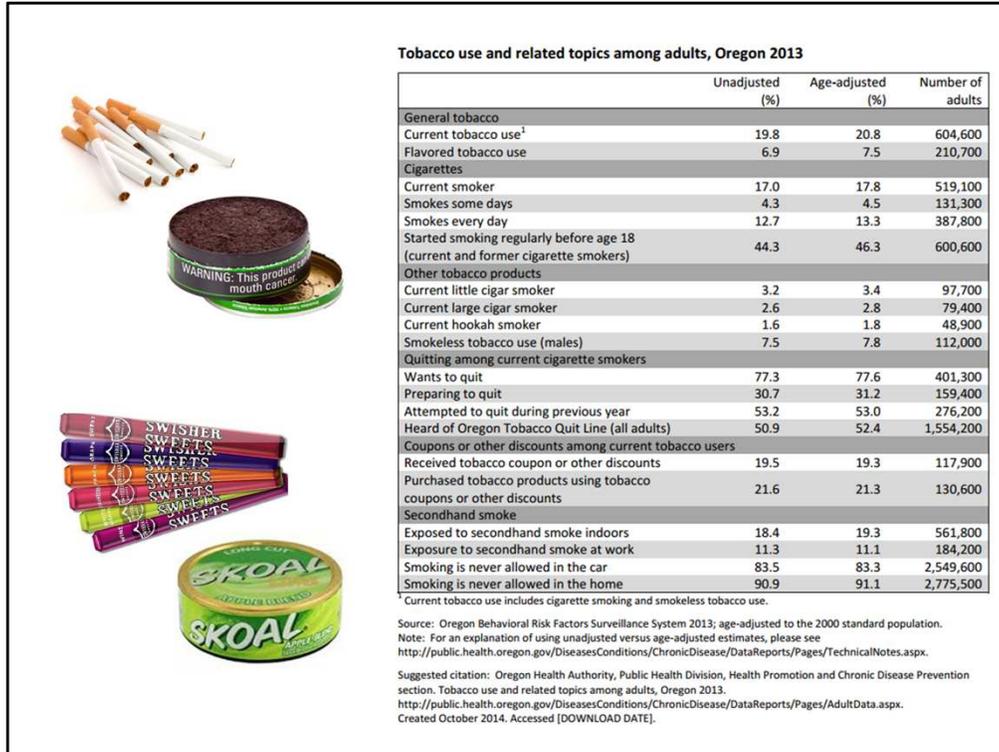
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And some new additions to the web table include an aggregate calculation of overall tobacco use.

Of note, this estimate includes those who reported current cigarette smoking OR current smokeless tobacco use. This is because these are the only two tobacco products that are asked every year on the BRFSS, so they were used to keep the calculation consistent over time.



Another relatively new estimate is flavored tobacco use.

Of note, a flavored tobacco use question was added to the Oregon Healthy Teens (OHT) survey in 2015, so we will have this estimate for youth this year.

You will notice that e-cigarette use is absent from the table. This is because an e-cigarette question was not added to the Oregon Behavioral Risk Factor Surveillance System (BRFSS) survey until 2014. These data will be available this year.

Tobacco use and related topics among adults, Oregon 2010-2013

	Age-adjusted (%)			
	2010	2011	2012	2013
General tobacco				
Current tobacco use ¹	23.5	23.4	21.6	20.8
Flavored tobacco use	NA	7.8	8.2	7.5
Cigarettes				
Current smoker	20.7	20.5	18.5	17.8
Smokes some days	5.9	5.6	5.7	4.5
Smokes every day	14.8	14.9	12.8	13.3
Started smoking regularly before age 18 (current and former cigarette smokers)	51.9	57.6	54.6	46.3
Other tobacco products				
Current cigar smoker	4.1	NA	3.5	NA
Current hookah smoker	NA	NA	1.5	1.8
Smokeless tobacco use (males)	8.1	8.2	7.8	7.8
Quitting among current cigarette smokers				
Wants to quit	74.6	80.3	74.3	77.6
Preparing to quit	20.6	23.7	27.2	31.2
Attempted to quit during previous year	54.5	58.3	58.3	53.0
Heard of Oregon Tobacco Quit Line (all adults)	42.0	39.8	NA	52.4
Secondhand smoke				
Exposed to secondhand smoke indoors	22.2	21.5	17.5	19.3
Exposure to secondhand smoke at work	12.2	13.0	11.7	11.1
Smoking is never allowed in the car	76.9	80.3	NA	83.3
Smoking is never allowed in the home	NA	91.0	NA	91.1
Tobacco health services				
HCP asked about tobacco use (all adults)	62.4	68.4	68.7	NA
HCP asked about tobacco use (current cigarette smokers)	81.7	82.8	81.5	NA
HCP advised to quit tobacco use (current cigarette smokers)	59.2	60.3	64.2	NA
HCP offered assistance to quit tobacco use (current cigarette smokers)	39.8	39.1	51.8	NA

HCP = Health care provider; NA = Not applicable or available

¹ Current tobacco use includes cigarette smoking and smokeless tobacco use.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013; age-adjusted to the 2000 standard population.

Note: For an explanation of age-adjusted estimates, please see <http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/TechnicalNotes.aspx>.

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Created October 2014. Accessed [DOWNLOAD DATE].

The over time table contains many of the same content areas and questions as the current year adult web table we just reviewed.

This web table includes additional information on secondhand smoke exposure and interactions with healthcare providers (ask, advise, assist)

Tobacco use and related topics among adults by race and ethnicity, Oregon 2010-2011

Use this table to estimate the overall burden of disease within each race and ethnicity

	White, NL		African American, NL		Asian or Pacific Islander, NL		American Indian or Alaska Native, NL		Latino	
	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults	Unadjusted (%)	Number of adults
Cigarettes										
Current smoker (female)	18.5	236,500	24.7	6,300	11.9 ^	8,500	33.8	6,700	15.7	20,400
Current smoker (male)	21.8	263,700	41.4	12,600	18.0 ^	10,700	35.8	6,800	30.0	44,200
Current smoker (total)	20.1	500,000	33.9	19,000	14.7	19,300	34.7	13,500	23.2	64,300
Smokes some days	5.1	126,900	9.7	5,400	6.6 ^	8,600	9.6	3,700	8.3	23,000
Smokes every day	15.0	373,200	24.2	13,500	8.1 ^	10,600	25.1	9,800	14.9	41,300
Started smoking regularly before age 18	53.4	1,328,500	33.2	18,600	39.4	51,600	59.4	23,100	60.7	168,100
Quitting among current cigarette smokers										
Preparing to quit	20.9	104,500	42.2	8,000	--	--	34.5	4,700	30.9 ^	19,900
Attempted to quit during previous year	51.9	259,500	68.6	13,000	63.9	12,300	47.9	6,500	65.7	42,200
Has heard about the Oregon Tobacco Quit Line	44.2	1,099,600	34.8	19,500	32.6	42,700	48.1	18,700	34.0	94,200
Smokeless tobacco										
Smokeless tobacco use (male)	8.5	211,500	--	--	0.9 ^	1,200	11.8	4,600	4.8 ^	13,300

NL = non-Latino

^ This number may be statistically unreliable and should be interpreted with caution.

-- This number is suppressed because it is statistically unreliable.

Here is the race oversample web table.

Planning for the next iteration of the BRFSS race oversample survey is underway. However, data collection will occur in 2015, 2016, and 2017, so they won't be available until 2018. This means that these 2010-2011 race oversample data will be our most recent data for quite a while.

Specific populations



Low-income neighborhoods



Communities of color



Rural areas

Although not currently in the online web tables, we also collect a variety of demographic information on the BRFSS survey, including education, household income, and rural or urban residency.

If you are interested in a breakdown of tobacco variables by these demographics (for equity work), please submit an SDARF to your liaison. Due to small sample sizes, breakdowns of tobacco variables by demographics will likely only be available at the state level and not for a specific county.

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Chronic Disease Data

Public Health > Diseases and Conditions > Chronic Disease > Chronic Disease Data

Chronic Disease Data and Reports

The Oregon Public Health Division reports chronic disease information to help guide Oregon's efforts to control or prevent chronic diseases and reduce disparities among populations most affected by these diseases.

The chronic disease data listed below include the most recent information available for adults, youth, and counties in Oregon.

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• See all...

Oregon County Data
Chronic disease county-level data for Oregon adults and youth
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Next let's look at the state-level youth data.

Current¹ tobacco use and related topics among 8th and 11th graders, Oregon 2013

	8 th grade		11 th grade	
	%	Number of students	%	Number of students
Overall tobacco				
Any tobacco product ² use	7.4	2,700	20.2	7,500
Cigarettes				
Cigarette smoking (includes non-menthol or menthol cigarettes)	4.3	1,700	9.8	3,700
Menthol cigarette smoking	2.0	800	4.8	1,800
Non-cigarette tobacco products				
Any non-cigarette tobacco product ³ use	5.7	2,100	17.7	6,600
Large cigar, little cigar, or cigarillo smoking	2.1	800	7.9	3,000
Pipe tobacco smoking	1.4	500	2.4	900
Hookah tobacco smoking	2.3	900	8.9	3,400
Chewing tobacco use (males)	2.7	500	9.6	1,800
Electronic nicotine delivery product use (e.g., e-cigarettes)	1.8	700	5.2	1,900
Tobacco-related topics				
Attempted to quit cigarette smoking during previous year (current cigarette smokers)	54.7	800	49.0	1,700
Saw advertisement promoting cigarettes or other tobacco products on a storefront or in a store	64.1	23,800	69.6	26,000
Source of tobacco products for tobacco users under 18 years old				
A store or gas station	5.9	100	16.5	1,100
Friends 18 years old or older	34.2	800	51.8	3,600
Friends under 18 years of age	27.6	700	19.9	1,400
Took from home without permission	16.0	400	4.4	300
A family member	14.5	400	10.3	700
The Internet	1.1 [^]	28	0.6	42
Some other source	18.0	400	8.9	600
Condition affected by tobacco smoke				
Asthma	12.6	4,600	11.5	4,200

[^] This number may be statistically unreliable and should be interpreted with caution.

- 1 Current tobacco use includes tobacco use within the past 30 days.
 2 "Any tobacco product" includes cigarettes, cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.
 3 "Any non-cigarette tobacco product" includes cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

Source: Oregon Healthy Teens 2013.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section. Current tobacco use and related topics among 8th and 11th graders, Oregon 2013.
<http://public.health.oregon.gov/Diseases/Conditions/ChronicDisease/DataReports/Pages/AdultData.aspx>.
 Created January 2015. Accessed [DOWNLOAD DATE].

The content of the youth web table is similar to the adult web tables.



Current¹ tobacco use and related topics among 8th and 11th graders, Oregon 2013

	8 th grade		11 th grade	
	%	Number of students	%	Number of students
Overall tobacco				
Any tobacco product ² use	7.4	2,700	20.2	7,500
Cigarettes				
Cigarette smoking (includes non-menthol or menthol cigarettes)	4.3	1,700	9.8	3,700
Menthol cigarette smoking	2.0	800	4.8	1,800
Non-cigarette tobacco products				
Any non-cigarette tobacco product ³ use	5.7	2,100	17.7	6,600
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We see cigarette smoking...



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<http://public.health.oregon.gov/Diseases/Conditions/ChronicDisease/DataReports/Pages/AdultData.aspx>. Created January 2015. Accessed [DOWNLOAD DATE].

Other tobacco product use

Of note, more non-cigarette tobacco product questions are asked on OHT, including e-cigarettes.

Also, the "overall tobacco" estimate now includes more tobacco products (not just cigarettes and smokeless tobacco). This is because all of the tobacco products are consistently asked on the OHT survey when it is conducted every odd year.



