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# Tobacco retail health equity mapping project

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# Objectives

- 1** Give overview of the tobacco retail environment and how it affects health equity
- 2** Discuss solutions to health inequities by changing the retail environment
- 3** Give overview of planned health equity mapping project

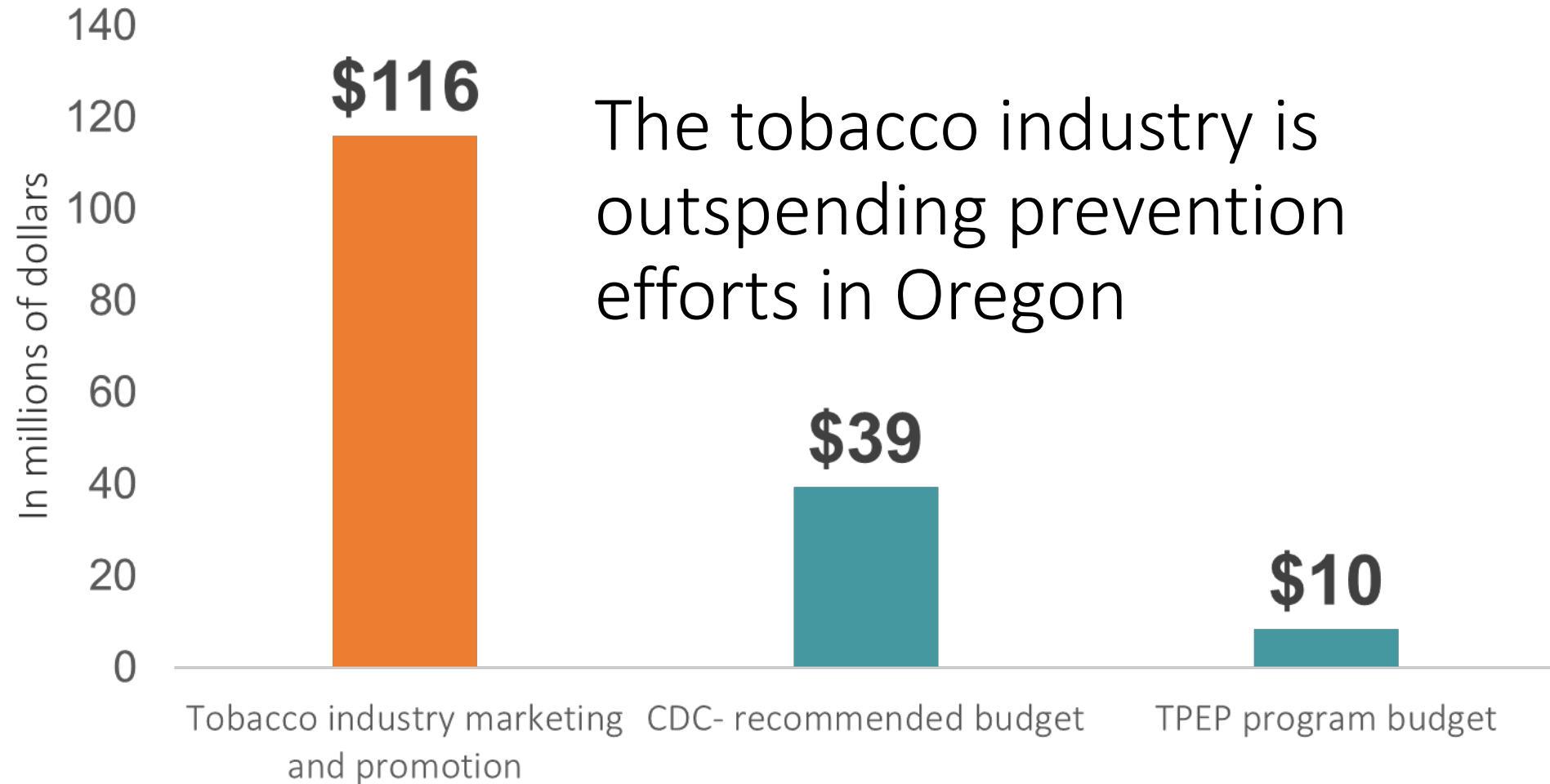
Throughout the presentation, we would like to **hear from you!**



