Don't get mad, get data: Using mapping and survey data to guide policy, systems and environmental change

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Disclosures

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Today

- Agenda/Learning Objectives
- Introductions
- The Policy Change Process
- Activity & Report Out
- Closing Thoughts/Discussion
Learning Objectives

1. Understand the role of data in the public health policy and environmental change process

2. List the kinds of data that need to be collected in order to identify policy solutions and engage in the policy change process

3. Identify examples of data-driven policy change efforts in the US and transferrable lessons to other communities
Introductions

- Name
- Organization
- Role
- The change you’d like to make
The Policy Change Process
The mission of public health is planned social change, to create the conditions where people can be healthy.
Nightstand Temptation?
Taking the Stairs
"Inside Out" Social Ecologic Model

- Fair and equitable distributions of resources and power across individuals
- Diverse **interpersonal connections** that foster P/E collective action
- Resourced, connected **organizations** that monitor and promote P/E
- **Communities** that recognize importance of health problems & disparities and champion P/E options
- **Policies and environments** that facilitate healthy and autonomous decisions for all (P/E)

“Inside Out” Social Ecologic Model

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- Resourced, connected organizations that monitor and promote P/E
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But... how do we get there?
How do we make policy, systems and environmental change?
A Framework for Mobilizing Communities to Advance Local Tobacco Control Policy: The Los Angeles County Experience.

<table>
<thead>
<tr>
<th>Phases</th>
<th>Objectives</th>
<th>Campaign Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Community Assessment</td>
<td>Document the public health problem and investigate the political environment to inform policy campaign.</td>
<td>Conduct public opinion surveys to document public health problem. Review policy and media records to assess the political environment. Conduct key informant interviews to identify policy opportunities and challenges.</td>
</tr>
<tr>
<td>2 Policy Campaign Strategy</td>
<td>Build community capacity to design and implement the policy campaign by completing a Midwest Academy Strategy Chart.</td>
<td>Determine campaign policy goal. Identify community stakeholders to recruit to local coalition. Determine decision makers’ level of policy support. Plan strategic campaign activities to educate decision makers.</td>
</tr>
<tr>
<td>3 Coalition Building</td>
<td>Recruit community members to build a local coalition to mobilize support for policy goal.</td>
<td>Conduct one-on-one meetings to recruit key community members. Conduct presentations to enlist support of key organizations. Attend community events to educate and recruit the public. Convene a local coalition to initiate campaign activities.</td>
</tr>
<tr>
<td>4 Policy Campaign Implementation and Adoption</td>
<td>Implement strategic campaign activities to educate decision makers about policy goal.</td>
<td>Conduct one-on-one meetings with decision makers. Engage the media to educate the public and decision makers. Testify at public hearings to inform decision makers.</td>
</tr>
<tr>
<td>5 Policy Implementation and Enforcement</td>
<td>Ensure that provisions of adopted policy are implemented and enforced as intended.</td>
<td>Build and maintain relationships with city staff by establishing regular contact to foster collaboration in policy implementation efforts. Engage the media to educate the public about provisions of adopted policy. Monitor policy implementation and enforcement.</td>
</tr>
</tbody>
</table>

Note. The model divides a local tobacco control policy campaign into 5 distinct phases, each with a specific objective and campaign activities. With this step-by-step approach, knowledge, experience, and momentum acquired from performing campaign activities in each phase build toward the next.
Policy Change Process

1. Problem Identification
2. Policy Formation
3. Policy Adoption
4. Policy Implementation
5. Policy Evaluation

Multiple Streams Framework for Policy Change
Multiple Streams Framework for Policy Change

window of opportunity

1. a favorable opportunity for doing something that must be seized immediately if it is not to be missed.
Kingdon's Multiple Streams Framework, adapted from Figure 3.1 (p. 71) in Sabatier, P.A., 2007.
This takes time and patience.

- Identify a clear problem
- Offer policy solutions
- Build community and political support

Policy Change
...And data.