Current¹ tobacco use and related topics among 8th and 11th graders, Oregon 2013

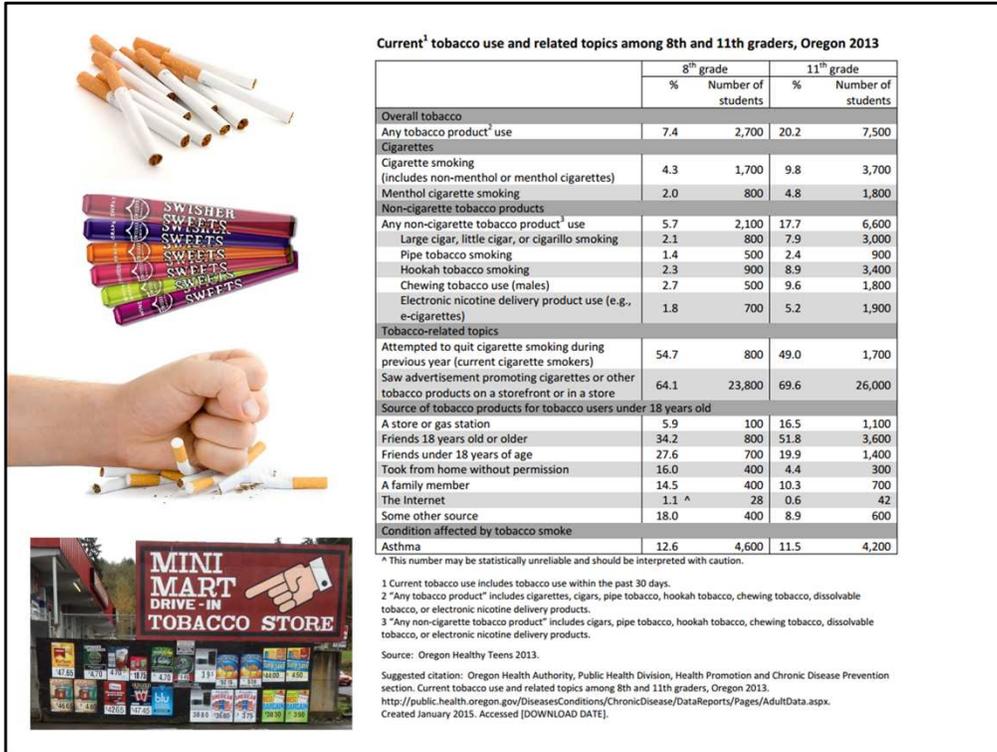
	8 th grade		11 th grade	
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Non-cigarette tobacco products				
Any non-cigarette tobacco product ³ use	5.7	2,100	17.7	6,600
Large cigar, little cigar, or cigarillo smoking	2.1	800	7.9	3,000
Pipe tobacco smoking	1.4	500	2.4	900
Hookah tobacco smoking	2.3	900	8.9	3,400
Chewing tobacco use (males)	2.7	500	9.6	1,800
Electronic nicotine delivery product use (e.g., e-cigarettes)	1.8	700	5.2	1,900
Tobacco-related topics				
Attempted to quit cigarette smoking during previous year (current cigarette smokers)	54.7	800	49.0	1,700
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Source of tobacco products for tobacco users under 18 years old				
A store or gas station	5.9	100	16.5	1,100
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Took from home without permission	16.0	400	4.4	300
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¹ Current tobacco use includes tobacco use within the past 30 days.
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We also have estimates related to cessation...



And estimates related to exposure to tobacco advertising in the retail setting.

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Finally, let's look at the web tables for Oregon county data.

Current tobacco use and related topics among Oregon adults, by county, 2010-2013

Use unadjusted to estimate the overall burden of disease; use age-adjusted to compare among counties.

County	Tobacco use ¹ (%)		Cigarette smoker (%)		Smokeless tobacco use (males; %)	
	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted	Unadjusted	Age-adjusted
Oregon	20.9	21.8	18.2	19.0	7.4	7.7
Baker	27.3	33.9	19.4	23.2	15.0 ^	19.9 ^
Benton	17.3	17.6	13.9	14.3	7.5 ^	7.5 ^
Clackamas	19.3	20.4	17.2	18.3	6.4	6.8
Clatsop	24.5	26.3	20.3	21.6	8.7 ^	9.6 ^
Columbia	21.9	23.8	17.1	18.6	12.9	14.1
Coos	29.6	33.5	24.9	27.5	14.0	17.2
Crook	32.2	38.4	25.7	31.0	18.3 ^	20.9 ^
Curry	23.4	31.0	21.2	29.2	--	--
Deschutes	18.7	20.4	14.9	16.3	9.5	10.4
Douglas	26.7	30.0	22.9	25.6	8.8	10.1
Grant	22.6	28.9	14.1 ^	16.3 ^	--	--
Harney	19.1	21.1	9.5 ^	10.8 ^	22.6 ^	25.3 ^
Hood River	12.5	11.8	10.5	9.8	--	--
Jackson	20.5	22.5	18.4	20.1	6.6	7.4
Jefferson	25.7	29.0	21.2	24.1	--	--
Josephine	24.9	28.6	22.2	25.2	6.7	7.5
Klamath	25.0	27.8	21.1	23.2	14.5	16.9
Lake	17.4	20.5	12.0 ^	13.4 ^	10.6 ^	13.2 ^
Lane	24.1	25.2	20.8	21.6	8.3	8.8
Lincoln	27.6	35.0	26.0	33.1	8.5 ^	11.0 ^
Linn	25.4	27.2	19.4	20.5	14.5	16.0
Malheur	25.4	26.6	21.4	22.5	15.4 ^	15.3 ^
Marion	21.0	21.6	18.5	19.0	6.3	6.4
Morrow	23.1	23.0	16.3	15.8	17.3 ^	17.9 ^
Multnomah	19.8	19.7	18.9	18.8	3.5	3.5
North Central ²	21.6	23.2	18.6	19.6	7.7 ^	8.7 ^
Polk	18.7	20.1	15.2	16.4	9.4	9.8
Tillamook	23.1	25.3	19.0	20.0	12.6 ^	15.3 ^
Umatilla	26.0	26.6	22.4	22.9	10.7	11.1
Union	24.3	26.4	17.4	18.6	21.1	23.2
Wallowa	15.1 ^	13.9 ^	9.1 ^	8.6 ^	13.6 ^	11.7 ^
Washington	15.7	15.7	14.0	14.1	4.7	4.6
Wheeler	25.6 ^	17.3 ^	16.8 ^	10.7 ^	--	--
Yamhill	20.6	21.7	15.9	16.9	12.6	13.0

^ This number may be statistically unreliable and should be interpreted with caution.

-- This number is suppressed because it is statistically unreliable.

¹ Current tobacco use includes cigarette smoking and smokeless tobacco use.

² North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Behavioral Risk Factors Surveillance System 2010-2013 county combined; age-adjusted to the 2000 standard population.

First, we have a table for county-level adult tobacco use behaviors that include data similar to what we saw in the state-level tables.

Current¹ tobacco use and related topics among 8th graders, Oregon 2013

	Any tobacco product ² use	Cigarette smoking		Any non-cigarette tobacco product ³ use
		(non-menthol or menthol)	Menthol cigarette smoking	
Oregon	7.4	4.3	2.0	5.7
Baker	14.5	9.4 ^	--	10.8 ^
Benton	3.0	2.6 ^	--	2.2 ^
Clackamas	5.9	3.7	1.6	4.5
Clatsop	11.1	7.0	3.1 ^	7.8
Columbia	7.4	5.0	3.1	5.9
Coos	9.9	3.4 ^	--	8.0
Crook	16.9	8.9	2.4 ^	13.9
Curry	10.3	6.4 ^	3.7 ^	8.3 ^
Deschutes	8.9	5.1	2.4	7.6
Douglas	11.7	7.1	2.5 ^	8.4
Grant	--	--	--	--
Harney	9.1 ^	--	--	8.9 ^
Hood River	7.6 ^	6.0 ^	3.1 ^	5.3 ^
Jackson	6.9	3.7	1.9	5.4
Jefferson	9.1	5.5 ^	3.3 ^	7.4
Josephine	11.2	5.5	2.3 ^	8.8
Klamath	13.3	5.9	2.7 ^	12.5
Lake	--	--	--	--
Lane	11.0	6.5	2.5	8.9
Lincoln	13.0	7.9	1.7 ^	9.5
Linn		No data collected		
Malheur	9.7	3.1 ^	3.1 ^	8.5
Marion	6.8	4.4	2.4 ^	5.4
Morrow	--	--	--	--
Multnomah	6.6	3.6	2.0	4.8
North Central ²	10.3	6.4	4.7 ^	8.2
Polk		No data collected		
Tillamook	7.1 ^	6.7 ^	--	--
Umatilla	6.0	4.4 ^	2.4 ^	4.9 ^
Union	8.4	5.2 ^	3.4 ^	8.4
Wallowa		No data collected		
Washington	5.7	3.2	1.4	4.6
Wheeler		No data collected		
Yamhill	4.9	3.1	1.4 ^	4.1

¹ This number may be statistically unreliable and should be interpreted with caution.

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² Current tobacco use includes tobacco use within the past 30 days.

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⁴ "Any tobacco product" includes cigarettes, cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

⁵ "Any non-cigarette tobacco product" includes cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, or electronic nicotine delivery products.

We also have county-level tables for both 8th and 11th grade tobacco use.

The youth tobacco use tables include estimates for any tobacco product use, cigarette smoking, menthol cigarette smoking specifically, any non-cigarette tobacco product use (with definition in the footnotes of the table)...

You will notice the carrot (^) and double hash (--) symbols indicating reliability issues. Again, these reliability issues are typically related to small sample size.

Current¹ tobacco use and related topics among 8th graders, Oregon 2013

County	Large cigar, little cigar, or cigarillo smoking	Hookah tobacco smoking	Chewing tobacco use (males)	Electronic nicotine delivery product use	Asthma
Oregon	2.1	2.3	2.7	1.8	12.6
Baker	--	--	--	--	19.3
Benton	1.4 [^]	--	--	--	10.6
Clackamas	2.0	1.9	1.7	1.6	10.7
Clatsop	2.5 [^]	4.4 [^]	5.6 [^]	--	8.4
Columbia	3.1 [^]	1.9 [^]	--	3.9	12.6
Coos	--	2.2 [^]	11.2	--	9.1
Crook	6.0 [^]	2.4 [^]	14.5	3.0 [^]	13.5
Curry	5.4 [^]	4.6 [^]	--	--	16.5
Deschutes	2.7	4.2	3.3 [^]	3.3	16.6
Douglas	2.9 [^]	2.7 [^]	3.6 [^]	2.0 [^]	12.4
Grant	--	--	--	--	--
Härney	--	--	--	--	--
Hood River	2.9 [^]	3.8 [^]	--	--	6.4
Jackson	2.1	1.8	1.8	2.2	14.2
Jefferson	2.2 [^]	2.8 [^]	--	--	13.0
Josephine	--	2.8 [^]	--	5.5	13.1
Klamath	2.7 [^]	6.2	10.3	3.7	10.5
Lake	--	--	--	--	16.3
Lane	4.1	2.5	5.5	2.5	16.1
Lincoln	1.6 [^]	4.2 [^]	5.3 [^]	--	16.2
Linn	No data collected				
Malheur	3.0 [^]	--	--	2.9 [^]	20.2
Marion	2.8	2.3 [^]	2.8 [^]	--	12.6
Morrow	--	--	--	--	11.1 [^]
Multnomah	1.2	2.2	0.6 [^]	1.6	11.1
North Central ²	2.8 [^]	2.2 [^]	6.3 [^]	2.2 [^]	9.1
Polk	No data collected				
Tillamook	--	--	--	--	17.0
Umatilla	2.4 [^]	--	3.4 [^]	--	10.2
Union	3.5 [^]	2.3 [^]	5.4 [^]	3.5 [^]	14.5
Wallowa	No data collected				
Washington	1.6	2.2	1.4	1.1	12.4
Wheeler	No data collected				
Yamhill	1.1 [^]	1.7 [^]	--	--	15.5

[^] This number may be statistically unreliable and should be interpreted with caution.

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¹ Current tobacco use includes tobacco use within the past 30 days.

² North Central Public Health District includes Gilliam, Sherman, and Wasco counties.

Source: Oregon Healthy Teens 2013.

Suggested citation: Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section.

