

Tobacco-Focused Retail Environment Assessment Support



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Overview

- **WHAT** is the tobacco retail environment?
- **WHY** is the tobacco retail environment important?
- **WHERE** is the tobacco retail environment?
- **HOW** do we approach the tobacco retail environment?

WHAT

Tobacco Retail Environments



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WHAT

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WHAT Tobacco Retail Environments

Gas convenience store



Supermarket and other grocery



WHAT

Tobacco Retail Environments

Convenience store



Beer/Wine/Liquor store



WHAT

Tobacco Retail Environments

Tobacco store



Pharmacy



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WHAT

Tobacco Retail Environments

Warehouse clubs and supercenters



WHY Investing in Point of Sale

\$7,430,546,000:



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WHY Investing in Point of Sale

\$7,430,546,000: Spending on cigarette marketing, advertising and promotion at the point of sale in 2011¹



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All Other
13%



POS
87%

WHY Youth

Retail tobacco stores are associated with increased odds of smoking initiation,² moving youth toward higher levels of uptake³ and increasing the overall youth smoking prevalence in an area⁴



WHY Smoker



Tobacco product displays cues tobacco cravings in those who smoke⁵

WHY Trying to Quit



Tobacco product displays increase the urge to buy in those who smoke, increase unplanned purchases⁶ and make successful quit attempts less likely⁷

WHERE Low-Income Neighborhoods



Low-income neighborhoods have a higher % of retailers with advertisements, lower mean advertised price, and more marketing items per square mile

WHERE Communities of Color



Communities of color are exposed to a higher number of advertisements in stores, especially ads with with sales promotions

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WHERE

Rural Areas

Retail tobacco stores in rural areas have the lowest prices and highest percentage of tobacco promotions and advertising



HOW

Policy Options



Policy options exist to curb the influence of point-of-sale advertising and promotion

Assessments of the tobacco retail environment will inform policy work

HOW

Point-of Sale Advertising



Ban outdoor
point-of-sale ads



Restrict product
placement
(display ban)

HOW Pricing



**Minimum floor price
for cigarettes**

**Minimum markup
policy for cigarettes**

HOW

Number, Type and Location of Retailers



**Ban tobacco sales
near youth locations**



**Ban tobacco sales
at pharmacies**

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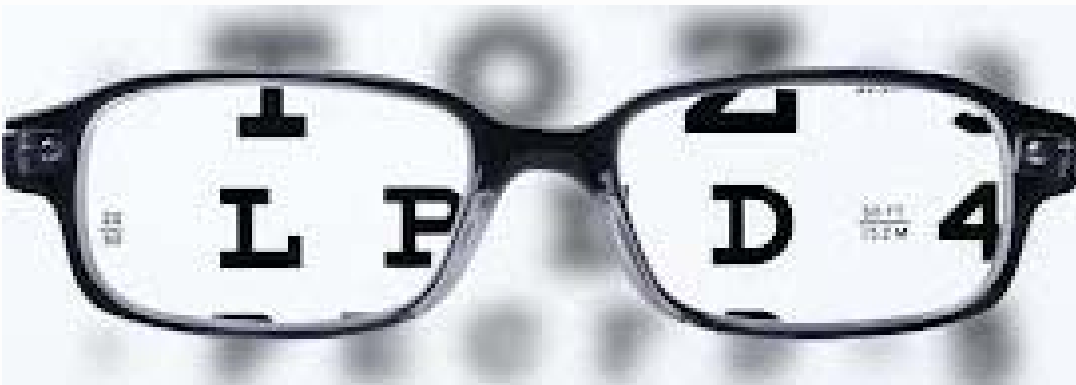
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HOW

