

TOBACCO RETAIL POLICY

CLEAN AIR COALITION OF BRITISH COLUMBIA – DECEMBER 13, 2018



Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

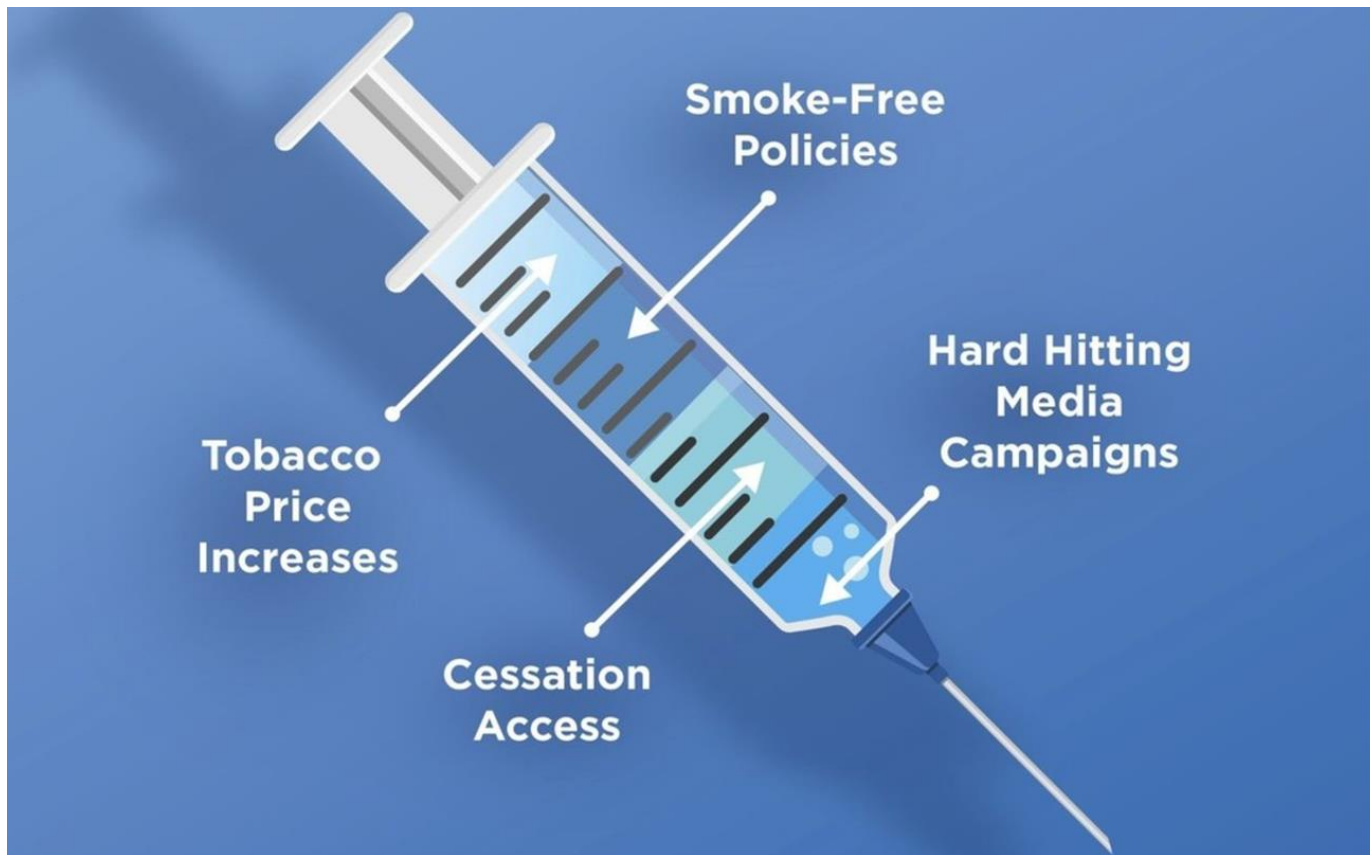
Maggie Mahoney, Carter Consulting, Inc, CDC Office on Smoking & Health