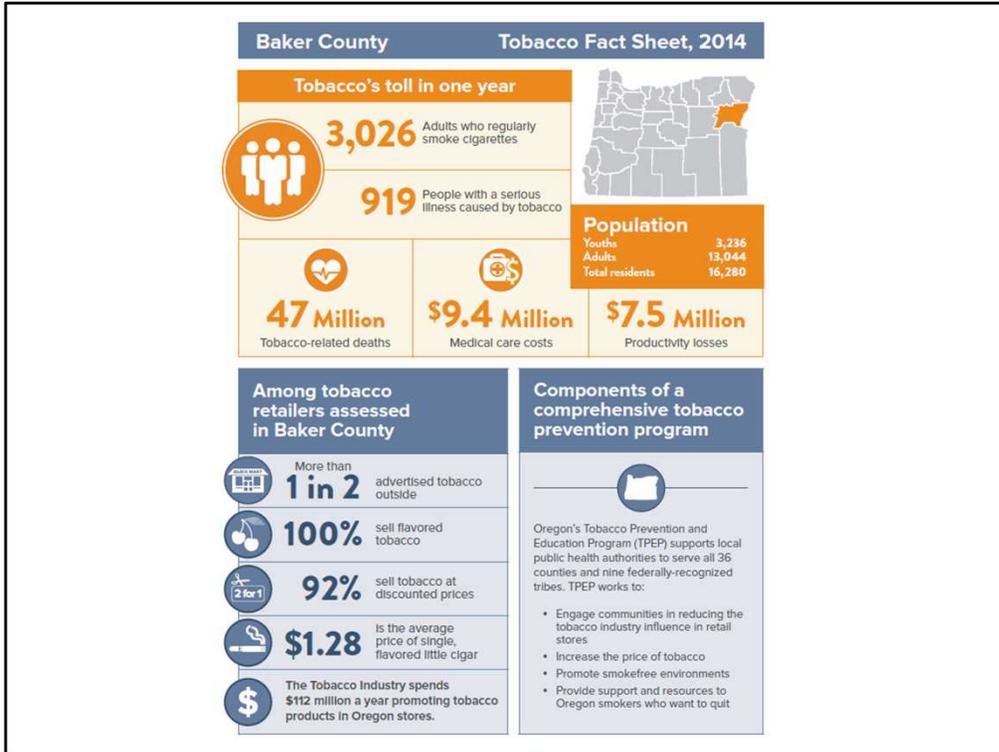
Current tobacco use and related topics among 8th graders, Oregon 2013.

<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/DataReports/Pages/CountyData.aspx>.

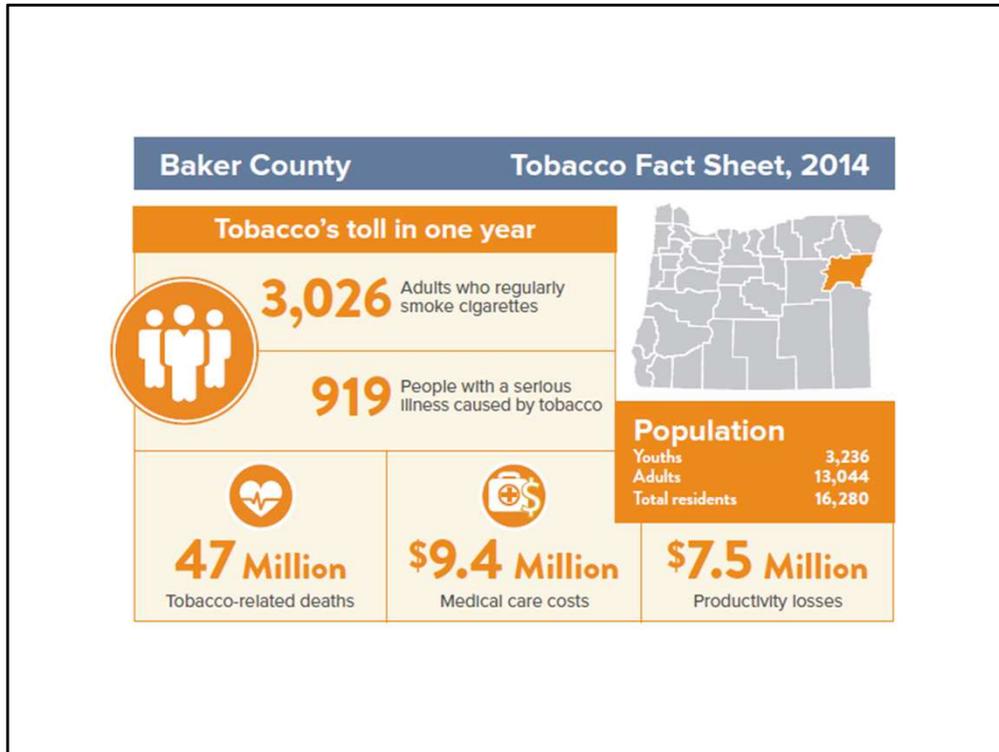
Created January 2015. Accessed [DOWNLOAD DATE].

Large cigar, little cigar or cigarillo smoking, hookah tobacco smoking, chewing tobacco use among males, and e-cigarette use.

Of note, the 2015 updates to the youth web tables at both the state and county level will contain estimates for flavored tobacco use and separate estimates for large and little cigar use.



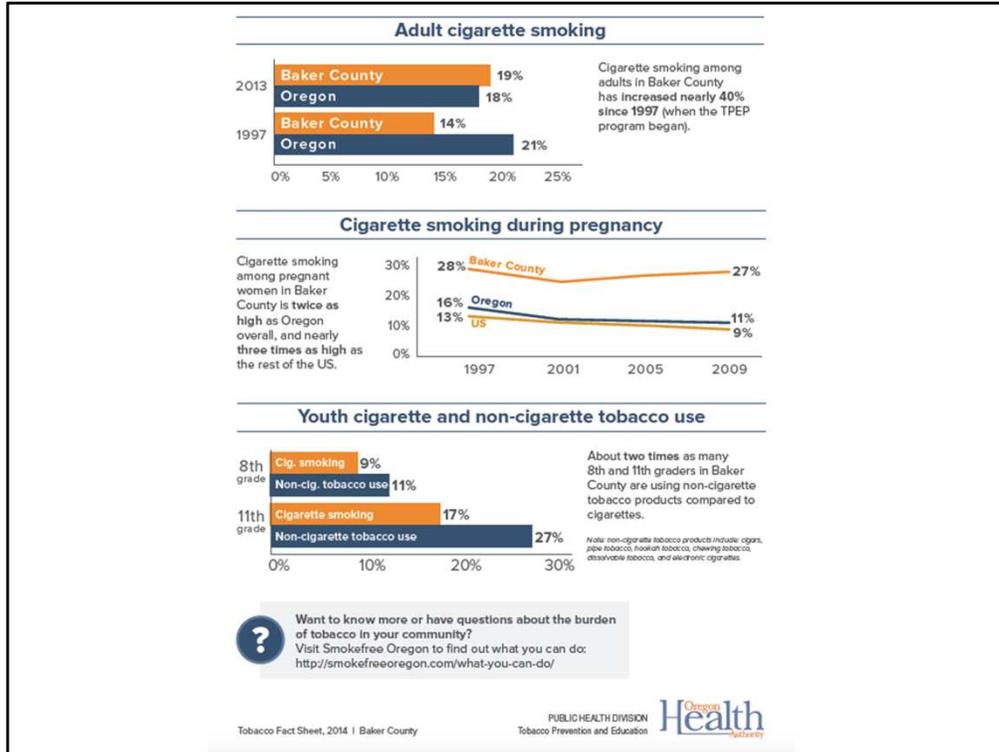
And because we have new county-level data available, we are also producing new Tobacco County Fact Sheets.



I want to highlight the top portion of the first page.

In addition to providing tobacco use prevalence for adults and youth, the county fact sheets also include information on tobacco-related morbidity and mortality at the county level.

Here we see the number of people with a serious illness caused by tobacco, the number of tobacco-related deaths (supposed to be 47, not 47 million), as well as the costs related to tobacco medical care and productivity losses from premature death due to tobacco use.



The back of the fact sheets are very similar to the previous version, highlighting adult cigarette smoking over time, cigarette smoking during pregnancy over time, and youth cigarette and non-cigarette tobacco use.



And some new data that will be available this year from the BRFSS 2014 and OHT 2015 surveys includes...



Receipt and use of tobacco industry coupons among 8th and 11th graders...



Flavored tobacco product use among 8th and 11th graders...



Exposure to tobacco advertising in retail stores for adults...



And electronic cigarette use for both youth and adults.



In addition to these data that can be used to talk about the general burden of tobacco in your communities, there are also data to talk more specifically about the retail environment when your community and decision makers are ready to have that discussion.



Tobacco retail data

First, we are all intimately familiar with the data collected from the tobacco retail assessments.



Standardized Tobacco Assessment for Retail Settings (STARS)

1. Date of visit: _____ Start Time: _____ End Time: _____

2. Coder Name/ID: _____

3. Store Name/ID: _____
 Store name matches assigned name

4. Store Address: _____
 Actual address matches assigned address

5. Can you survey this store? (If not, then select an option below and STOP)
 Yes, I can
 No, store does not exist
 No, store is closed
 No, under 18 not allowed to enter
 No, membership or fee required to enter
 No, environment unsafe for me
 No, asked to leave before completing the survey
 Other (specify): _____

FIELD NOTES
 This retail environment provides a great photo opportunity.

EXTERIOR

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

a. Cigarettes – non-menthol Yes No

b. Cigarettes – menthol Yes No

c. Cigarillos/little cigars Yes No

d. Large cigars Yes No

e. Chew, moist or dry snuff, dip or snus Yes No

f. E-cigarettes Yes No

INTERIOR

7. Store Type: (Choose one)
 Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)
 Drug store/pharmacy (e.g., Walgreens, Rite Aid, Duane Reade)
 Beer, wine, or liquor store (e.g., ABC)
 Grocery store (e.g., small market/deli/produce market or supermarket (e.g., Stop & Shop, Harris Teeter, Albertsons))
 Mass merchandiser (e.g., Wal-Mart, Costco, B.J.'s, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)
 Other (specify): _____ (e.g., donut shop, bait & tackle)

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)? (Choose one)
 Yes and visible to customers
 Yes but not visible to customers
 No (STOP if focusing on tobacco retailers)

9. Does the store have a pharmacy counter?
 Yes No

10. Alcoholic beverages sold here?
 Yes No

11. Does store display a graphic health warning sign?
 Yes No



Version 1.0 (05/02/16)

Most of you used the Standardized Tobacco Assessment for Retail Settings (STARS) survey to collect information on...



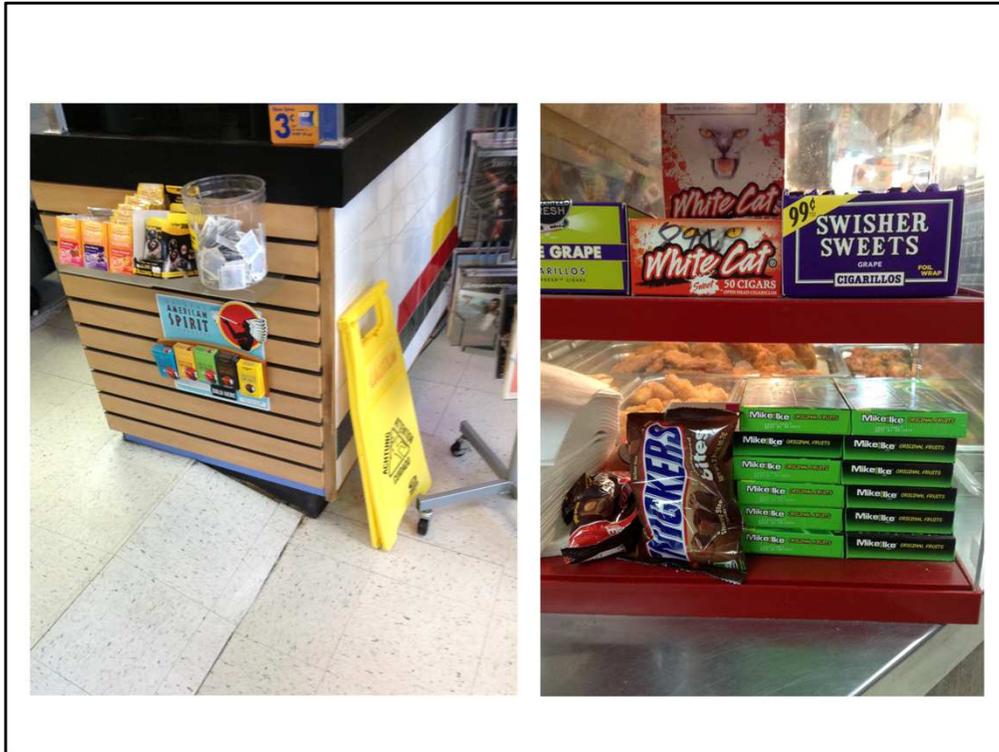
outside tobacco advertising...



