



Advancing Science
& Practice in the
Retail Environment

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Retail tobacco policy efforts and barriers to implementation in the US

Insights from local practitioners

Stephanie Andersen | May 11, 2021



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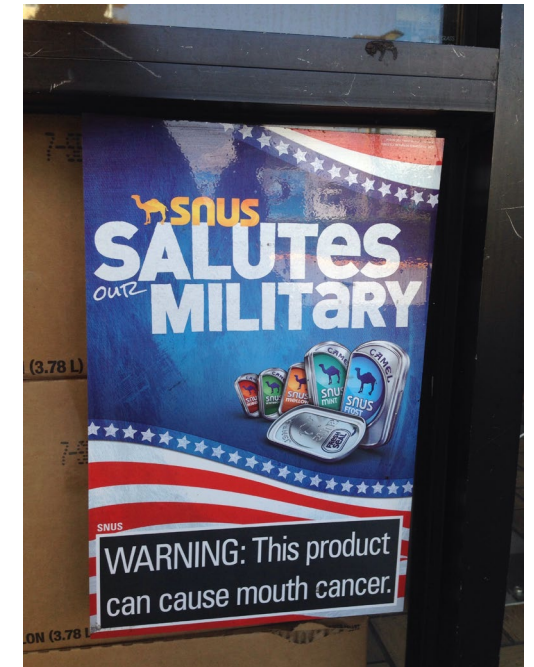
Center for Public Health
Systems Science
Brown School



GILLINGS SCHOOL OF
GLOBAL PUBLIC HEALTH

The tobacco retail environment

Industry spends nearly \$1,000,000 an hour on retail advertising and price discounts



Photos courtesy of Counter Tobacco

The tobacco retail environment

- 400,000 tobacco retailers
- 14,000 McDonalds
- 15,000 Starbucks



The retail environment and COVID-19

- Tobacco sales increased by 13% during lockdown¹
- Vape shops frequently did not comply with non-essential business closure orders²
- 1 in 5 tobacco users stockpiled vape products²



Photo by Tim Mossholder on Unsplash

1. Lee BP, Dodge JL, Leventhal A, Terrault NA. Retail Alcohol and Tobacco Sales During COVID-19. *Ann Intern Med*. Published online March 2, 2021. doi: 10.7326/M20-7271

2. Berg CJ, Callanan R, Johnson TO, et al. Vape shop and consumer activity during COVID-19 non-essential business closures in the USA. *Tobacco Control*. Published online October 18, 2020. doi:10.1136/tobaccocontrol-2020-056171

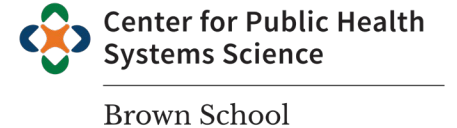
ASPiRE Center

- Filling gaps in evidence about the retail environment
- Exploring effects of different retail policies
- Helping communities by translating and sharing evidence about what works



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Big City Tobacco Control

Understanding the effect of the retail environment on tobacco use in big cities

*Co-leads:
Lisa Henriksen &
Jodi Prochaska*

Retailer Density & Disease

Examining the effect of retailer density on tobacco-related disease

*Co-leads:
Kurt Ribisl & Shelley Golden*

Tobacco Town

Modeling the impacts of different retail policy options

*Co-leads:
Douglas Luke &
Ross Hammond*




ASPiRE D&I Core

Learn about our new [Tobacco Retailer Mapping study](#) in 30 large U.S. cities.