TOBACCO RETAIL POLICY

- Why it matters
- Policy options
- Recent policy activity in the U.S.
- Landscape
- Resources
- Q&A

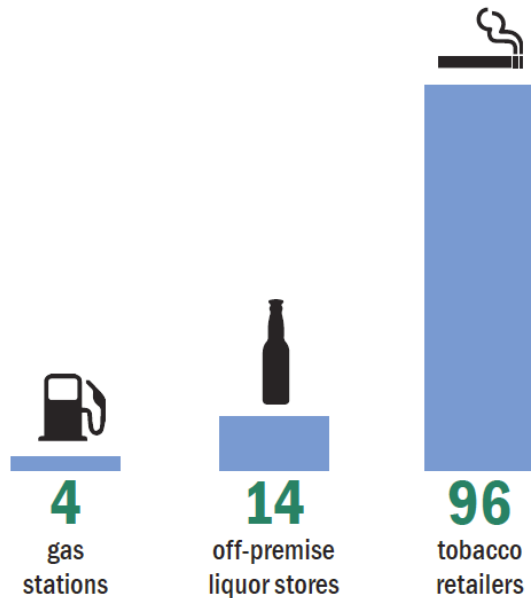
U.S. TOBACCO CONTROL “VACCINE”



King BA, Graffunder C. The Tobacco Control Vaccine: a population-based framework for preventing tobacco-related disease and death. *Tob Control* 2018;27:123-124.