Restrictions on Promotions and Discounts



Ban price discounts and multipack offers



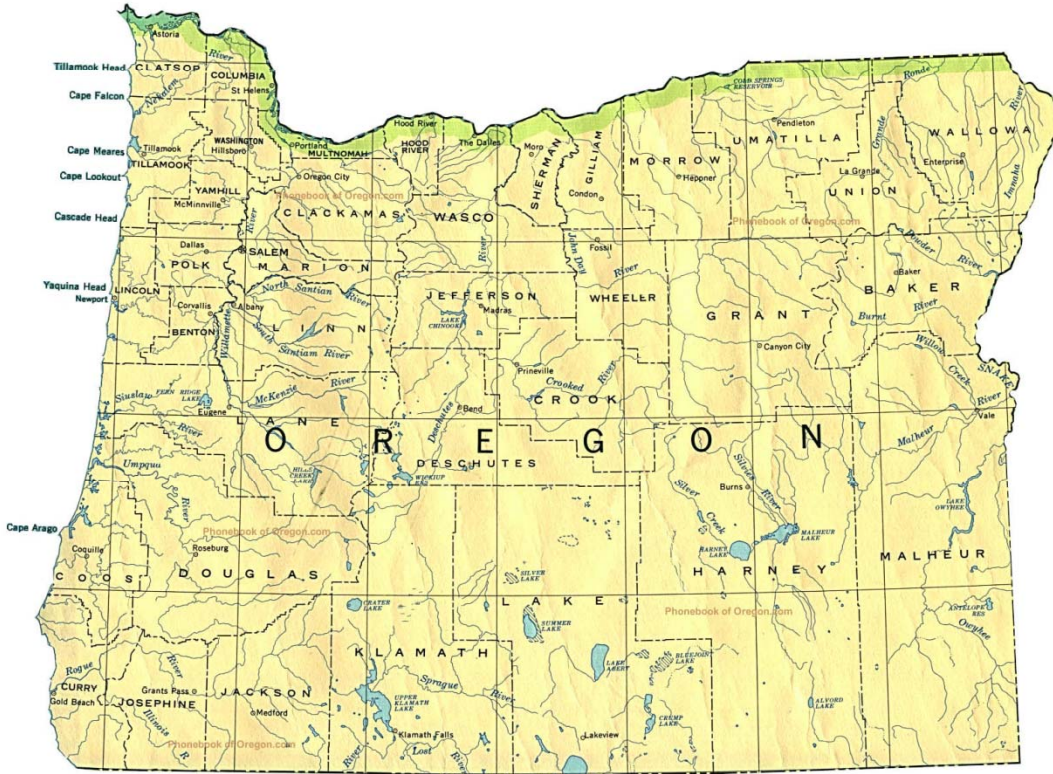
Disclosure of manufacturer incentives to retailers

HOW Data Collection



“Why yes,
I would love to
take a survey.”

HOW State Wide



**Oregon Behavioral
Risk Factor
Surveillance System**

**Oregon Healthy
Teens Survey**

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HOW





Local Level

Identify policy priorities in local communities and achieve community support for the process



HOW

Store Audit Tool

| | | | |
|---|--|---|--|
|  <p>ADVOCATE AGAINST YOUTH TARGETING</p> <p><i>Do you know what tobacco products and candy have in common? Both are marketed to youth.</i></p> <p>PLAY THE FOLLOWING ACTIVITIES to teach kids how tobacco marketing can manipulate youth into using harmful tobacco products →</p> |  <p>POINT-OF-SALE SCAVENGER HUNT</p> <p><i>Do you know what the tobacco industry has lurking in your community? Have you seen where it's lurking? Every day we see tobacco advertisements or displays in the same stores where we buy milk and medicine.</i></p> <p>HELP OPEN EYES to POS issues in your community with this activity →</p> |  <p>WALKING TOBACCO AUDIT</p> <p><i>Can you guess how many tobacco retailers the kids in your community see on their way to school?</i></p> <p>DON'T KNOW? HERE'S YOUR CHANCE TO FIND OUT! →</p> |  <p>TOBACCO RETAILER NATION</p> <p><i>Communities are saturated with fast food restaurants, but what about tobacco retailers? What if our Fast Food Nation is really a Tobacco Retailer Nation?</i></p> <p>FIND OUT HOW YOUR COMMUNITY STACKS UP WITH THIS ACTIVITY →</p> |
|---|--|---|--|