# What does the retail environment look like?



# Health equity and the tobacco retail environment



# Investing in the retail environment

**\$9.5 billion**

National advertising and promotional expenditures for cigarettes and smokeless tobacco in 2016

**\$7.1 billion**

National advertising and promotional expenditures for cigarettes in 2016 **at point of sale**



**Over 75%** of promotion and advertising dollars are at the point of sale



# How can we counter the industry's efforts?

## Point-of-Sale Tobacco Pricing Policies

**Set a minimum price for all tobacco products**



**Pair minimum price with minimum pack size**



**Prohibit redemption of coupons, discounts, & promotions**



**Strong tobacco pricing policies improve public health & advance health equity**



**Reduce racial & geographic targeting & disparities**



**Reduce income-based disparities in smoking rates**

**Quit Smoking Now!**

**Encourage & facilitate quit attempts**



**Discourage youth initiation**

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



**Implement pricing policies through a stand-alone ordinance or as part of tobacco retailer licensing requirements**



**Increase cessation resources for communities most affected by price increases**



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



**Obtain legal support & technical assistance to ensure legal authority**



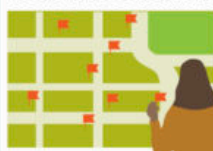
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# Why does the tobacco retail environment matter for health equity?

## How to reduce tobacco retailer density and why

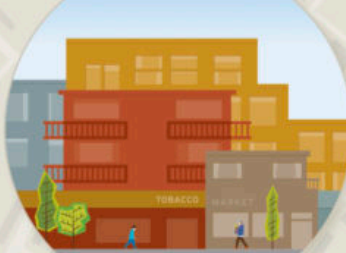
These policy solutions can be implemented in most communities through local regulation, such as tobacco retailer licensing or changes to zoning restrictions.

### Local Tobacco Retailers



#### Cap the number of retailers in a geographic area

Example: There can be no more than 15 stores\* per district.



#### Cap the number of retailers relative to population size

Example: There can be no more than 1 store\* per 1,000 residents.



#### Require a minimum distance between retailers

Example: Stores cannot locate within 1,000 ft of an existing store.



#### Prohibit retailers from locating near schools and other youth-sensitive areas

Example: Stores cannot locate within 1,000 ft of a school or playground.



#### Prohibit sales of tobacco products at pharmacies or other types of retailers

Example: Pharmacies cannot be licensed to sell tobacco products.



**HEALTH:** When more tobacco retailers are located in a given area, residents' health suffers. Youth are more likely to start smoking. People who smoke consume more cigarettes per day and have a harder time quitting.



**EQUITY:** Tobacco retailers cluster in neighborhoods with a high percentage of low-income residents or residents of color. These communities are targeted by tobacco companies, and they disproportionately suffer the health harms caused by tobacco use.

\* Numbers will vary by community.



# Tobacco Environment Health Equity Mapping Project



Mapping allows us to **identify areas** in the state most **disproportionately impacted** by the tobacco retail environment