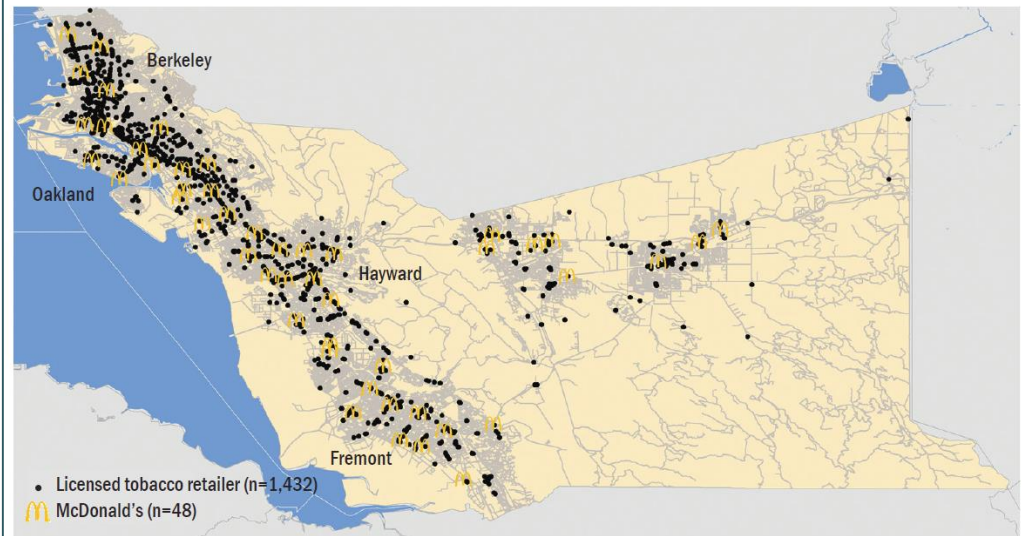
WHY RETAIL MATTERS

Figure 4. Retailers per 10,000 Consumers: California (2012)*



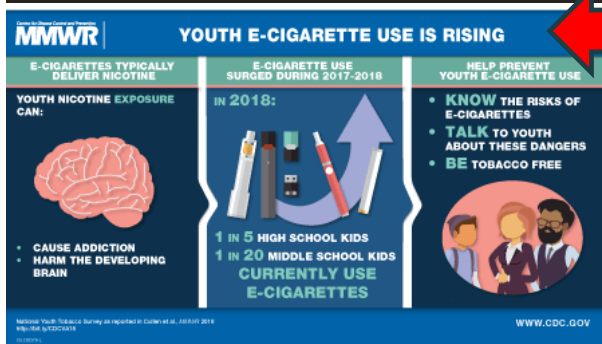
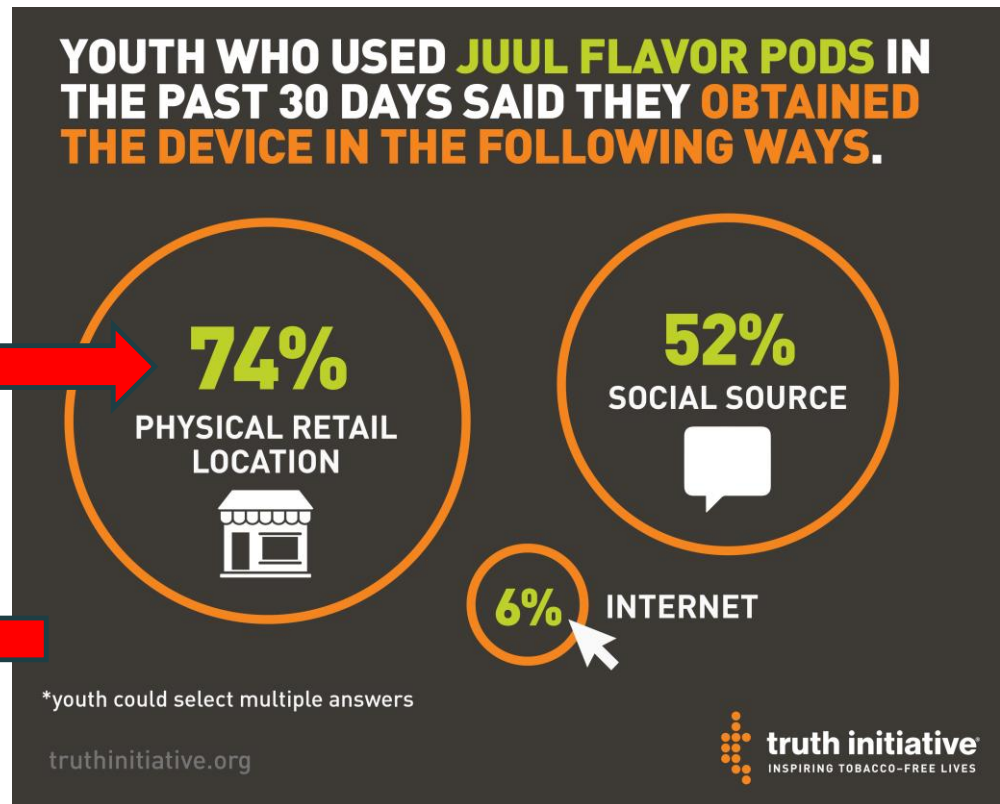
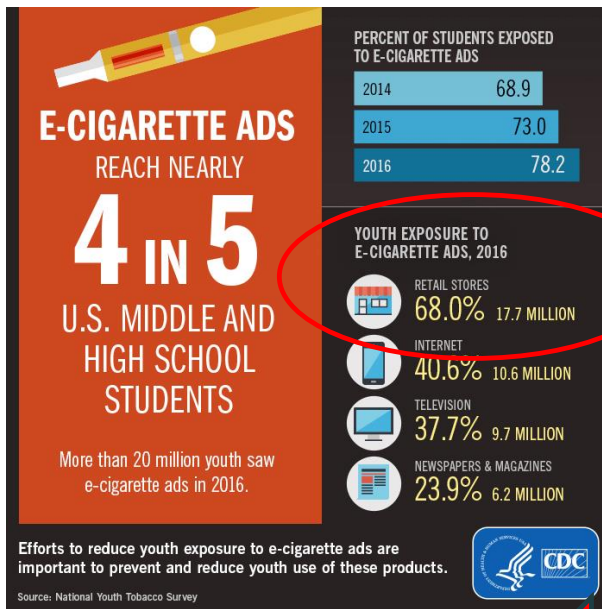
*Data sources: U.S. Census Bureau, *Statistical Abstract of the United States*, 2012; U.S. Census Bureau, *County Business Patterns*, 2011; National Alcohol Beverage Control Association, *Annual Survey Book*, 2012; Behavioral Risk Factor Surveillance System, 2012; California Board of Equalization, *Licensed Tobacco Retailers*, 2012.