**Identify a clear problem**
- Epi Trends
- Community Environment
- Consumer Environment

**Offer policy solutions**
- Political context

**Build community and political support**
- Public Opinion Polling
- Stories
North Carolina
1. Identify tobacco retailer locations
2. Calculate retailer density and find ‘swamp’ areas
3. Determine proximity of retailers to each other; to youth serving venues
4. Identify areas of disparity and policy solutions
5. Share your maps
Where are retailers located?
Tobacco Retail Locations
North Carolina
Retailer Locations
Charlotte, NC
To what extent are retailers clustered, and where does this happen?
Tobacco Retailer Density (# retailers per 1,000 residents)
Charlotte, NC
Median Household Income
Charlotte, NC
Median Household Income
Charlotte, NC
Identify retailer locations
Fayetteville, NC
Identify retailer locations
Fayetteville, NC
Retailer locations and income
Fayetteville, NC
## Retailer Density Report: Disparity

### Fayetteville, NC

<table>
<thead>
<tr>
<th>Median Household Income</th>
<th>Fayetteville</th>
<th>North Carolina Statewide</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tot Pop</td>
<td>Num Retailers</td>
</tr>
<tr>
<td>Total</td>
<td>197,498</td>
<td>174</td>
</tr>
<tr>
<td>Q1 (under $32k)</td>
<td>27,339</td>
<td>41</td>
</tr>
<tr>
<td>Q2 ($32k - $40k)</td>
<td>37,129</td>
<td>37</td>
</tr>
<tr>
<td>Q3 ($40k - $50k)</td>
<td>61,589</td>
<td>43</td>
</tr>
<tr>
<td>Q4 ($50k - $60k)</td>
<td>44,831</td>
<td>42</td>
</tr>
<tr>
<td>Q5 ($60k+)</td>
<td>26,612</td>
<td>11</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Percent Black</th>
<th>Fayetteville</th>
<th>North Carolina Statewide</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tot Pop</td>
<td>Num Retailers</td>
</tr>
<tr>
<td>Total</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Q1 (0.0% - 3.9%)</td>
<td>7,373</td>
<td>3</td>
</tr>
<tr>
<td>Q2 (3.9% - 11.0%)</td>
<td>21,981</td>
<td>14</td>
</tr>
<tr>
<td>Q3 (11.0% - 21.9%)</td>
<td>55,358</td>
<td>57</td>
</tr>
<tr>
<td>Q4 (21.9% - 39.2%)</td>
<td>112,778</td>
<td>100</td>
</tr>
<tr>
<td>Q5 (39.2% - 100.0%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Retailer Density Report: Disparity
Fayetteville, NC

<table>
<thead>
<tr>
<th>Median household income quintiles</th>
<th>Tobacco Retailer Density (# retailers per 1,000 people)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>1.5</td>
</tr>
<tr>
<td>Q2</td>
<td>1</td>
</tr>
<tr>
<td>Q3</td>
<td>0.7</td>
</tr>
<tr>
<td>Q4</td>
<td>0.9</td>
</tr>
<tr>
<td>Q5</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Lowest income - Highest income
To what extent are retailers located near youth-serving venues?
Percent Retailers Near Youth by Percent Black
Durham, NC
Percent Retailers Near Youth by Percent Black
Durham, NC

Percent Retailers within 1,000ft of Schools and Parks

Percent Black
(Lowest Percent – Highest Percent)

Q1  | Q2  | Q3  | Q4  | Q5  
--- | --- | --- | --- | --- 
0   | 12  | 31  | 30  | 30  

Percent Black

0  | 5  | 10  | 15  | 20  | 25  | 30  | 35  | 40  
--- | --- | --- | --- | --- | --- | --- | --- | --- 
Q1  | Q2  | Q3  | Q4  | Q5  
--- | --- | --- | --- | --- 

Percent of Retailers within 1,000ft of Schools and Parks

0  | 5  | 10  | 15  | 20  | 25  | 30  | 35  | 40  
--- | --- | --- | --- | --- | --- | --- | --- | --- 
Q1  | Q2  | Q3  | Q4  | Q5  
--- | --- | --- | --- | ---
Percent Retailers Near Youth by Income

Durham, NC
Percent Retailers Near Youth by Income
Durham, NC

Percent of Retailers within 1,000ft of School or Park

Median Household Income
Lowest income – Highest income
How many would be affected by different policies?
A comparison of three policy approaches for tobacco retailer reduction

Allison E. Myers\textsuperscript{a,b,*}, Marissa G. Hall\textsuperscript{a}, Lisa F. Isgett\textsuperscript{a,b}, Kurt M. Ribisl\textsuperscript{a,b,c}

\textsuperscript{a} Department of Health Behavior, Gillings School of Global Public Health, University of North Carolina at Chapel Hill, Chapel Hill, NC, United States
\textsuperscript{b} Counter Tools, Carrboro, NC, United States
\textsuperscript{c} Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill, Chapel Hill, NC, United States

\begin{abstract}

Background. The Institute of Medicine recommends that public health agencies restrict the number and regulate the location of tobacco retailers as a means of reducing tobacco use. However, the best policy strategy for tobacco retailer reduction is unknown.