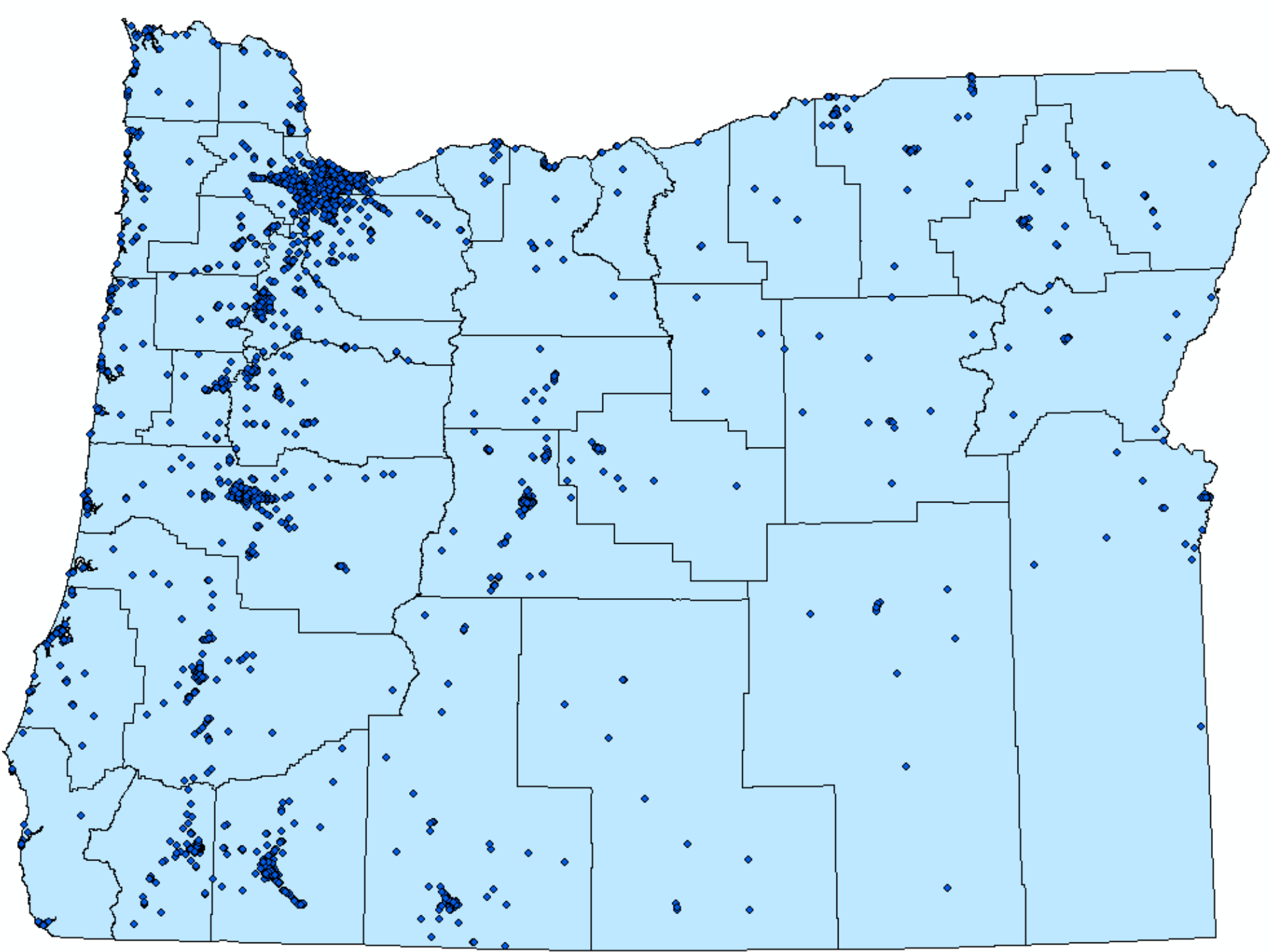
How can we measure the influence of the tobacco retail environment?



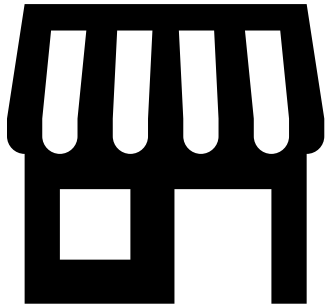
How can we measure the influence of the tobacco retail environment?

## Retail density

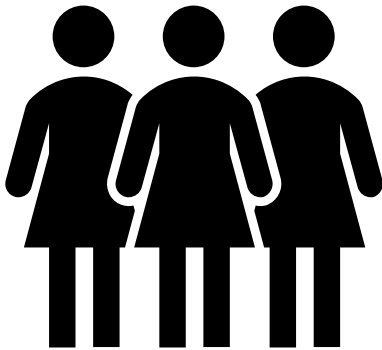
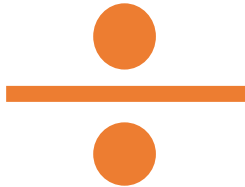




# Retail density =



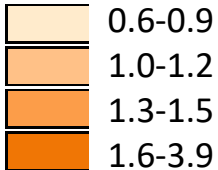
Tobacco retailers



Population

# Total number of tobacco retailers per 1000 residents

# of tobacco retailer  
per 1000 residents



# Local stories discussion

1. What does retail density look in your county? Why?
2. When thinking about retail density, what types of comparisons would be helpful to your community?