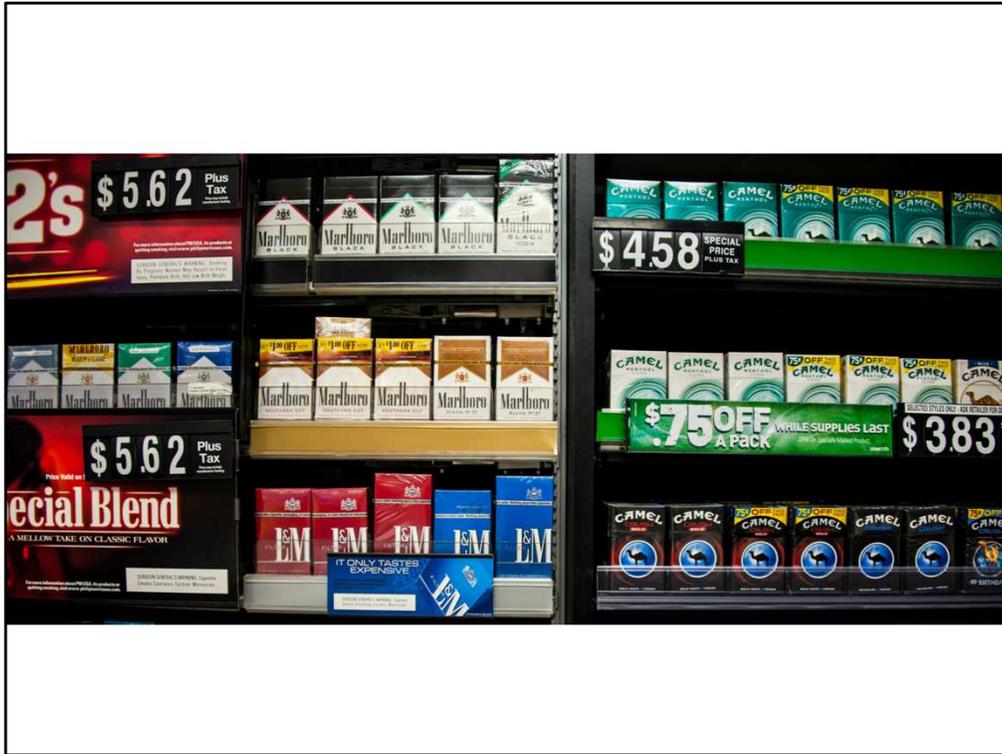
Tobacco product availability...



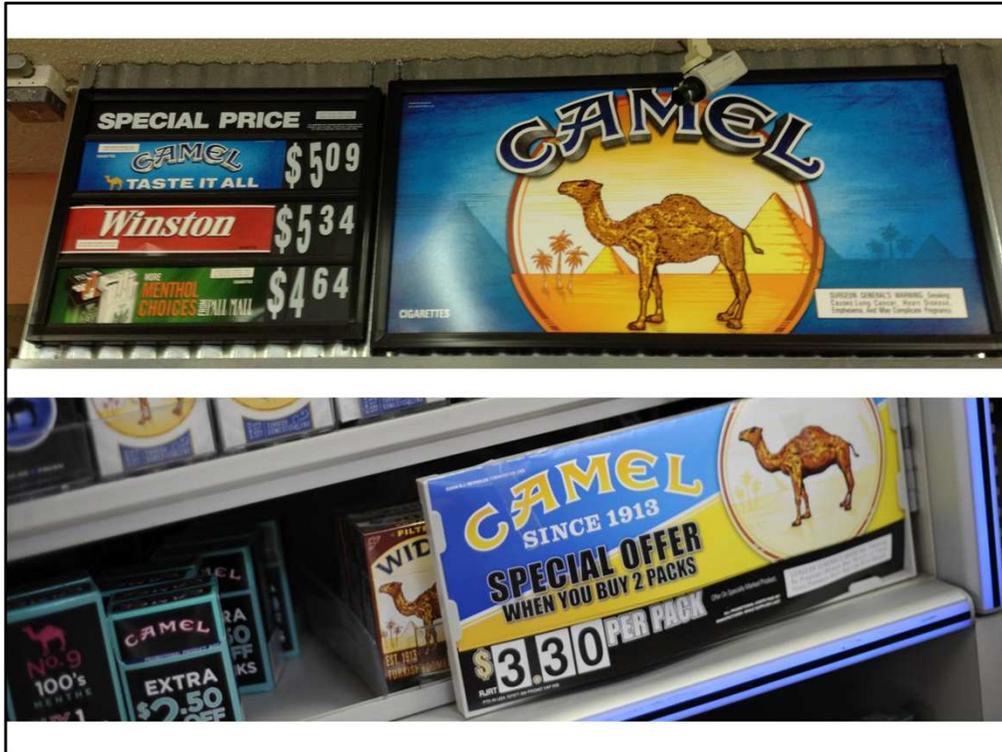
Including all of these products.



Tobacco advertising below 3 feet and tobacco products near candy or toys...



Tobacco product prices



Price promotions, including price discounts and multi-pack discounts...



And the availability of flavored tobacco.



Using data from the local assessments, we have produced aggregate state-level estimates for tobacco product availability, price, placement, and promotion.

A product that will be released soon to report these state-level results is the Tobacco Retail Fact Book.

WHAT'S INSIDE THE STORE

FOR A YOUNG PERSON, *stepping inside a convenience store or gas station mini-mart where most cigarettes are sold can be an overwhelming experience.⁸ The aisles are lined with brightly-colored products—soda, snacks, small toys—in shiny, eye-grabbing packages.*

Tucked in with the candy and toys are a **wide variety of tobacco and nicotine products.** These include conventional cigarettes; smokeless products such as chew, snus, tiny orbs and dissolvable sticks and strips; electronic cigarettes; and inexpensive little cigars and cigarillos, which often are sweetened and packaged in kid-friendly flavors and colors.

All of these products contain nicotine, the addictive drug found in conventional cigarettes. But many of them look like candy—in small, bright and colorful foil wrappers—and sometimes are displayed within arm's reach of the real candy, gum and other products kids like.



NEARLY 9 IN 10
stores that sell tobacco
sold little cigars or cigarillos.



NEARLY 8 IN 10
stores that sell tobacco
sold electronic cigarettes.

The tobacco industry pays store owners to strategically place these products **in places where young people can't help but see them,⁹** and studies have shown that this exposure increases the likelihood that a child will experiment with tobacco or start using it.¹⁰

— FIND OUT WHAT YOU CAN DO: SMOKEFREEOREGON.COM —



The Tobacco Retail Fact Book places the data from the assessments in the context of a person's experience walking through a typical tobacco retailer using images.

JUST THE FACTS

AN OVERVIEW OF OREGON DATA PRESENTED IN THIS REPORT



FLAVORED TOBACCO

- Excluding menthol cigarettes, about 9 in 10 (93%) stores that sell tobacco sold at least one type of flavored tobacco product.
- Including menthol cigarettes, nearly all (98%) stores sold at least one type of flavored tobacco product.
- Nearly all (95%) stores sold menthol cigarettes.
- Among stores that sold cigarillos or little cigars, about 9 in 10 (93%) sold flavored little cigars or cigarillos.
- Among stores that sold electronic cigarettes, about 8 in 10 (84%) sold flavored electronic cigarettes.
- Among stores that sold smokeless tobacco products, about 9 in 10 (93%) sold flavored, smokeless tobacco products, such as chew, snus, orbs and dissolvable sticks and strips.
- Among stores that sold large cigars, nearly 4 in 10 (36%) sold flavored large cigars.



STORE CHARACTERISTICS

- Nearly 3 in 4 (73%) stores that sell tobacco in Oregon accepted SNAP (food stamps, EBT) and about 1 in 5 (20%) accepted WIC.



PRODUCT AVAILABILITY

- Stores that sell tobacco offer a wide variety of tobacco products, in addition to conventional cigarettes.
- Nearly all (97%) stores sold non-menthol cigarettes.
- Nearly all (95%) stores sold menthol cigarettes.
- 9 in 10 (90%) stores sold smokeless tobacco products.
- Nearly 9 in 10 (89%) stores sold little cigars or cigarillos.
- Nearly 8 in 10 (78%) stores sold electronic cigarettes.
- About 4 in 10 (41%) stores sold large cigars.



PRODUCT AND ADVERTISING PLACEMENT

- 1 in 4 (25%) stores that sell tobacco displayed tobacco products within 12 inches of products sold to youth like toys, candy, gum, slushy or soda machines, or ice cream.
- Nearly 1 in 4 (24%) stores displayed tobacco advertising within 3 feet of the floor at the eye level of a child.
- Taken together, about 1 in 3 (38%) stores displayed tobacco products or advertising in a manner that appeals to children (near youth products or at a child's eye level).



OUTSIDE ADVERTISING

- 3 in 5 (60%) stores that sell tobacco had outside advertisements promoting tobacco products.



SINGLE LITTLE CIGARS OR CIGARILLOS

- Among stores that sell little cigars or cigarillos, nearly 9 in 10 (86%) sold them as singles.



PRICE PROMOTIONS

- Nearly 8 in 10 (76%) stores that sell tobacco had a price discount for at least one type of tobacco product.



PRICE

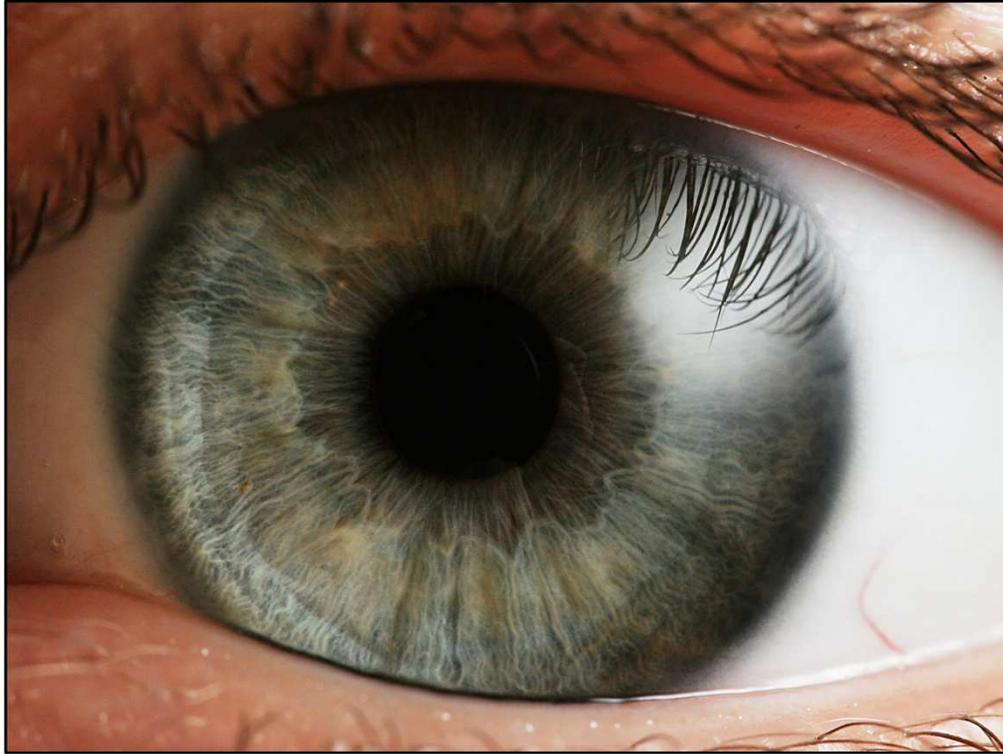
- The average cheapest price of tobacco products in stores that sell tobacco ranged from \$1.04 for a single, flavored little cigar or cigarillo to \$10.11 for one brand of disposable electronic cigarette.