Purpose. The purpose of this study is to test the percent reduction in the number and density of tobacco retailers in North Carolina resulting from three policies: (1) prohibiting sales of tobacco products in pharmacies or stores with a pharmacy counter, (2) restricting sales of tobacco products within 1000 ft of schools, and (3) regulating to 500 ft the minimum allowable distance between tobacco outlets.

Methods. This study uses data from two lists of tobacco retailers gathered in 2012, one at the statewide level, and another “gold standard” three-county list. Retailers near schools were identified using point and parcel boundaries in ArcMap. Python programming language generated a random lottery system to remove retailers within 500 ft of each other. Analyses were conducted in 2014.

Results. A minimum allowable distance policy had the single greatest impact and would reduce density by 22.1\% at the state level, or 20.8\% at the county level (range 16.6\% to 27.9\%). Both a pharmacy and near-schools ban together would reduce density by 29.3\% at the state level, or 29.7\% at the county level (range 26.3 to 35.6\%).

Conclusions. The implementation of policies restricting tobacco sales in pharmacies, near schools, and/or in close proximity to another tobacco retailer would substantially reduce the number and density of tobacco retail outlets.

\end{abstract}
The problem with tobacco retailer density

✓ Higher retailer density yields greater tobacco ad exposure and product use\(^1\text{-}^4\)

1. Schneider et al., 2005; 2. Loomis et al., 2012; 3. Robertson et al., 2014; 4. Henriksen et al., 2010
Density reduction:
3 testable public health policy solutions

1. Prohibiting tobacco product sales in pharmacies
2. Prohibiting tobacco product sales within 1000 feet of schools
3. Requiring at least 500 feet between tobacco product retailers
Results: Number of retailers removed

Results using North Carolina statewide tobacco retailer list (7,414 stores)

<table>
<thead>
<tr>
<th></th>
<th>Number of retailers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before</td>
<td>7,414</td>
</tr>
<tr>
<td>After pharmacy ban</td>
<td>-1,031</td>
</tr>
<tr>
<td>After near school ban (1000 ft)</td>
<td>-1,323</td>
</tr>
<tr>
<td>After retailer proximity ban (500 ft)</td>
<td>-1,640</td>
</tr>
<tr>
<td>After pharmacy AND near school ban (1000 ft)</td>
<td>-2,169</td>
</tr>
</tbody>
</table>
Find Retailers Within 500ft of Another Retailer
Cleveland County, NC
Ban Within 500ft of Another Retailer
Cleveland County, NC
Percent of Retailers within 500ft of Another Retailer by Median Household Income Quintiles

- Q1: 36%
- Q2: 12%
- Q3: 11%
- Q4: 0%
- Q5: 0%

Median Household Income Quintiles
Lowest income – Highest income
What stories can I tell?
Retailers Within 1,000-feet of Schools
Downtown Durham, NC

Percent Black: 50.5% (average)
Median Household Income: $30,000 (average)
Achievement Academy Durham
Downtown Durham, NC
Retailers Within 1,000-feet of Schools
West Durham, NC

Percent Black: 7.4% (average)
Median Household Income: $138,000 (average)
...And data.

Identify a clear problem
- Epi Trends
- Community Environment
- Consumer Environment

Offer policy solutions
- Political context

Build community and political support
- Public Opinion Polling
- Stories
1. Measure products, prices, promotions, placement
2. Identify areas of disparity
3. Identify potential policy solutions
4. Tell stories
Case study: availability of little cigars and cigarillos

Hennepin County, MN
Store Audit Center

Mobile data collection for local policy cases

- Upload store lists and view them on a map
- Manage data collection team and streamline email communication
- Customize a store assessment form matched to your policy goals
- Collect data in the field; upload photos
- Download a sharable report with your findings for outreach and education
Store Assessments

- Conducted 140 store assessments
- Observed and measured:
  - Store Type
  - Price Promotions
  - Marketing Materials
  - Little Cigars & Cigarillos
  - Availability of E-Cigarettes

