



# Point-of-sale policy successes: three community case studies

Available at: <http://cphss.wustl.edu/Projects/Pages/ASPiRE-Products.aspx>

The Center for Public Health Systems Science (CPHSS), funded by the National Cancer Institute (NCI) State & Community Tobacco Control (SCTC) Research Initiative, has developed a series of case studies highlighting three communities that have recently passed point-of-sale policies. Each provides a step-by-step road map through the policy process, from raising awareness of the problem to policy implementation. Other communities can learn from these experiences and initiate similar policy work. Each also provides an explanation of the policies' impacts on public health, legal considerations, and lessons learned.

## #1. Providence, Rhode Island restricts price discounting

In 2012, Providence, RI passed a price-discounting ordinance that prevented tobacco retailers from redeeming coupons or offering price discounts through other strategies (e.g., multi-pack options), thus effectively increasing the price of cigarettes. The goal of the policy is to reduce tobacco use among youth, because youth are less likely to purchase tobacco when it is costly.

### KEYS TO SUCCESS

- Conducted store assessments
- Developed strong partnerships at the local and national levels
- Established a tobacco retailer licensing law to provide an enforcement mechanism



## #2. Massachusetts cities ban tobacco sales in pharmacies

In 2008, Boston restricted the sale of tobacco in health care institutions and in retailers containing health care institutions (e.g., grocery stores with pharmacies), thus reducing exposure to tobacco industry influence and tobacco retailer density. The goal of the policy is to protect vulnerable populations, such as former users and those trying to stay quit. Tobacco sales in pharmacies discourages cessation, normalizes tobacco, and is contradictory to the pharmacists' objective of promoting customers' health. Since the policy passed, over 80 cities in Massachusetts have implemented similar policies.

### KEYS TO SUCCESS

- Involved youth to strengthen policy efforts
- Understood policy and legal landscape
- Built strong and diverse partnerships



## #3. New York City reduces cheap tobacco & youth access

In 2013, New York City passed two policies. The first raised the minimum age to purchase tobacco, including e-cigarettes, to 21, thus, reducing youth access to tobacco purchased from stores or obtained through social sources. The second restricted price discounting, set minimum price and packaging requirements, and increased enforcement of tax evasion, effectively raising the price of tobacco. The goal of the policies is to reduce the amount of cheap tobacco available to youth and adults, and ultimately reduce smoking rates.

### KEYS TO SUCCESS

- Took advantage of existing data sources and data collection efforts
- Community coalitions engaged supportive partners and retailers
- Worked with multiple government agencies early on