1 Estimate derived from Federal Trade Commission reports, March 2015. <https://www.ftc.gov/news-events/press-releases/2015/03/ftc-releases-reports-2012-cigarette-smokeless-tobacco-sales>
 2 Oregon Health Authority, 2013. https://public.health.oregon.gov/Prevention/Wellness/Tobacco/Prevention/Documents/Abstracts_of_Abstacts_of_Tobacco.pdf
 3 Oregon Health Authority, 2013. https://public.health.oregon.gov/Diseases/Conditions/ChronicDisease/DataReports/Documents/Statistics/ORAmauAChT_Tobacco.pdf
 4 Centers for Disease Control and Prevention, 2012. http://www.cdc.gov/tobacco/data_statistics/tg/2012/confirmer_broadwepdf/abstracts.pdf
 5 Federal Trade Commission reports, March 2015. <https://www.ftc.gov/news-events/press-releases/2015/03/ftc-releases-reports-2012-cigarette-smokeless-tobacco-sales>
 6 Oregon Health Authority, April 2014. <http://public.health.oregon.gov/Diseases/Conditions/CommunicableDisease/CommunicableDisease/Documents/2014/04/03/08.pdf>
 7 Current tobacco use. <http://cancer.tobaccocontrol.org/why-need-tobacco-control-report>
 8 Campaign for Tobacco-Free Kids, March 2012. www.tobaccofreekids.org/content/what_we_do/industry_watch/direct_responsibilities/ads_removal.pdf
 9 Center for Public Health Systems Science, 2014. http://cphhs.wustl.edu/Products/Documents/CPHSS_TOLC_2014_FrontSalesStrategy.pdf
 10 Centers for Disease Control and Prevention, 2012. http://www.cdc.gov/tobacco/data_statistics/tg/2012/confirmer_broadwepdf/abstracts.pdf
 Other estimates calculated from Oregon county-level data collected March 2014 through January 2015.



In addition, the back of the Fact Book will have “Just the Facts” for those only looking for the data.

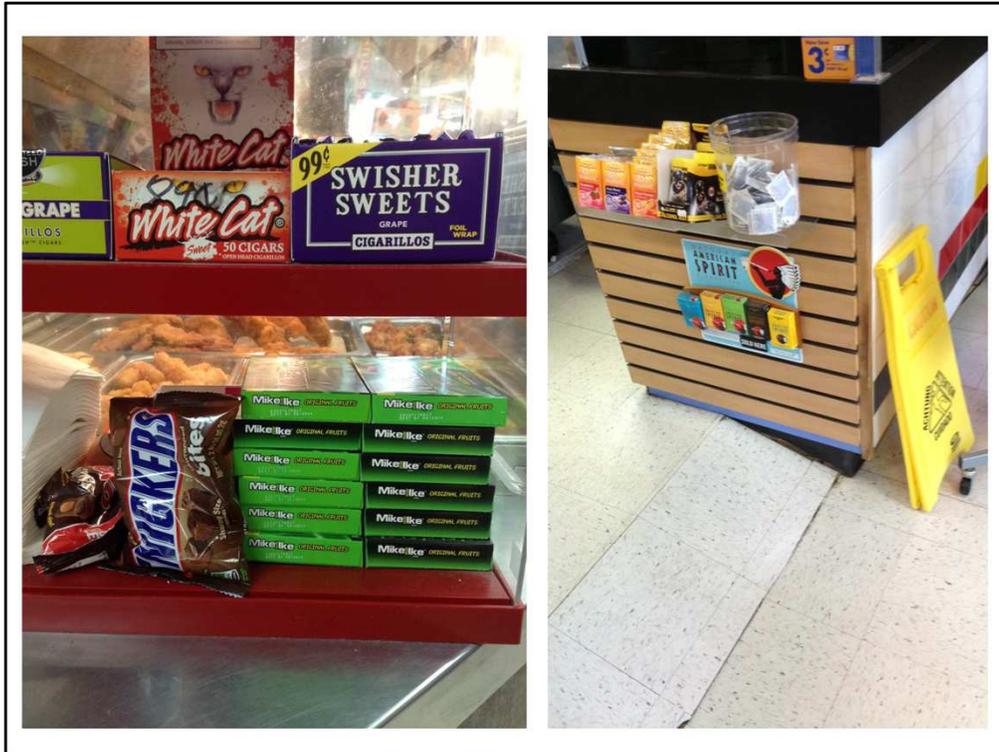
The Fact Book will be released in late May or early June.



In addition, there are very compelling visual components to the work you all did in the retail environment that I would also consider “data”.



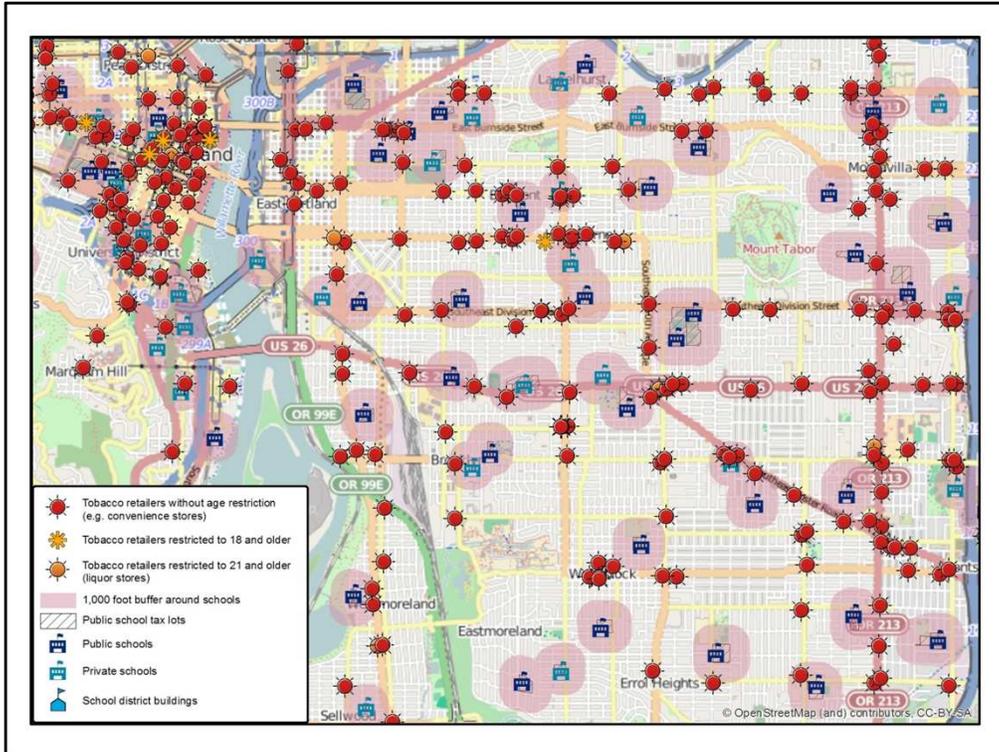
Here are example pictures taken during some of the local retail assessments that demonstrate tobacco placement and advertising strategies that appeal to youth and contribute to youth tobacco use initiation.



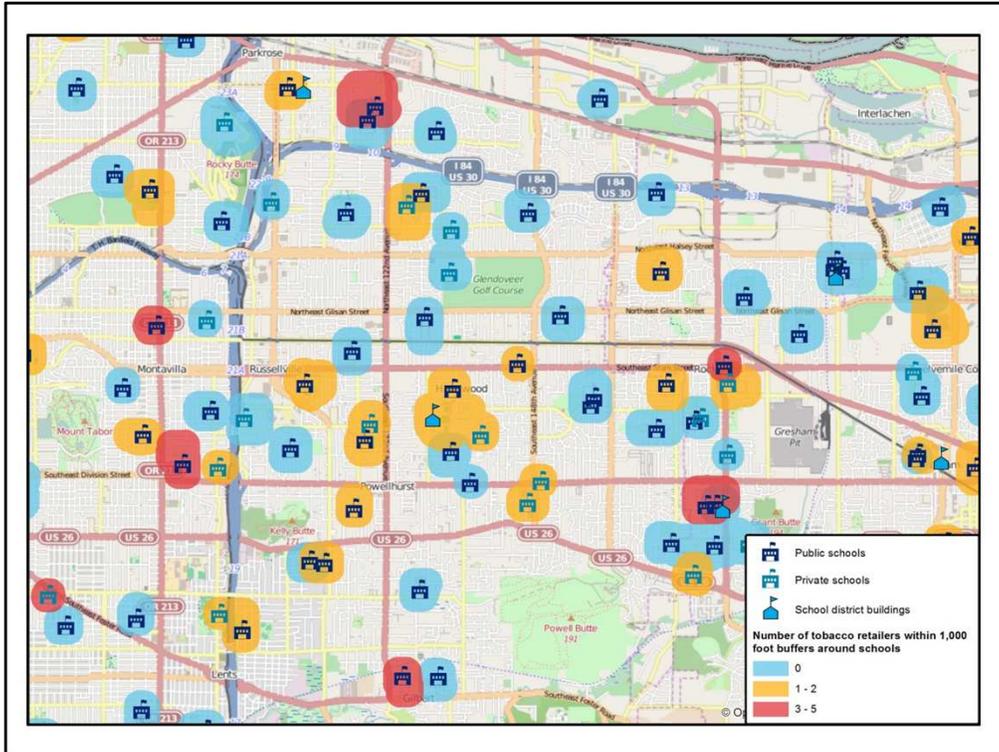
A few more examples.



In addition to the photos, we can use maps to provide additional information about the retail environment.



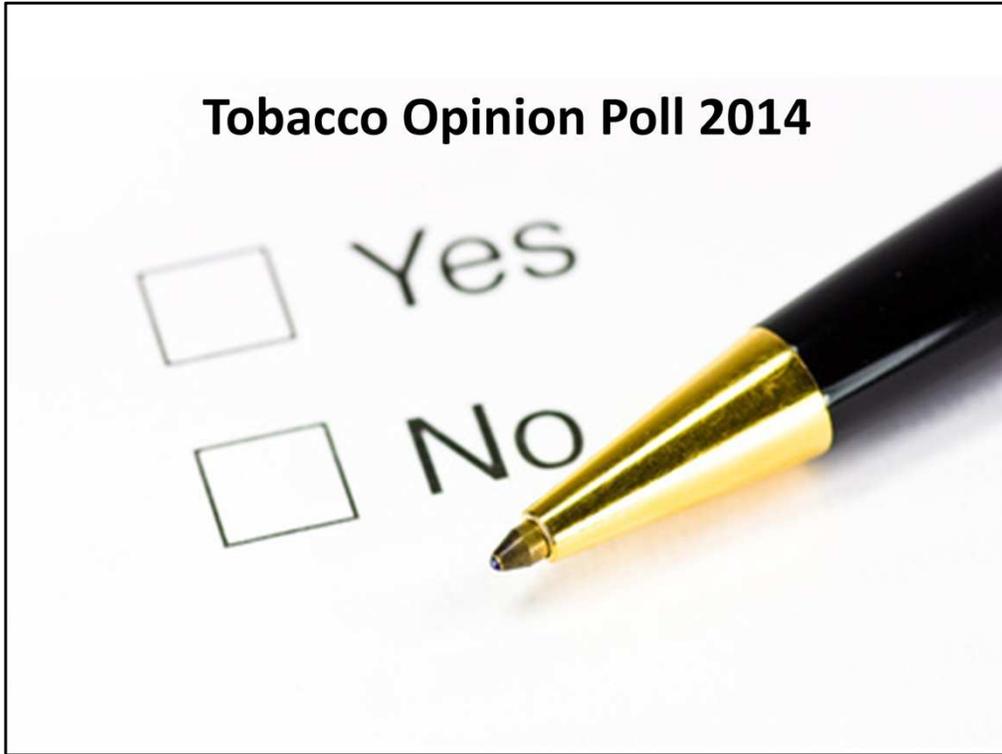
Not only do maps provide a compelling visual about the location of tobacco retailers in the community, mapping also helps us determine tobacco retailer density and the proportion of tobacco retailers near schools or other youth locations.