As of 5/28/14
Availability of little cigars and cigarillos, statewide vs. Hennepin County

As of 5/28/14

<table>
<thead>
<tr>
<th>Location</th>
<th>Percent Selling Flavored</th>
<th>Percent Selling Individually Packaged</th>
<th>Percent Selling Packages of 2-6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide (n=1173)</td>
<td>60.00%</td>
<td>55.00%</td>
<td>40.00%</td>
</tr>
<tr>
<td>Minneapolis (n=57)</td>
<td>70.00%</td>
<td>65.00%</td>
<td>50.00%</td>
</tr>
<tr>
<td>Bloomington (n=49)</td>
<td>60.00%</td>
<td>55.00%</td>
<td>40.00%</td>
</tr>
<tr>
<td>Brooklyn Park (n=34)</td>
<td>80.00%</td>
<td>75.00%</td>
<td>60.00%</td>
</tr>
</tbody>
</table>

Brooklyn Park:
Percent Black: 24.4%
Persons under 18: 29%

As of 5/28/14
Background

Other tobacco products (OTP) include non-cigarette tobacco products like cigars, little cigars, and cigarillos, smokeless tobacco (chew tobacco or snus), and dissolvable tobacco. Often these products resemble candy.

Other tobacco products are regulated differently than cigarettes but are no less harmful or addictive.\textsuperscript{1,2}

- Flavored cigarettes (except tobacco or menthol) are prohibited, but this prohibition does not apply to OTP. This means OTP can come in many flavors such as strawberry, grape, and chocolate.
- Currently, federal law does not require non-cigarette tobacco products (i.e., cigars or other OTP) to be sold in any minimum pack size, unlike cigarettes sold in packs of 20.

Imitation tobacco products are candy or snacks designed to look like tobacco products. Examples of imitation tobacco include Big League Chew, gum cigars, candy cigarettes, and jerky chew.

Public Health Concerns

OTP is designed to attract a new generation of customers, keep smokers smoking, and circumvent regulation and taxation.

- OTP can come in brightly colored packaging and is available in fruit, candy, and alcohol flavors, which can mask the harshness and taste of tobacco and appeal to youth.\textsuperscript{3-5}
- OTP can be sold individually or in small pack sizes of two to six, which appeals to youth.\textsuperscript{2,5}
- Many of the newest products like snus are very inconspicuous and are marketed as being a strategy to skirt smoke-free or tobacco-free policies.\textsuperscript{5} One local high school senior using Camel Snus in class noted: “It’s easy, it’s super-discreet, and none of the teachers will ever know what I’m doing.”
- Although cigarette use is going down among young people, OTP use remains high and, in some cases, has increased.\textsuperscript{4-6}
- According to the American Academy of Pediatrics, these products have been shown to promote tobacco use by children and youth.\textsuperscript{7}
STARS survey

- 20 questions
- 10 minutes
- Requires clerk interaction
- Many items with reliability data
Funding sources

• NCI established the SCTC Research Initiative in 2009 to address high-priority research gaps in:
  o Secondhand smoke policies
  o Tax and pricing policies
  o Mass media countermeasures and community and social norms
  o Tobacco industry marketing and promotion

• OSH supported this effort through an Epi Branch contract with RTI International
## Tobacco products on STARS

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Flavored</th>
<th>Placement</th>
<th>Promotion</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Cigarillos/little cigars</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Large cigars</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Chew, moist/dry snuff, dip or snus</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>E-cigarettes</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
STARS training materials
based on materials developed for CA Tobacco Control Program

- **PowerPoint File**
  - 90 slides for self- or group-administered instruction (45-60 min)

- **Pocket Guide**
  - 10-page instructional review for use in the field
Downloading STARS materials

Go to [http://www.sctcresearch.org](http://www.sctcresearch.org) and register
...And data.

**Identify a clear problem**
- Epi Trends
- Community Environment
- Consumer Environment

**Offer policy solutions**
- Political context

**Build community and political support**
- Public Opinion Polling
- Stories
New York City
What are your kids seeing in stores?

NY and Nero Minded Productions
Case Study:

NYC Point-of-Sale Policy
Rallying Support

SaveNYCKids.org

This is tobacco marketing.

Kids who see it are more likely to smoke.

Our kids have seen enough.