Figure 3. Spatial distribution of tobacco retailers and McDonald's locations in Alameda County, CA (2012)



Data source: California Board of Equalization and AggData, Inc. 2012.

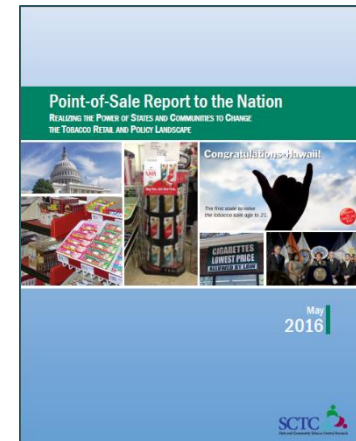
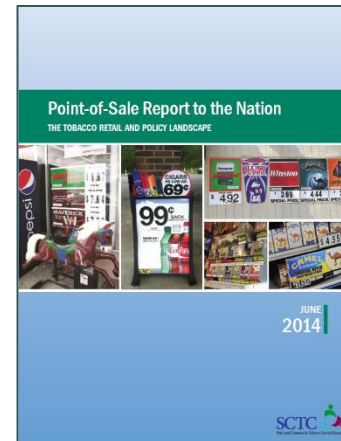
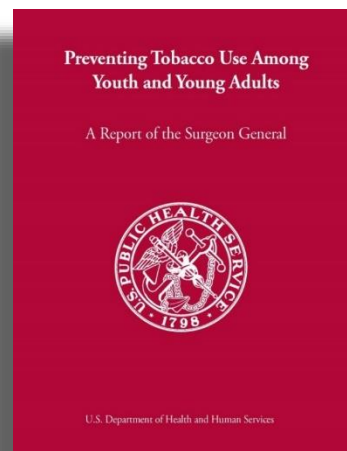
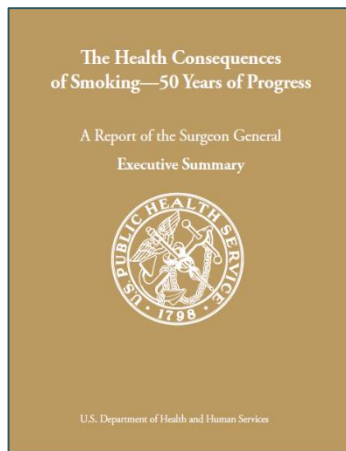
WHY RETAIL MATTERS



Marynak, K., et al. Exposure to Electronic Cigarette Advertising Among Middle and High School Students—United States, 2014–2016. *MMWR* 67: 294–299, 2018. Cullen KA, et al. Notes from the Field: Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students — United States, 2011–2018. *MMWR* 67:1276–1277, 2018. Truth Initiative. Where are kids getting JUUL? <https://truthinitiative.org/news/where-are-kids-getting-juul>. May 29, 2018. Accessed Nov. 20, 2018.

WHY RETAIL POLICY MATTERS

- ↑ Retailer density, ↑ youth use
- ↑ Tobacco marketing/promotions, ↑ youth use, ↓ cessation
- ↑ Retailer density, ↓ adult quit attempts
- ↑ Low SES, African American, or LGBTQ residents, ↑ Retailer density, ↑ Ads



DHHS. *Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General*. 2012. DHHS. *The Health Consequences of Smoking—50 Years of Progress. A Report of the Surgeon General*. 2014. Center for Public Health Systems Science. *Point-of-Sale Report to the Nation: The Tobacco Retail and Policy Landscape*. 2014. Center for Public Health Systems Science. *Point-of-Sale Report to the Nation: Realizing the Power of States and Communities to Change the Tobacco Retail and Policy Landscape*. 2016.

