The Tobacco Retailer Environment: Implications for Health and Equity

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Amanda Kong, PhD, MPH
University of North Carolina at Chapel Hill

Ilana Raskind, PhD
Stanford Prevention Research Center
Acknowledgements & Disclosures

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Goal: to build a rigorous, scientific evidence base for effective tobacco control in the retail environment to reduce the public health burdens of tobacco use
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Breakout Session 3: 3D — The built environment for tobacco: Retailer density, proximity, and strategies to reduce availability (Combs, Chaitan)
Learning Objectives

Describe how the tobacco retailer environment may impact tobacco use behaviors and health, and explain policy strategies to reduce tobacco retailer availability and promote equity.
Percentage of adults (18+) who were current cigarette smokers – National Health Interview Survey, United States, 1965-2017

Cigarette smoking is down, but about 34 MILLION American adults still smoke.

Cigarette smoking remains high among certain groups:
- Men
- Adults 25-64 years old
- Lower education
- Below poverty level
- Midwest and South
- Uninsured or Medicaid
- Disabled
- Serious psychological distress
- American Indians, Alaska Natives, and Multiracial
- Lesbians, gays, and bisexuals

https://www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking/index.htm
Income-based disparities in smoking prevalence widened in 3 states (West Virginia, Maine, Florida)
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$ income households

$333 income households

Mills, SD et al. (2020). Preventive Medicine.
We Know What Works

In 2018, there were approximately **325,884** tobacco retailers.
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Numerous retailer types sell tobacco products
Count of Tobacco Retailer Types, 2000-2017

Tobacco
Discount, Warehouse
Pharmacy
Alcohol
Supermarket/grocery
Gas/Convenience
Tobacco retailers are not equitably distributed.
Mecklenburg County, North Carolina
People living in **lower income** neighborhoods live closer to tobacco retailers.
Predictors of tobacco outlet density nationwide: a geographic analysis

Daniel Rodriguez,1 Heather A Carlos,2 Anna M Adachi-Mejia,2,3 Ethan M Berke,2,4 James D Sargent2,3

Inequalities in tobacco outlet density by race, ethnicity and socioeconomic status, 2012, USA: results from the ASPIRE Study

Joseph G L Lee,1,2 Dennis L Sun,3 Nina M Schleicher,4 Kurt M Ribisl,2,5 Douglas A Luke,6 Lisa Henriksen4

Neighborhood Inequities in Tobacco Retailer Density and the Presence of Tobacco-Selling Pharmacies and Tobacco Shops

Amanda Y. Kong, PhD1, Paul L. Delamater, PhD1, Nisha C. Gottfredson, PhD1, Kurt M. Ribisl, PhD1, Chris D. Baggett, PhD1, and Shelley D. Golden, PhD1
ASPiRE Community Advisory Board

30 Big Cities

- Seattle, WA
- Portland, OR
- Sacramento, CA
- San Francisco, CA
- Oakland, CA
- Las Vegas, NV
- Los Angeles, CA
- San Diego, CA
- Denver, CO
- Minneapolis, MN
- Chicago, IL
- Kansas City, MO
- Detroit, MI
- Cleveland, OH
- New York, NY
- Philadelphia, PA
- Boston, MA
- Providence, RI
- Baltimore, MD
- Washington, DC
- Fort Worth, TX
- Dallas, TX
- Houston, TX
- San Antonio, TX
- New Orleans, LA
- Miami, FL

Organizations
Across 30 U.S. cities there are:

31x more tobacco retailers than McDonald's

ASPIRE
50 percent of tobacco retailers within 500 feet of another retailer

Average of 1.5 blocks between tobacco retailers
of schools in 30 cities are within 1,000 ft of a tobacco retailer
Looking for a cigarette? Chances are it’s a block away from a Kansas City public school

A recent study found that local public schools in Kansas City are often located near tobacco retailers.