HOW

Exterior



Tobacco price promotions on store property



Tobacco price promotions on store exterior

HOW

Interior



Cigarette price promotions



**Price of pack
(of Camel cigarettes)**

HOW

Special Price and Multi-Pack Offer



Special price offer



Multi-pack offer

HOW

Other Tobacco Products



Dual product offer



Flavored little cigars/cigarillos



Electronic cigarettes

HOW

Data to Policy



Tobacco price promotions on store property

Ban outdoor point-of-sale advertising



Price of pack

Minimum markup policy for cigarettes

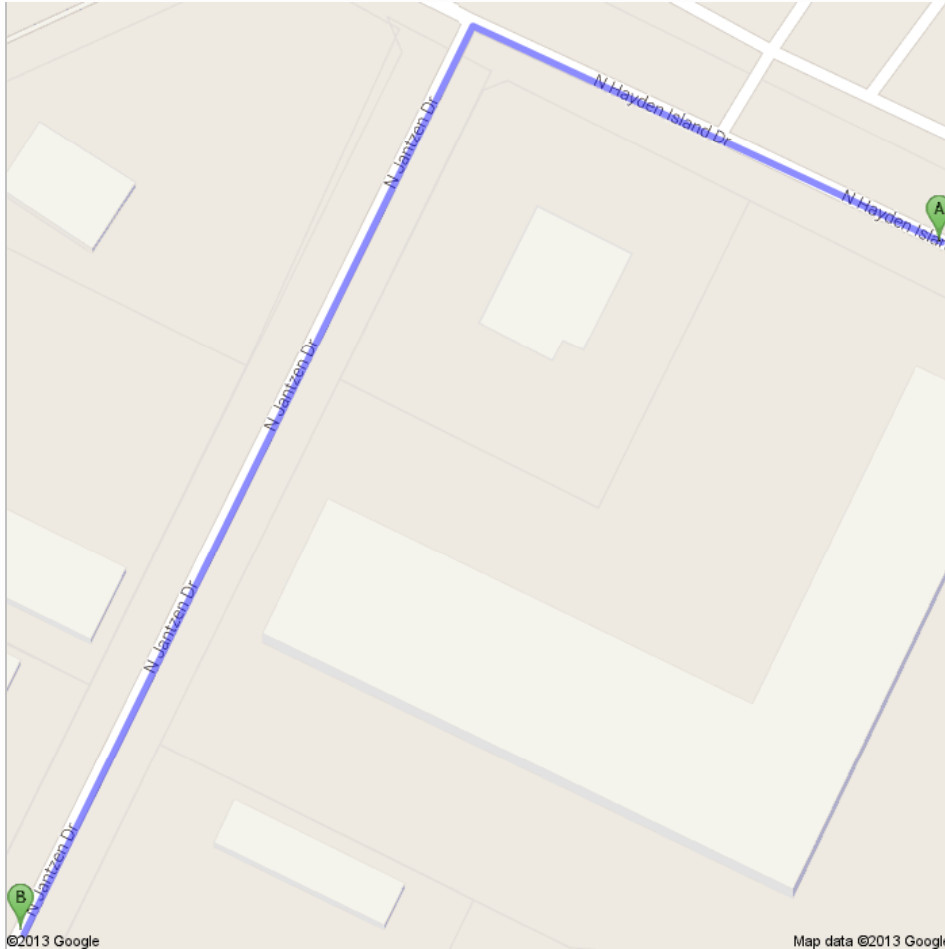


Special price offer

Ban price discounting

HOW

Store Audit and Break!



Red Lion



Chevron



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Discussion Questions

- 1. Did you see any of the following:**
 - a. Exterior tobacco price promotions?**
 - b. Special price promotions?**
 - c. Multi-pack promotions?**
 - d. Interior cigarette price promotions?**
 - e. Dual-product offers?**
 - f. Flavored little cigars or cigarillos?**
 - g. E-cigarettes?**
 - h. Price of pack of Camel cigarettes?**

Examples



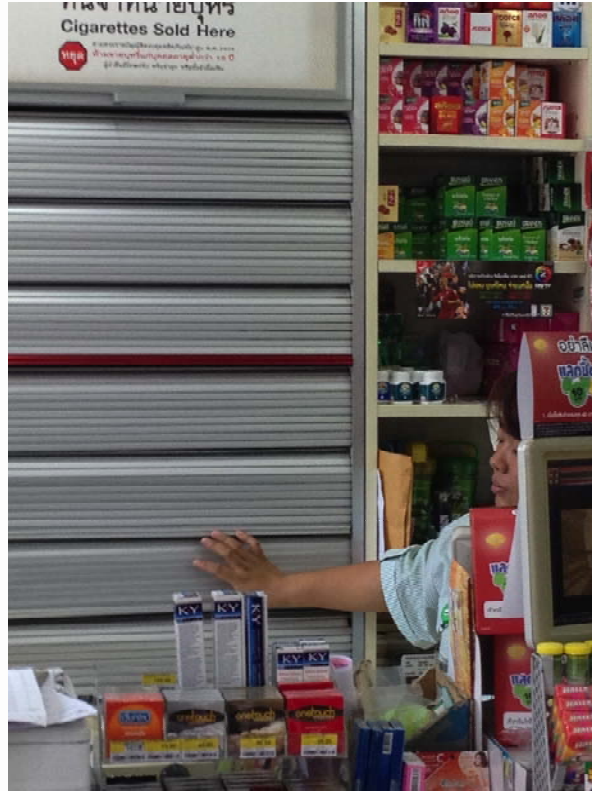
Discussion Questions

- 2. Are there any questions, concerns or comments about tobacco retailers or the point of sale environment?**
- 3. Do you feel like you are more familiar with the tobacco retail environment than when we started?**
- 4. Do you feel more prepared to do this work than when we started?**

References

1. Federal Trade Commission Cigarette and Smokeless Report, 2011
2. Henriksen, et al. (2010) *Pediatrics*
3. Slater, et al. (2007) *Archives of Pediatric Adolescent Medicine*
4. Henriksen, et al. (2008) *Preventive Medicine*
5. Carter, et al. (2006) *Nicotine & Tobacco Research*
6. Wakefield, et al. (2008) *Addiction*
7. Reitzel, et al. (2010) *American Journal of Public Health*

Thank You!



Bangkok, Thailand

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Resources



<http://www.countertobacco.org>



http://www.storealert.org/default_flash.asp