TobaccoFreeNY.org
Authentic Voices Giving
Testimony

Survivors

Youth
Power of the Map
Average size of a display in NYC: 32 square feet

10,000 Stores in NYC

Social Math
More than enough to cover the entire 5th Avenue face of the Empire State Building

320,000 sq ft of display space
NYC POS Legislation

- Tobacco Product Display Restriction
- Sensible Tobacco Enforcement
- Minimum Age to Purchase
Data?

Identify a clear problem
- Epidemiology
- Community Environment
- Consumer Environment

Offer policy solutions
- Political context
- Public Opinion Polling
- Stories

Build community and political support
California
California POS Initiative
Goal: To address the burden of chronic disease and better understand the role that stores could play in making communities healthier.
The Approach

- California Tobacco Control Program (CTCP) assessment of retail environment
  - Partnered with 61 county and municipal local lead agencies
  - Surveyed 7,393 stores that sell tobacco in CA
  - 700 people participated in data collection
    - 300 youth volunteers

- 13 simultaneous press conferences

http://www.healthystoreshealthycommunity.com
Data to Inform Policy Change

The Healthy Stores for a Healthy Community campaign is a statewide collaboration between tobacco use prevention, nutrition and alcohol prevention partners.

The goal is to improve the health of Californians through changes in community stores and to educate people how in-store product marketing influences consumption of unhealthy products. Working together, we can make our community a healthier place and maintain a vibrant business community.

LOCAL & STATE DATA

- Alameda
- Alpine
- Amador
- Butte
- Calaveras
- Colusa
- Berkeley (City)
- Contra Costa
- Del Norte
- El Dorado
- Fresno
- Glenn
- Humboldt
- Imperial
- Inyo
- Kern
- Kings
- Lake
- Lassen
- Long Beach (City)
- Los Angeles
- Madera
- Marin
- Madera
- Mendocino
- Merced
- Modoc
- Mono
- Monterey
- Napa
- Nevada
- Orange
- Pasadena (City)
- Placer
- Plumas
- Riverside
- Sacramento
- San Benito
- San Bernardino
- San Diego
- San Francisco
- San Joaquin
- San Luis Obispo
- San Mateo
- Santa Barbara
- Santa Clara
- Santa Cruz
- Shasta
- Sierra
- Siskiyou
- Solano
- Sonoma
- Stanislaus
- Sutter
- Tehama
- Trinity
- Tulare
- Tuolumne
- Ventura
- Yuba
Information by County

News Release

Alameda County Public Health Department

1000 Bureauchway Suite 500 | Oakland, CA 94612 | 510.267.3000

March 5, 2014
Contact: PIO Sherri Willis

Healthy Stores for a Healthy Community Campaign Launched, Survey Results Released

Youth Percent Stores that Sell Tobacco

Where can you find abundant unhealthy food choices, alcohol and tobacco? Probably at most retail stores – with much of it marketed to youth.

This and many more findings were released today as part of the launch of Healthy Stores for a Healthy Community, a statewide campaign formed by tobacco alcohol prevention, and to improve the health of Californians by highlighting the impacts of unhealthy product marketing, the first time all three categories of products have been analyzed together.

“The amount of unhealthy food and drinks being sold in the stores and advertised in high rates of chronic diseases and premature deaths,” said Alameda County Public Health Officer Dr. Manta Davies. “Our increased health awareness has been offset by the less success at finding new products and ways to market them, particularly to youth.

“Approximately 64 percent of the leading causes of death in Alameda County,” Davis noted. “causes heart disease, stroke, chronic obstructive pulmonary disease, diabetes, - associated with unhealthy food, tobacco and alcohol.”

Healthy Stores: Healthy Community surveys were conducted at 7,300 retail outlets, supermarket, liquor store, small market, discount, drug and big box stores in all Alameda County 360 surveys were done, and hundreds more regionally (in SF, Contra, San Mateo, Santa Clara).

Nearly 70 public health representatives, community volunteers and youth participants conducted from July through October 2013. The survey includes state, regional and insights on the density of stores selling tobacco types of tobacco and alcohol profits placement of such products, the availability of e-cigarettes, and the promotion of all options.