Identify the total number of  
tobacco retailers within 1,000 feet  
from schools

# The Tobacco Industry targets youth

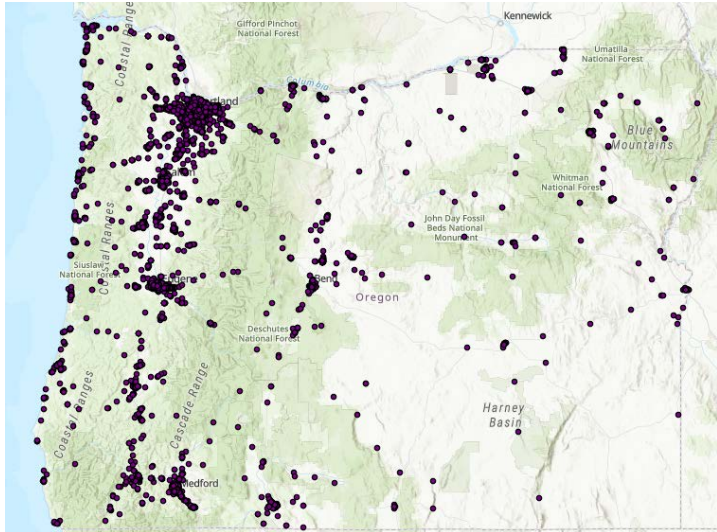




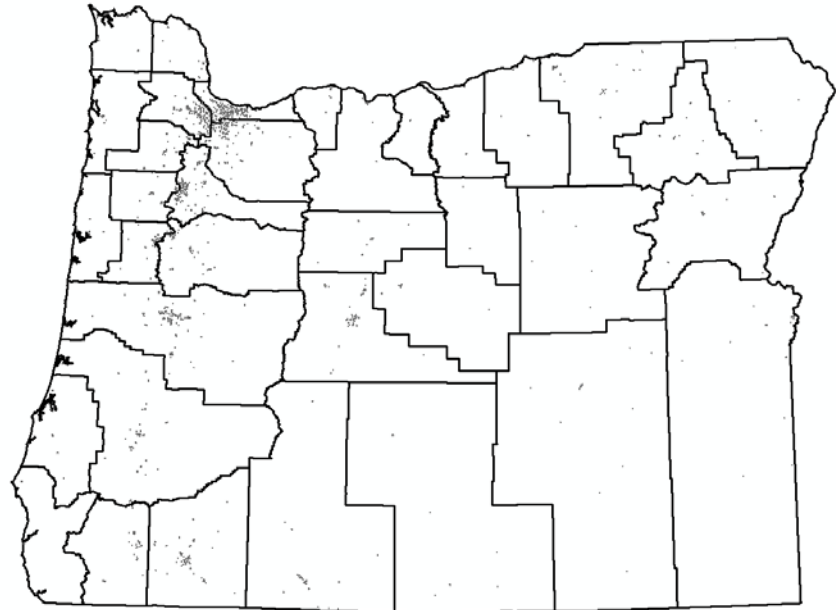
What does it look  
like in Oregon?