Study Finds Tobacco Retailers Continue To Target Kids & Low-Income Neighborhoods In Minneapolis

August 12, 2020 10:59 am
Filed Under: Minneapolis, New Study

Tobacco Retail Is Concentrated Near Denver Schools And Low-Income Neighborhoods, A New Study Finds

By John Daley | August 13, 2020

New Study: 87% of Public Schools in Baltimore Are Within 1,000 Feet of Tobacco Retailers; City Is Home to 63 More Times Tobacco Retailers Than McDonald’s

Analysis Finds 41% Of Phoenix Public Schools Are Within 1,000 Feet Of A Tobacco Retailer

By Mark Brodie
Published: Fri Aug 14, 2020 - 12:10am

Consumo de tabaco en escuelas públicas, un riesgo que aumenta para niños y adolescente

Patricia Sosa, directora de la campaña para niños libres de tabaco, explica la facilidad con la que los estudiantes pueden tener acceso a estos productos tanto en las escuelas como en el entorno social. Te habla sobre las estrategias para evitar el consumo.
5x more tobacco retailers are located in the lowest-income than highest-income neighborhoods.
Tobacco retailer density/proximity and youth smoking: Systematic review

Retail environment for tobacco & youth smoking

Does exposure to tobacco retailers impact youth smoking behaviors?

- Does it matter **where** youth encounter tobacco retailers?
- Does it matter **how many** tobacco retailers youth encounters?
- Does it matter **how close** youth are located to tobacco retailers?
Does it matter where youth encounter tobacco retailers?
How many?

Density

How close?

Proximity
Study characteristics (n=35)

- Published between Jan 1990 – Oct 2019
- Majority conducted in USA, UK, Canada in urban areas
- Retail environments: Home, school, community
- Exposure: how many (density) and how close (proximity)
- Youth smoking behaviors: smoking susceptibility, smoking initiation, smoking frequency, smoking intensity, readiness to quit
Retail environment for tobacco & youth smoking

- Most consistent evidence for association between tobacco retail outlet **density**, particularly near the **home**, and youth smoking

- Higher **density** of retailers may =
  - More opportunities to purchase tobacco products
  - Normalization of smoking
  - Increased visual cues
Policy Strategies to Reduce Tobacco Retailer Availability: Focusing on 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.*

www.changelabsolutions.org/tobacco-retailer-licensing
www.countertobacco.org/policy/licensing-and-zoning
Pro-Equity Considerations of Policy Strategies

Some strategies may promote equity better than others
1,000 ft. buffer around school property
Projected impact on inequities: Median household income

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Inequity = +0.44

Projected impact on inequities: Median household income

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Pro-Equity Considerations of Policy Strategies

Some strategies may promote equity better than others

Local assessments; combination of strategies

San Francisco, Philadelphia, New York City

Reducing Tobacco Retail Density in San Francisco: A Case Study

January 2016

Prepared by Bright Research Group for the San Francisco Tobacco-Free Project

https://sanfranciscotobaccofreeproject.org/wp-content/uploads/Retail-Density-Case-Study-1.27.16-FINAL-to-TFP.pdf
TOBACCO RETAILER LICENSING STRATEGIES

Ten strategies for creating and implementing effective tobacco retailer licensing (TRL) policies in your community.

1. Conduct an Environmental Assessment
2. Define the Problem
3. Assess the Legal Landscape
4. Convene a Community Coalition
5. Educate Decision Makers and the Public
6. Create and Adopt a Strong TRL Policy
7. Calculate Costs to Implement and Enforce TRL
8. Work with Relevant Agencies to Implement and Enforce TRL Policy
9. Collect Data and Evaluate the TRL Policy
10. Additional Uses for TRL

PUBLIC AGENCIES

CURRENT STORES

THE PROBLEM

TOBACCO RETAIL POLICY

FINANCE

PLANNING

MARKETING RESTRICTIONS

PRICING STRATEGY

BASELINE

5 YEARS LATER

SITTIS

To learn more: www.changelsolutions.org/tobacco-control

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Summary & Discussion
Key Takeaways

1. Protect public health: fewer retailers and farther away
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2. Variety of **policy strategies** to reduce retailer density/proximity: consideration of **equity impacts** is critical
Key Takeaways

1. Protect public health: **fewer retailers and farther away**
2. Variety of **policy strategies** to reduce retailer density/proximity: consideration of **equity impacts** is critical
3. Strong tobacco **retailer licensing** is essential

Thank you! Questions?

Amanda Kong, PhD, MPH
akong2@live.unc.edu
Twitter: @AmandaYKong

Ilana Raskind, PhD
iraskind@stanford.edu