Among the Alameda County survey findings:
- 68% of stores have unhealthy exterior advertising, 17% have healthy exterior advertising.
- 78% of stores sell cheap candy, 73%, or liquor favored non-cigarette tobacco products.
- 54% of the stores sell cigarette products that are within 1,000 feet of schools.
- Overall, almost 64% of stores sell alcohol.
- Almost 8% of stores offer drug (sweet alcohol drinks) targeted at youth.
- 17% of stores offer a good selection of quality fresh fruits and vegetables.
- 50% of stores offered sugary drinks at the checkout, while slightly less than 2% milk.


Fact Sheet

Map

Youth Percent Stores that Sell Tobacco

News Release
Potential Policy Solutions

PRODUCT

PROMOTION
- Ban sales of flavored/menthol
- Reduce storefront advertising
- Regulate product displays

PRICE
- Regulate discounts, coupons
- Increase minimum unit size
- Establish minimum retail price

PLACE
- Tobacco-free pharmacies
- Density reduction
- Strong local licensing
- Healthy retailer incentives
Tobacco Use Reduction Force

https://www.youtube.com/watch?v=wF926CsdXyU
SF approves 50 percent reduction in tobacco-selling stores

By Joshua Sabatini

It could take up to 15 years to cut The City’s nearly 1,000 tobacco permits in half after the Board of Supervisors approved legislation Tuesday restricting the number issued.
Data?

Identify a clear problem

- Epidemiology
- Community Environment
- Consumer Environment

Offer policy solutions

- Political context

Build community and political support

- Public Opinion Polling
- Stories

Policy Change
Activity
Refer back to the problem you’d like to fix.

What data do you have?

What data do you need to collect?

How will you share your data? With whom?
Report Back

- Refer back to the problem you’d like to fix.
- What data do you have?
- What data do you need to collect?
- How will you share your data? With whom?
Tools and Resources
Youth and Community Engagement

- Engage youth, community members, decision makers, stakeholders
- Educate them about the problem of tobacco at POS

http://countertobacco.org/youth-engagement-activity-center
Point-of-Sale Report to the Nation
THE TOBACCO RETAIL AND POLICY LANDSCAPE

JUNE 2014

SCTC
Straw and Community Tobacco Control Research
1. Number, location, density, and types of tobacco retail outlets
2. Increasing the cost of tobacco products through non-tax approaches
3. Implementing prevention and cessation messaging
4. Restricting point-of-sale advertising
5. Restricting product placement
6. Other (flavor, minimum package size)
www.countertobacco.org/webinars

PW: retailer density
www.countertobacco.org/videos
Store Images & Maps

**YOUTH APPEAL**
Tobacco industry retail marketing and product displays appealing to youth

**FUNNY OR IRONIC**
Want to see the funny stuff? Oh the irony!

**RECENTLY ADDED**
View and rate the newest gallery submissions!

**MAPS & INFO GRAPHICS**
See how CounterTobacco users' map and summarize the POS problem
- Authentic voices
- Social math
Short list of key readings and papers

Here is my short list of key readings and papers to make the case for retail policy change... highly recommended for anyone interested in joining our movement for change.

1. 2012 Surgeon General's Report — Preventing Tobacco Use Among Youth and Young Adults (See Chapter 5!)
2. Deadly Alliance: How Big Tobacco and Convenience Stores Partner to Market Tobacco Products and Fight Life-Saving Policies
3. Point-of-Sale Report to the Nation
5. A Longitudinal Study of Exposure to Retail Cigarette Advertising and Smoking Initiation
6. The Impact of Tobacco Promotion at the Point of Sale: A Systematic Review
7. A Systematic Review on the Impact of Point-of-Sale Tobacco Promotion on Smoking
8. Tobacco in the Retail Environment Fact Sheet
9. State of Evidence Review: Point of Sale Promotion of Tobacco Products
10. The Role of the Media in Promoting and Reducing Tobacco Use

http://allisonemyers.wordpress.com/2014/09/10/on-my-bookshelf-top-10-resources-for-why-retail-tobacco-marketing-matters/
Don't get mad, get data: Using mapping and survey data to guide policy, systems and environmental change

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Change Institute
Hyatt, Rosemont, IL
May 13th and 14th, 2015
Store Mapper: Find and Display Tobacco Retailer Data

www.MNmapping.countertobacco.org
Identify the locations of tobacco retailers
Understand proximity of retailers to youth-serving venues
Test the impact of potential policy solutions
Calculate tobacco retailer density and tobacco ‘swamps’
Understand disparities in retailer density