# Goal 1: Identify the total number of tobacco retailers within 1,000 feet of schools



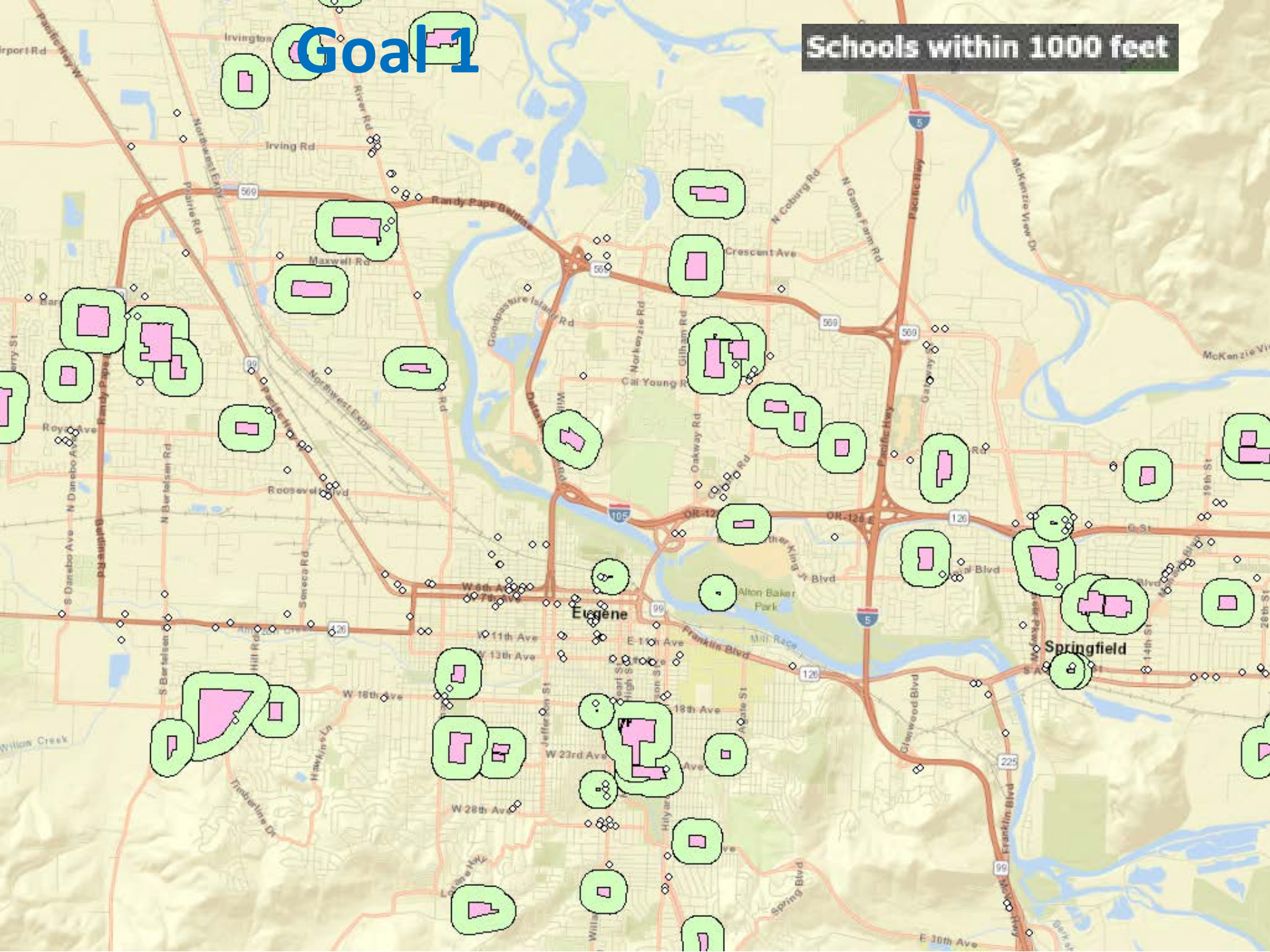
Tobacco retailer map



Oregon Department of Education school locations

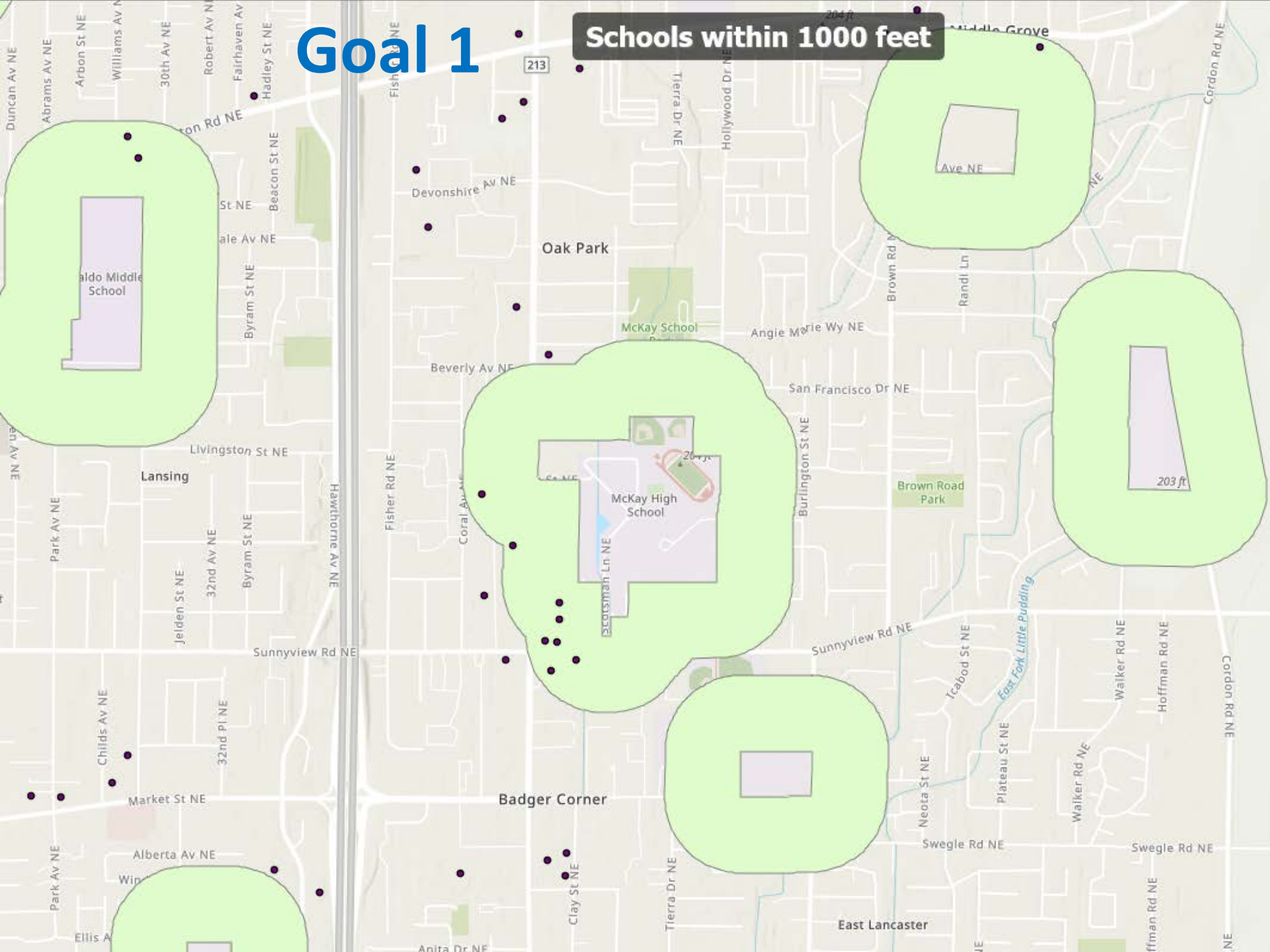
# Goal 1

Schools within 1000 feet



# Goal 1

## Schools within 1000 feet

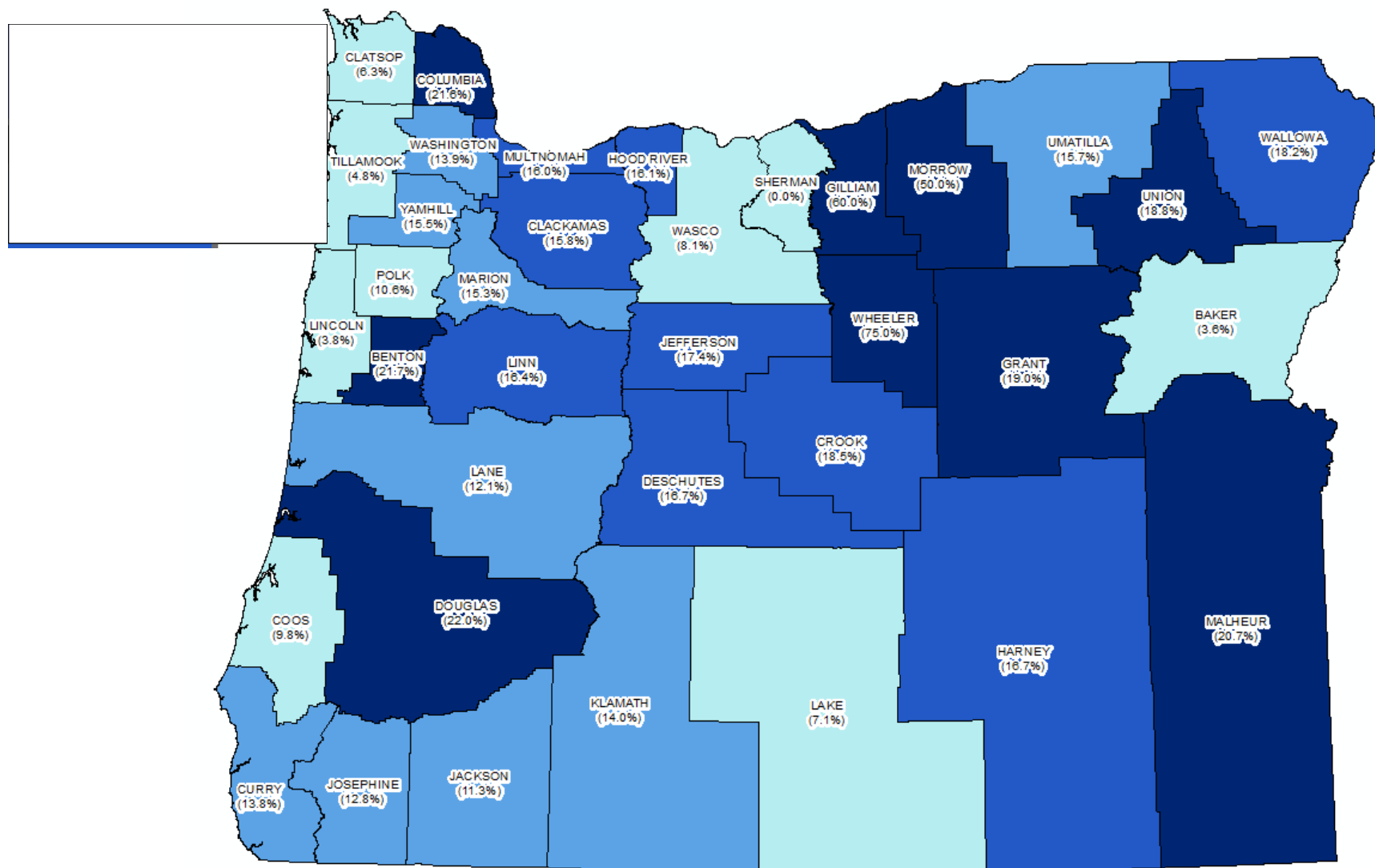


# Percent of retailers within the 1000 feet of schools

$$\begin{array}{l} \text{\% of retailers} \\ \text{within 1000} \\ \text{feet of schools} \end{array} = \frac{\begin{array}{l} \text{\# retailers within} \\ \text{1000 feet of schools} \end{array}}{\text{Total \# retailers}} \times 100\%$$



About **1 in 6** tobacco retailers are within 1000 ft from a school in Oregon



Darker blue = ↑ % of retailers within 1000 ft schools

# Local stories discussion

1. What does your county's proximity of tobacco retailers to schools look like?
2. How does this map compare to your counties retail density map?

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Studies have shown that the **industry has a history of targeting specific populations**