Here is an example map depicting proximity of schools to tobacco retailers.

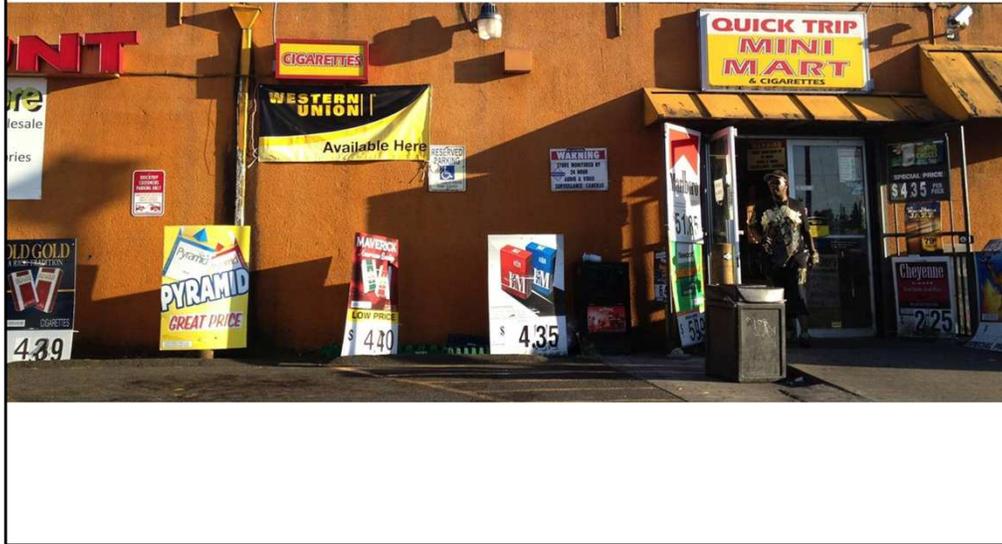


Now let's talk about other data sources that you can use to supplement information on tobacco use and tobacco retail practices in the community.



First, is the tobacco opinion poll that was conducted last November 2014.

26 tobacco retail policy questions



The poll was administered to the general population of adults across the state and included 26 questions on support for various tobacco retail policies.

Support for tobacco retail policies **Top 3**

As a quick review, the top 3 retail policies with the highest public support included...

Support for tobacco retail policies **Top 3**



Setting limits on how close stores can be to schools



Setting limits on how close tobacco retailers can be to schools with nearly 70% of public support...

Support for tobacco retail policies **Top 3**



Setting limits on how close stores can be to schools



Requiring stores that sell tobacco to be licensed



Requiring stores that sell tobacco to be licensed with nearly 70% of public support...

Support for tobacco retail policies **Top 3**



Setting limits on how close stores can be to schools



Requiring stores that sell tobacco to be licensed



Raising the age to buy tobacco to 21 years old



And raising the age to buy tobacco to 21 years old.

The palm tree picture is not meant to make you sad, it is meant to highlight that the state of Hawaii recently passed this policy.

The use of opinion poll results may be compelling to decision makers that are responsible for representing the views of their constituents.



In addition to opinion poll data is the published national research that you can use to illustrate the effect that the retail environment has on our outcomes of interest like youth tobacco use initiation.

Purchasing behavior change



Addicting new smokers

Keeping current smokers addicted

Undermine quit attempts

From national research we know that the tobacco industry's influence in the retail environment is contributing to the addiction of youth to tobacco, keeping current smokers addicted, and undermining quit attempts in those who want to quit.

More **advertising** in stores increases odds of youth **experimental smoking**



NEVER-SMOKER



PUFFER

Slater, et al. (2007) Arch Pediatr Adolesc Med

For example, a study published by Slater et al. found that more tobacco advertising in stores increases the odds of youth experimental smoking.

More **promotions** in stores increases odds of youth moving toward **higher levels of uptake**



NEVER-SMOKER



PUFFER



EXPERIMENTER



ESTABLISHED

Slater, et al. (2007) Arch Pediatr Adolesc Med

And that more in-store promotions increase the odds of youth moving toward higher levels of smoking uptake from never-smoker to established smoker.

Targeting specific populations



Low-income neighborhoods



Communities of color



Rural areas

There is also research on the effect that targeted tobacco industry marketing has on specific populations that may be underserved.

High-income neighborhoods



- Fewer brand advertisements
- Lower % of tobacco retailers with ads
- Fewer marketing items per square mile
- Fewer stores with self-service cigars

Barbeau, Wolin, Naumova, & Balbach, 2005;
Seidenberg, Caughey, Rees, & Connolly, 2010;
Siahpush, Jones, Singh, Timsina & Martin, 2010; Frick,
Klein, Ferketich, & Wewers, 2011.

For example, a study by Barbeau, et al. found that higher income neighborhoods had fewer tobacco brand advertisements, lower % of retailers with ads, and fewer marketing items per square mile.

More details:

Boston: Comparing high-income neighborhoods to low-income neighborhoods: For every 10% increase in the percent of residents with high income, there were 30 fewer brand advertisements ($p < 0.02$). For every 10% increase in the percent of residents without a high school degree, there were 19 more brand advertisements ($p < 0.01$). For every 10% increase in the percent of working class residents, there were 16 more brand advertisements ($p < 0.01$). ([Barbeau, Wolin, Naumova, & Balbach, 2005](#)).

Boston: ([Seidenberg, Caughey, Rees, & Connolly, 2010](#))

Comparing high-income neighborhood (Brookline) to low-income neighborhood (Dorchester): the percentage of tobacco retailers with ads doubled (43% in high income, 86% in low income).

Advertisement size is significantly larger in the low-income neighborhood ($p < 0.001$).

Significantly more ads with price listed, significantly more menthol ads, and a lower mean advertised price by 41 cents in low-income neighborhood.

Omaha: An increase of \$10,000 in median household income was associated with a decrease of 14.3% in the number of tobacco marketing items per square mile ($p = 0.02$) ([Siahpush, Jones, Singh, Timsina, & Martin, 2010](#)).

Columbus, Ohio: Low-income areas had self-service cigar access in 10% of stores, while high income areas had self-service cigar access in just 3% of stores ($p < 0.10$) ([Frick, Klein, Ferketich, & Wewers, 2011](#)).

High-income neighborhoods



- Fewer brand advertisements
- Lower % of tobacco retailers with ads
- Fewer marketing items per square mile
- Fewer stores with self-service cigars

Low-income neighborhoods

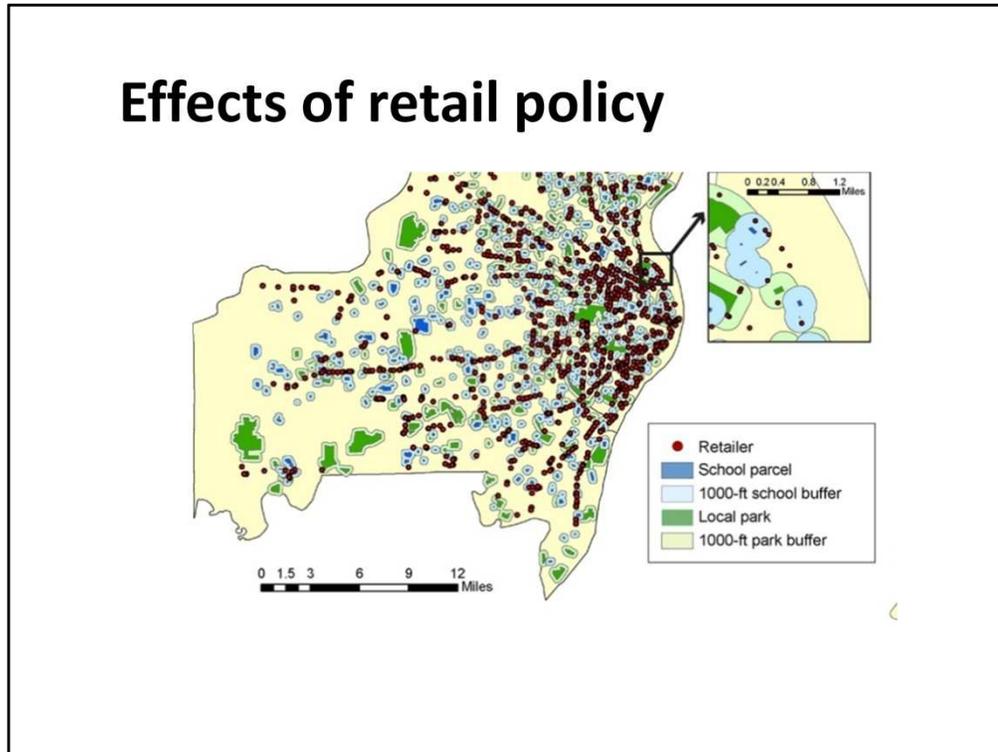


- Higher % of tobacco retailers with ads
- Larger sized ads
- More price ads, menthol ads, lower mean price
- More marketing items per square mile

Barbeau, Wolin, Naumova, & Balbach, 2005;
Seidenberg, Caughey, Rees, & Connolly, 2010;
Siahpush, Jones, Singh, Timsina & Martin, 2010; Frick,
Klein, Ferketich, & Wewers, 2011.

Whereas lower-income neighborhoods had higher % of tobacco retailers with ads, larger sized ads, more ads highlighting price discounts, more ads featuring menthol cigarettes, and lower mean price for products.

Effects of retail policy



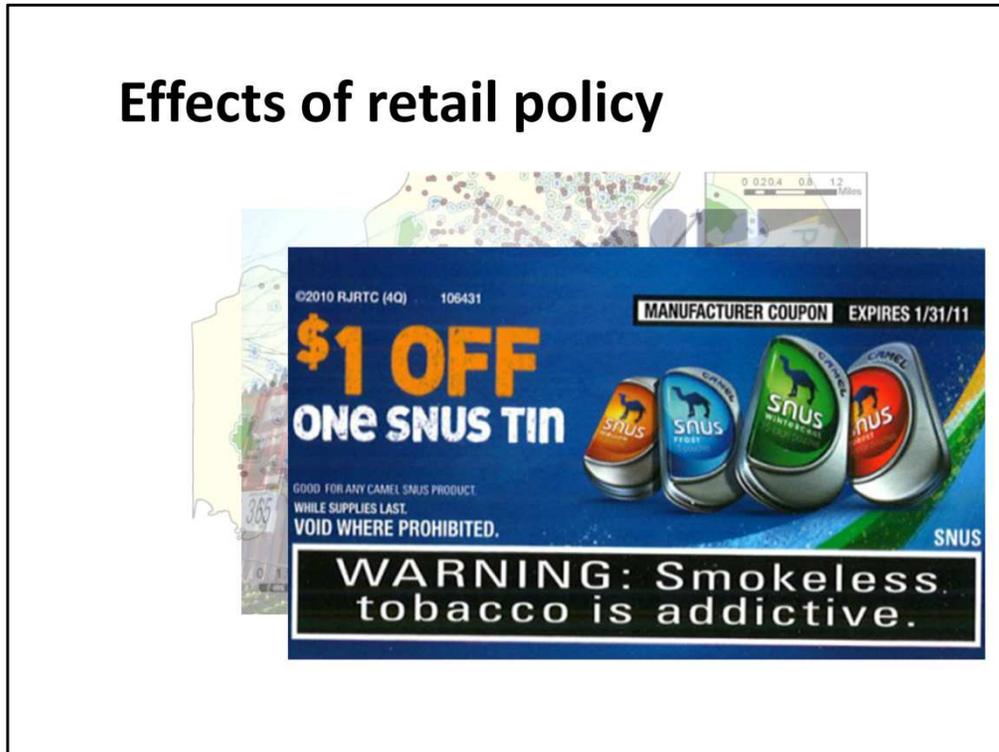
There are also studies (although fewer) that highlight the effects of tobacco retail-based policies, such as those that restrict the number or density of tobacco retailers in certain locations, like near schools...

Effects of retail policy



...Advertising restrictions (although these policies are not recommended due to first amendment/free speech issues)...

Effects of retail policy



...Prohibiting the redemption of tobacco industry coupons, which keeps the price of tobacco high...