REGULATING THE U.S. RETAIL ENVIRONMENT

FDA

- Product standards/review
- Sales to *minors*
- Self-service
- Free samples and price
- Some location restrictions?
- Advertising

States/Territories/Tribes

- Who can sell/buy
- Where can sell
- What can sell
- How much it can be sold for
- Conditions of sale (self-service, min. pack size)

Locals

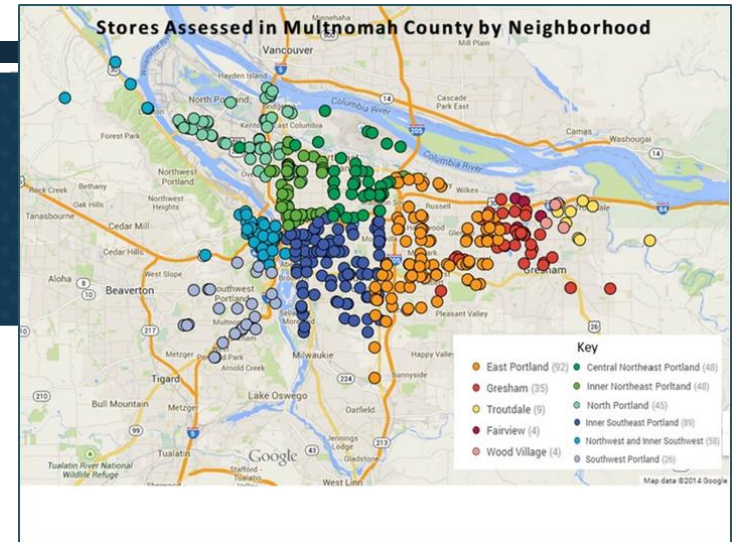
- Similar to states, unless limited by state law

U.S. STATE AND LOCAL STRATEGIES

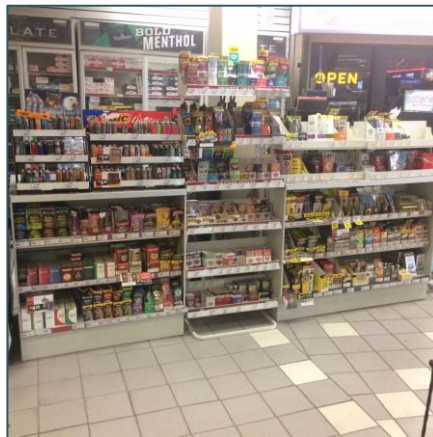
- Retail store
 - Licensing
 - Location, number, density
 - Type
 - Warnings
 - Self-service
- Who can sell/who can sell to
 - Minimum legal sales age
- What can be sold
 - No sale of any products
 - No sale of class(es) of products (e.g., combustibles)
 - No sale of a subset of class(es) of products (e.g., flavors, menthol)
 - No sale unless certain characteristics are met (e.g., cigar packaging)
- Price (beyond tax)
 - True minimum
 - No discounts/redemption of coupons

RETAIL STORE

- Licensing
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- Self-service

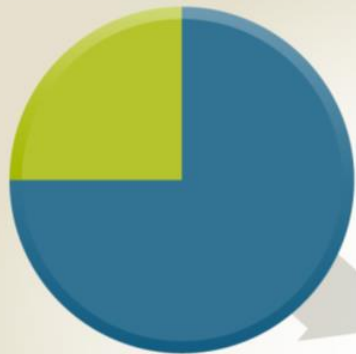


San Francisco Tobacco Retailers April 2016 - 871



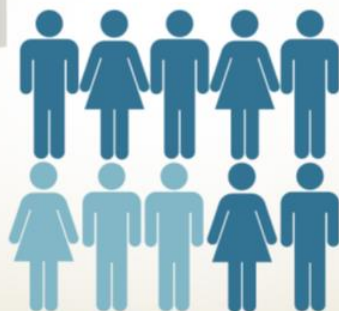
WHO CAN SELL/WHO CAN SELL TO

Most adults favor making **21** the minimum age of sale for tobacco products



3 out of **4**

U.S. adults **favor** making 21 the minimum age of sale for tobacco products.