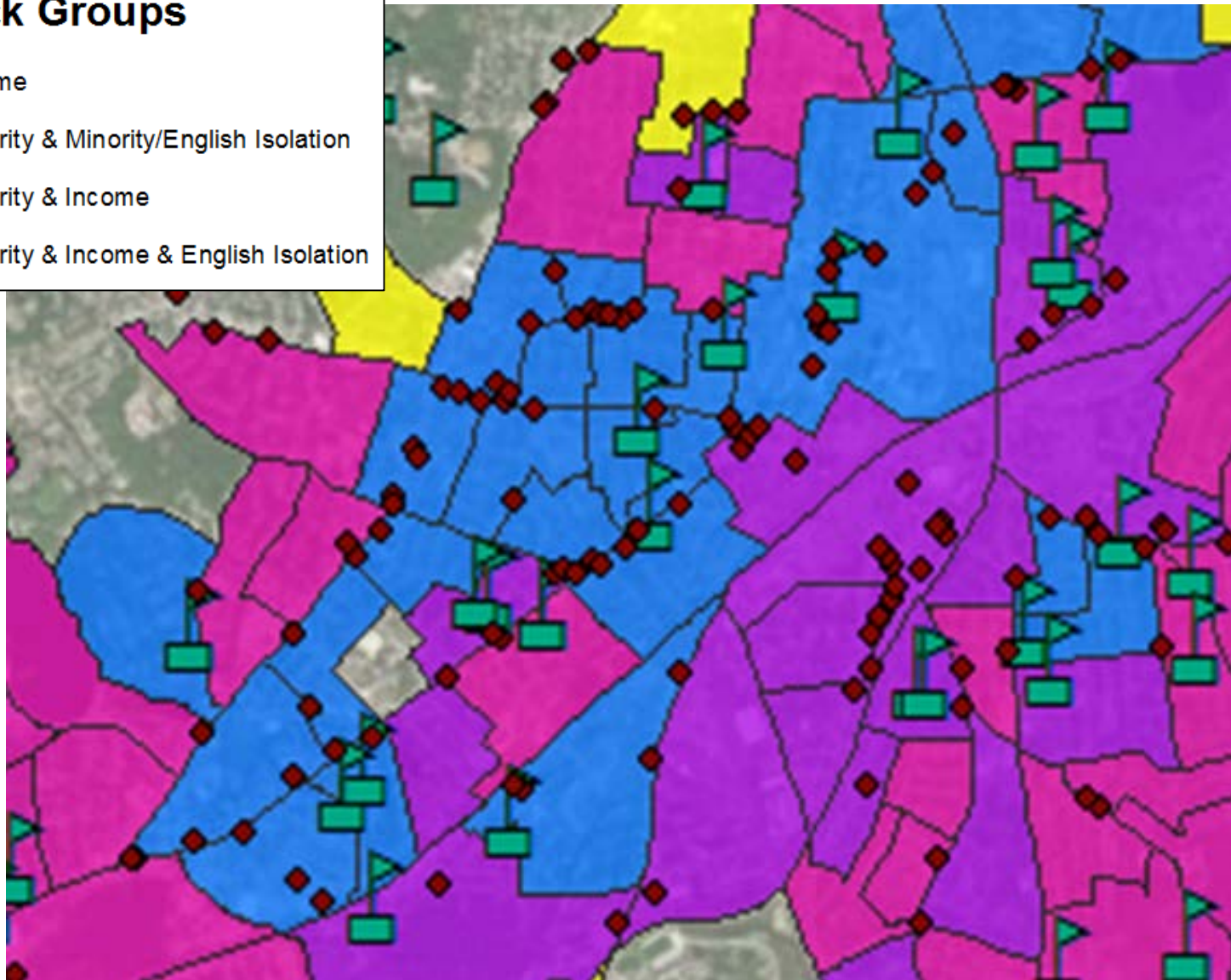
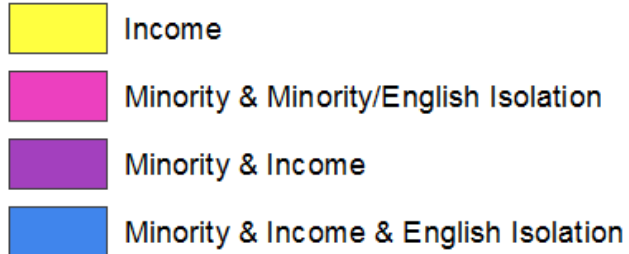
# Environmental Justice Data: Proposed methods

Environmental justice map classifies block groups that meet any of the following criteria:

1. Areas that are mainly **minority populations** (non-white)
2. Areas with a median household **income equal to or less than \$40,673**
3. Areas that have **low high school graduation rates**
4. Areas with **English language isolation**

# Massachusetts Mapping Project

## EJ Block Groups



# Local stories discussion

1. Can this mapping project inform the context of your work in communities around the tobacco environment?  
How?
2. What other data would be helpful to tell your communities story?

# Takeaways

- 1** **Where you live** can determine your exposure to tobacco products and marketing.
- 2** Mapping can help **decision makers understand the importance** of tobacco retail policy for community health.
- 3** Retail density is one way we can **measure the influence** of the tobacco retail environment.
- 4** Mapping can help visualize how **communities are disproportionately impacted** by the tobacco retail environment.

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## Contact Information

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The logo for the Oregon Health Authority. It features the word "Oregon" in a smaller, orange, serif font positioned above the word "Health". "Health" is written in a large, blue, serif font. Below "Health", the word "Authority" is written in a smaller, orange, serif font. A thin blue horizontal line is positioned between "Health" and "Authority".

**Oregon**  
**Health**  
**Authority**