Effects of retail policy



And other retail policies like prohibiting the sale of flavored tobacco products, which appeal to children.

“The use of coupon promotions **makes cigarettes appear more affordable** to smokers with limited economic resources, **including children.**”

“Evidence suggests that coupons also **encourage new smokers to smoke more often**, thereby entrenching their habit.”

Preventing Tobacco Use Among Young People: A Report of the Surgeon General (1994)



CAMEL

Update
YOUR INFO
and GET A PACK
for \$1.00

3 EASY WAYS
TO EDIT YOUR PROFILE

Visit Camel.com* OR Call 1-800-334-8157 OR Fill out and mail attached card

USE THIS PROMO CODE
UPDATE
TO RECEIVE YOUR COUPON AT CAMEL.COM*

The advertisement features a woman in a colorful swimsuit with her arms raised in a celebratory gesture against a blue sky background. The word 'CAMEL' is written in large, blue, stylized letters at the top. Below it, the text 'Update YOUR INFO and GET A PACK for \$1.00' is displayed in a mix of fonts. Further down, '3 EASY WAYS TO EDIT YOUR PROFILE' is written, followed by three icons representing different methods: a computer, a mobile phone, and a mail envelope. At the bottom, a blue box contains the text 'USE THIS PROMO CODE UPDATE TO RECEIVE YOUR COUPON AT CAMEL.COM*'.

An example of these studies is seen in the 1994 Surgeon General’s Report that highlights that tobacco industry coupons make cigarettes appear more affordable to those with limited economic resources, including children, and encourage new smokers (like youth) to smoke more often.

Federal Trade Commission Reports



Another source of data to tell a more complete picture of the burden of tobacco in your communities is the Federal Trade Commission (FTC) Reports for cigarettes and smokeless tobacco.



**Federal Trade Commission
Cigarette Report
for 2012**

ISSUED: 2015



**Federal Trade Commission
Smokeless Tobacco Report
for 2012**

ISSUED: 2015

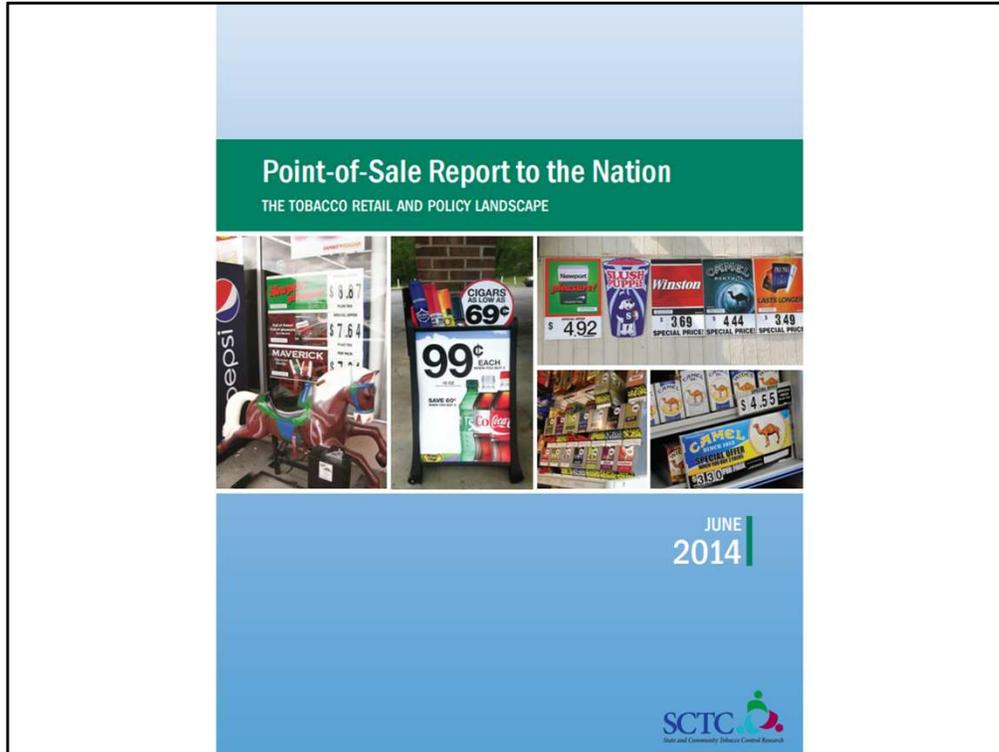
The newest FTC Report on Cigarettes and Smokeless Tobacco were released earlier this year and detail tobacco industry expenditures on marketing and promotion of cigarettes and smokeless tobacco in the year 2012.



These reports show that the Tobacco Industry spent \$9.2 billion nationally on marketing and promotion of cigarettes and smokeless tobacco products.

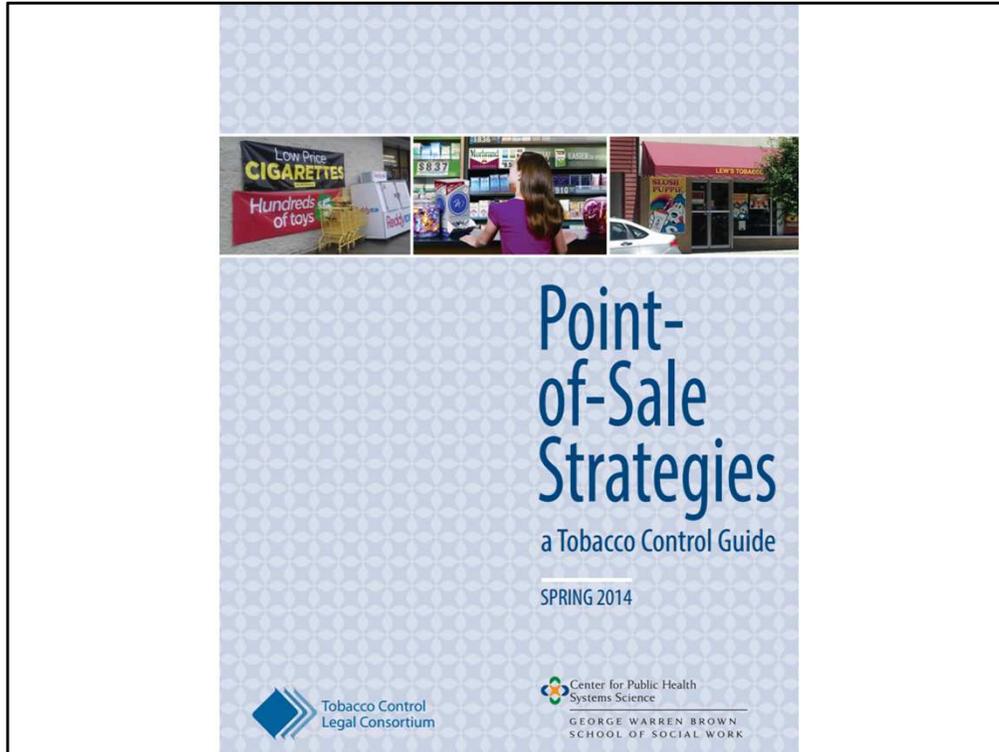
Extrapolated to Oregon, this equates to \$112 million on marketing and promotion of tobacco products in Oregon.

Note: Oregon estimate calculated by multiplying the total national cigarette and smokeless marketing and promotion expenditures by the ratio of cigarette pack sales in Oregon to cigarette pack sales for the rest of the United States. Estimate is adjusted to 2010 dollars.

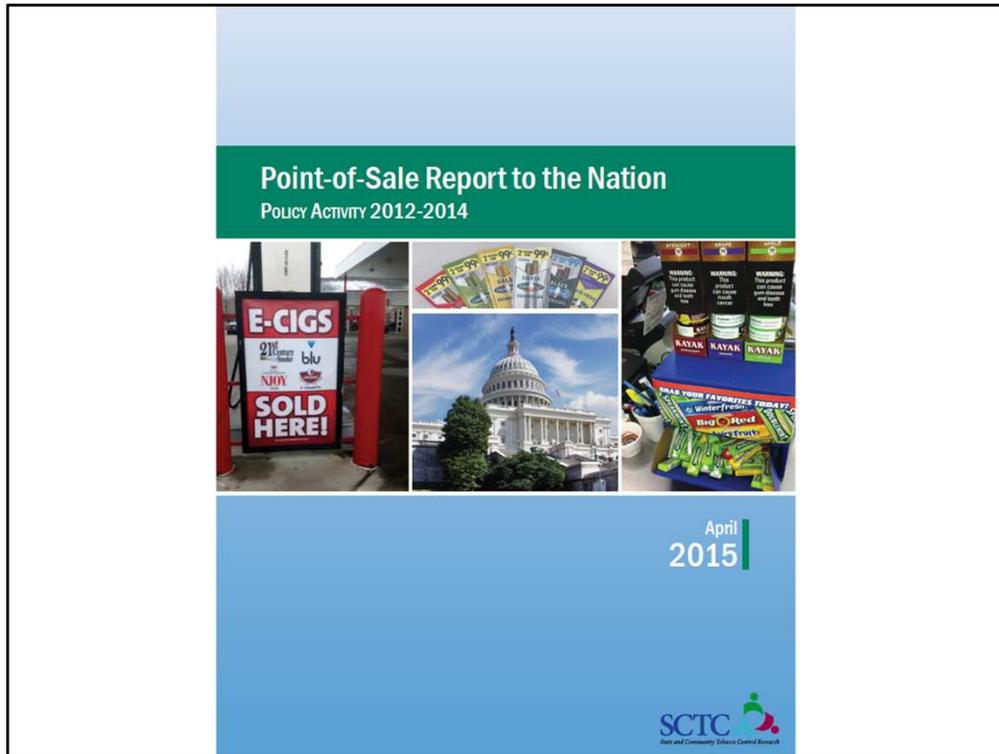


Other data sources include the series of reports released by the State and Community Tobacco Control (SCTC) Research group.

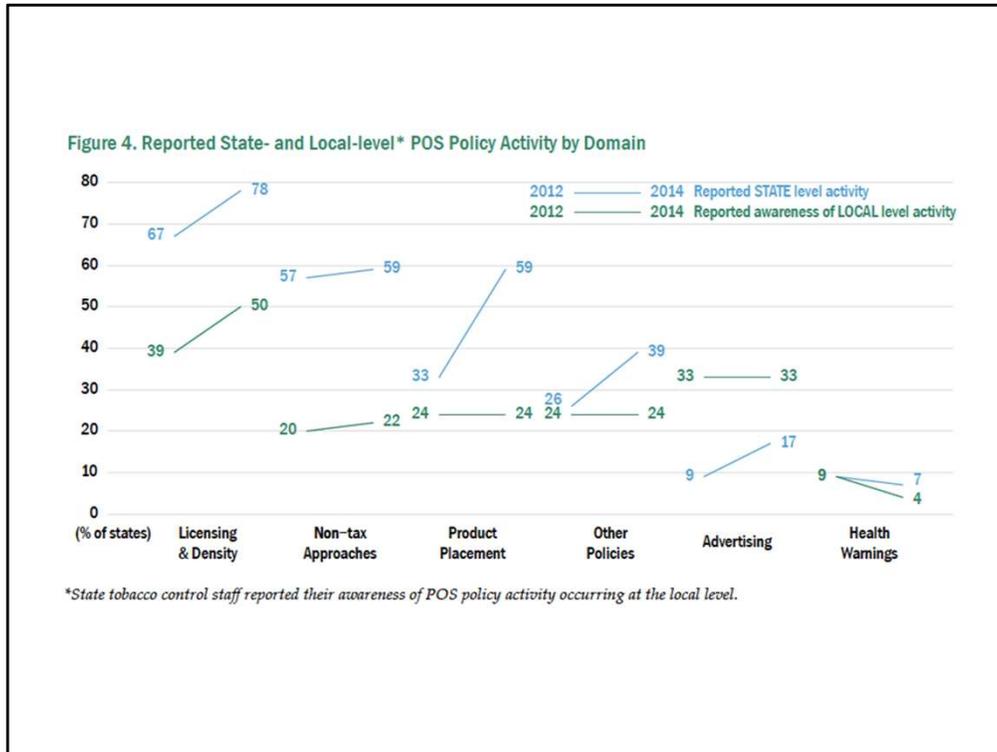
These reports highlight results from the national survey of stores for tobacco product availability, price, promotion and placement...