This includes

7 out of **10**

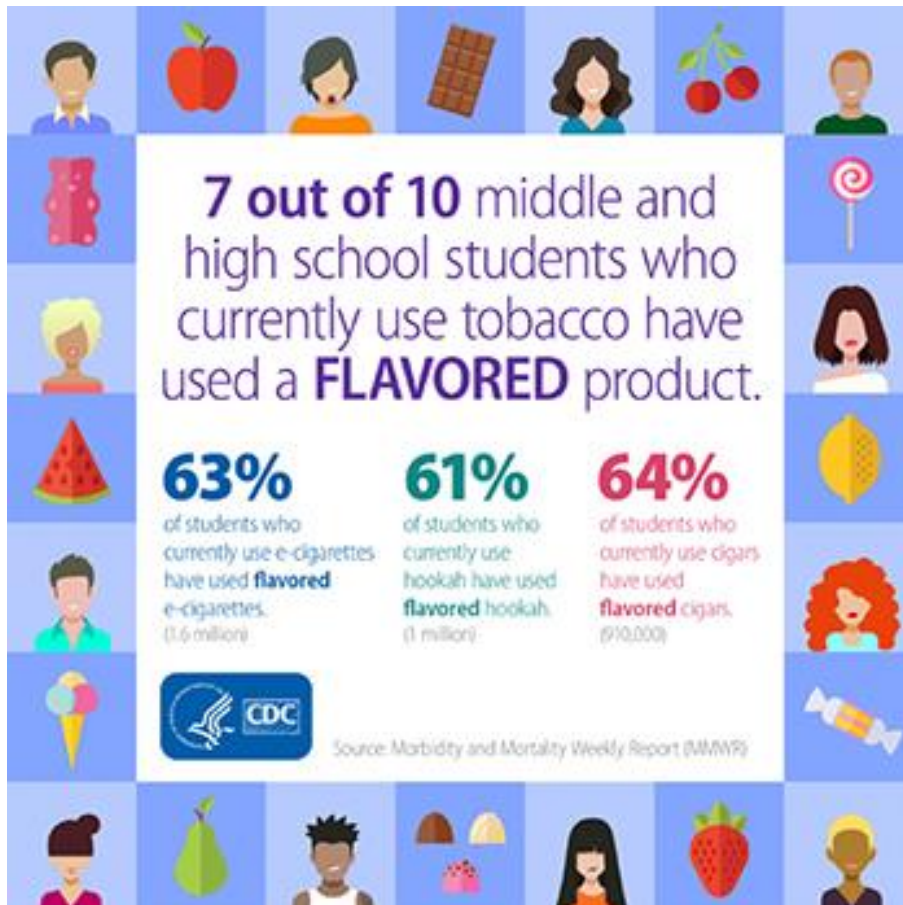
U.S. adult **cigarette smokers** who **favor** making 21 the minimum age of sale.



Source: American Journal of Preventive Medicine



WHAT CAN BE SOLD



- No sale of any products
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PRICE (BEYOND TAX)

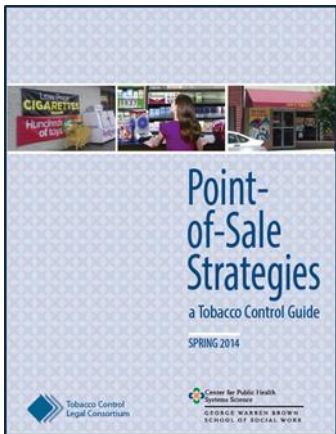
- True minimum
- No discounts/redemption of coupons



LANDSCAPE

- Existing policies
- Legal authority
- Implementation and enforcement resources
- Cessation resources
- Evaluation resources
- Disparities

RESOURCES



Tobacco Control Legal Consortium:

www.PublicHealthLawCenter.org

Fact sheets/toolkits/webinars regarding POS, T21, Flavored/Menthol Restrictions, Pricing, Licensure, etc.



ChangeLab Solutions:

www.ChangeLabSolutions.org

Fact sheets/toolkits/webinars regarding healthy retail, licensing, density.

TAKEAWAYS

- Retail policies have the potential to impact the affordability, availability, and attractiveness of tobacco products
- In turn, they can reduce youth initiation and help support people who are trying to quit
- It is important to continue evaluating emerging policies

THANK YOU

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