The policy options for the tobacco retail environment and which policies are recommended based on legal feasibility...

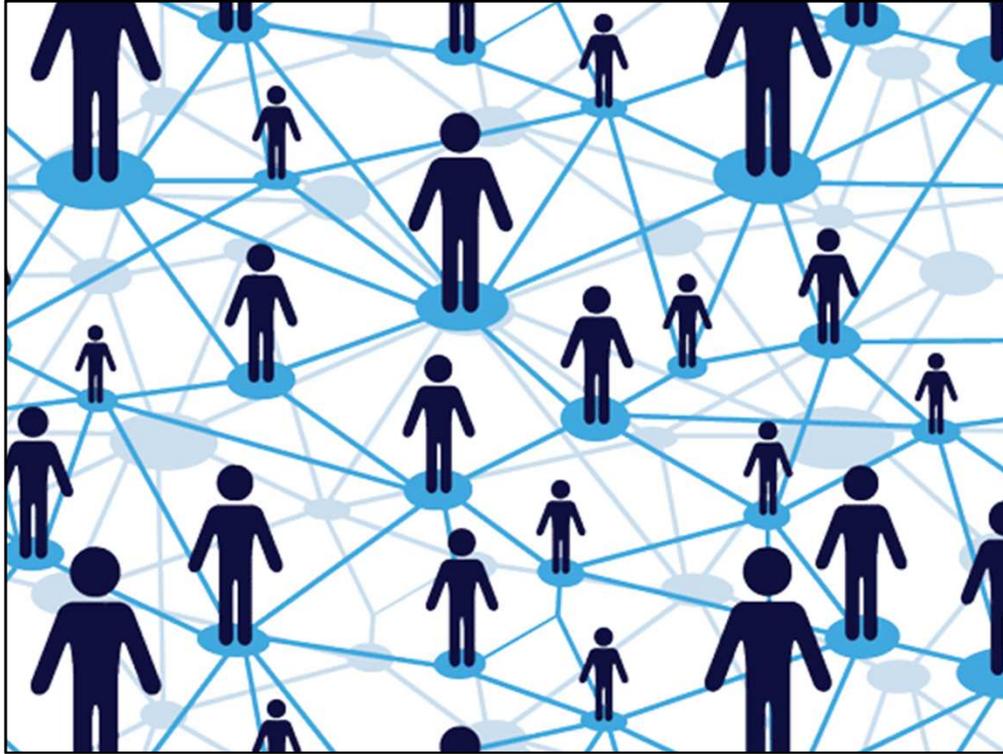


And an overview of policy activity across the country...



Which includes this graph depicting which policy areas are being pursued by state and local tobacco prevention programs in the U.S.

Highlighting that other jurisdictions across the country are also working on these policies may be important to your community members and decision makers.



And of course another “data source” is the very extensive peer network of state and local tobacco prevention program staff.



You have all of these data sources at your disposal to tell the most compelling story possible about the burden of tobacco in your communities and what you can do about it.

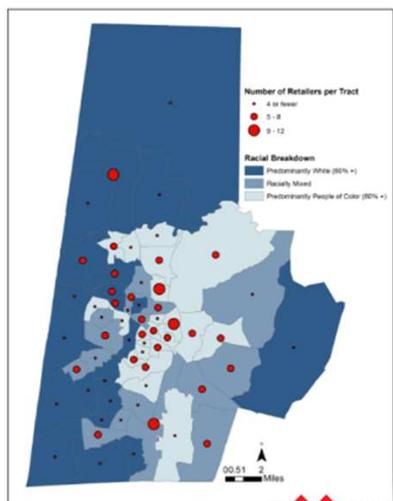


If time allows, here are a few additional national studies and resources for work in the tobacco retail environment.

Low-income and minority communities suffer a disproportionate burden of retail outlets

- Retailer Density = the concentration of retailers
- Measured as number of retailers per 1000 population
- Higher in communities with lower median household income¹⁻³
- Higher in communities with higher percentage of African American^{1,2} or Latino families¹

Tobacco Retailer Density and Racial Composition by Census Tract
Durham County, NC



1. Schneider JE et al. Prev Sci, 2005
2. Hyland, A, et al., AJPH, 2003
3. Loomis, BR, et al, Public Health, 2013



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African American neighborhoods



Higher proportion of African American students in a school:

- HIGHER proportion of menthol advertising¹
- HIGHER odds of Newport promotions¹
- LOWER price of Newport¹



Higher proportion of African American people in the neighborhood near store:

- HIGHER number of advertisements²
- HIGHER number of advertisements with sales promotions²

Henriksen, Schleicher, Dauphinee, & Fortman, 2012; 2. Feighery, Schleicher, Cruz, & Unger, 2008.

Race/Ethnicity

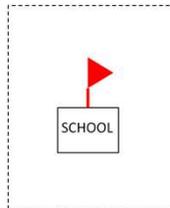
California: For every 10 percentage point increase in proportion of black students at a school, the proportion of menthol advertising increased by 6 percentage points, the odds of Newport promotions were 50% higher, and the cost of Newport was 12 cents lower ([Henriksen, Schleicher, Dauphinee, & Fortmann, 2012](#)).

From 2002 to 2005, California stores in areas with a higher proportion of African-American people had a significantly greater increase in the number of ads and the number of ads with sales promotions than neighborhoods with more white population ([Feighery, Schleicher, Cruz, & Unger, 2008](#)).

Areas with higher density of tobacco retailers within walking distance had **higher overall smoking prevalence**



NO RETAILERS
(n=45)



11.9%
prevalence

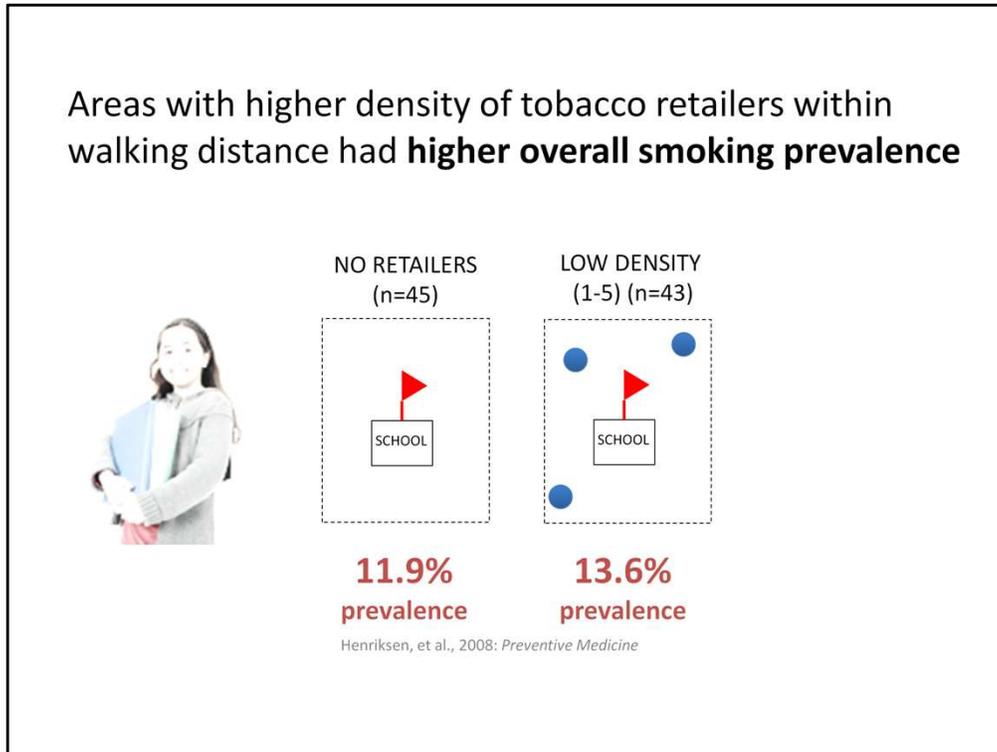
Henriksen, et al., 2008: *Preventive Medicine*

We're not talking about initiation here but overall prevalence among youth. I just want to note a cross-sectional study from Lisa Henriksen and team, published in 2008. Here her team examined the density of tobacco outlets within half-mile walking distance from the school and their association with school smoking prevalence. This is 135 high schools and what she found is Neighborhoods with high retailer density (>5) had higher overall smoking prevalence (3.2%). We mention this because one policy option has to do with limiting density which, we see may well decrease overall smoking prevalence in a neighborhood.

Methods:

- Cross-sectional study
- 135 California high schools
- 24,875 students (10th/11th grade)

- Student questionnaire
- Store observations within ½ mile radius (n=384)
- Retailer licensing list

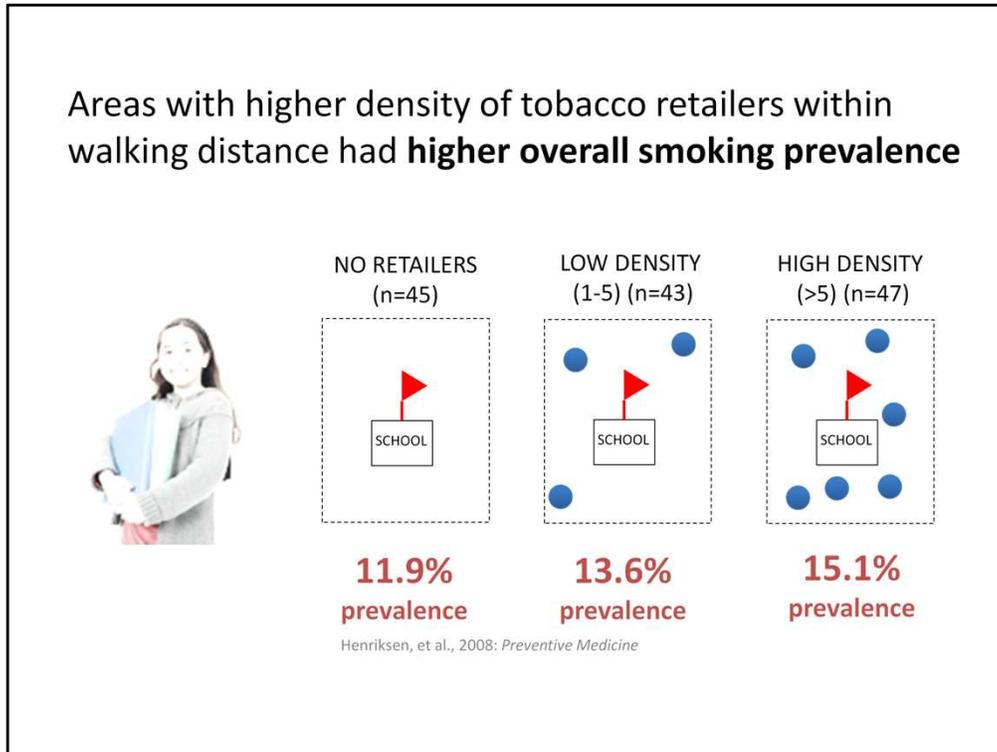


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Cigarette displays cue craving and impulse purchase in current smokers



Carter, et al., 2006, *Nicotine & Tobacco Research*;
Wakefield, et al., 2008, *Addiction*

Carter and others did a lab experiment where they showed smoking-related images (people smoking, lit cigarettes, pack display) and neutral content images. The 63 subjects were at least 10 cigs/day smokers; some nicotine deprived, others not.

Smoking related pictures produced significantly higher cravings than other picture types. All the smoking-related pictures increased craving compared with the neutral one. The picture of eight cigarette packs increased craving among nicotine-deprived and non-nicotine deprived smokers.

Smokers who live within walking distance of a retailer are **50% less likely** to quit successfully



250 m



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

Finally, you'll recall that retailer density in the area around a school has been linked to smoking prevalence in the school such that higher density = higher smoking rates. Now we have some evidence that residential proximity to a tobacco retailer is correlated with a smokers' ability to stay quit. This study by Lorraine Reitzel and others from 2010 shows us that if a recent quitter lives within 250 meters of a tobacco retailer, his or her odds of staying quit over 6 months are half that of someone who does NOT live within 250 Meters of a retailer.