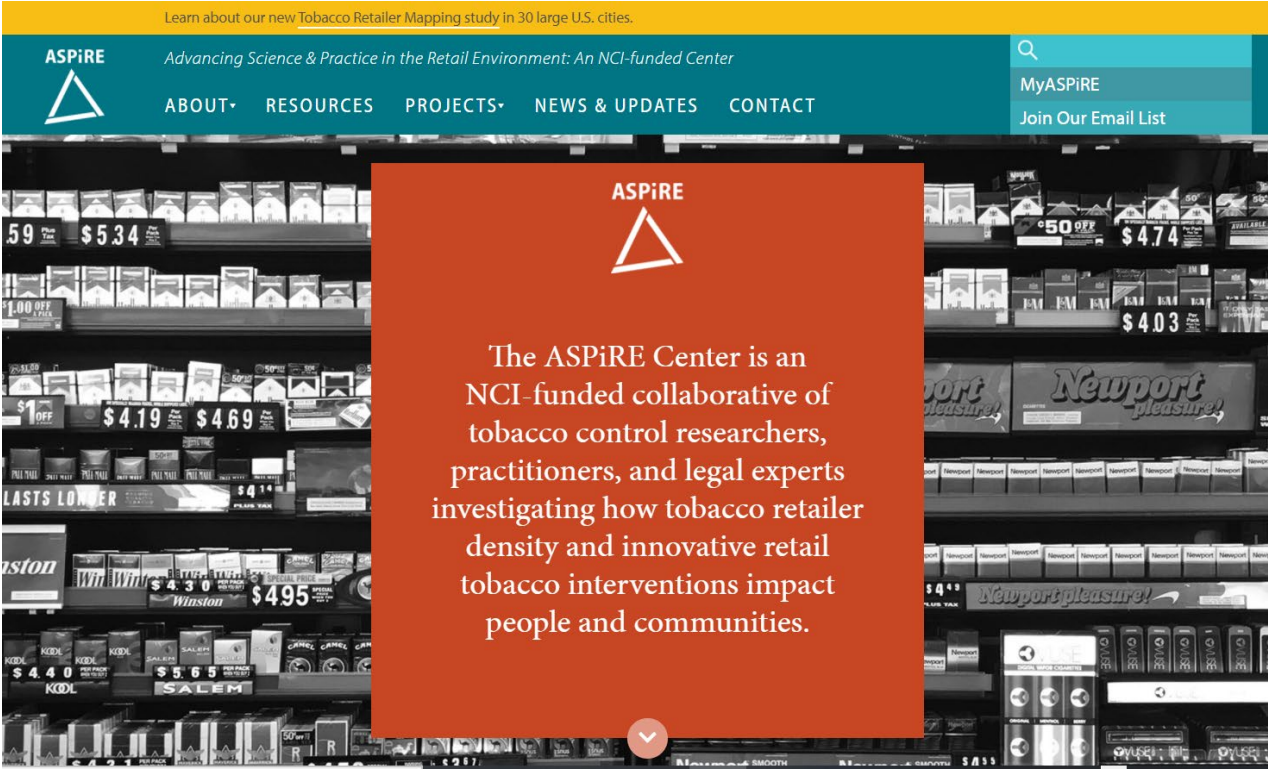
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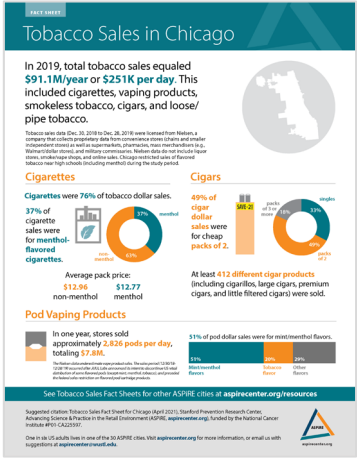
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The ASPiRE Center is an NCI-funded collaborative of tobacco control researchers, practitioners, and legal experts investigating how tobacco retailer density and innovative retail tobacco interventions impact people and communities.



<https://aspirecenter.org/>






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MAY 2021

Greetings, Community Advisory Board members!

Breaking News: The U.S. Food and Drug Administration has just announced its intent to prohibit menthol cigarettes and flavored cigars. Read about the FDA's plan below, and stay tuned for additional news on FDA's next steps and how to get involved. [Register here for a PUBLIC webcast](#) providing an overview of the FDA's response and a preview of what to expect next.

ASPiRE Community Advisory Board

**1 in 6
adults**

lives in an ASPiRE
CAB city



Interviews with 30 big cities

- Retail policy activity
- Barriers & opposition
- Helpful resources

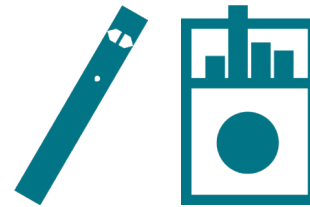


Types of retail policy



Place-based

- Licensing
- Store type sales restrictions
- Distance from places youth visit
- Retailer to retailer distance



Product-based

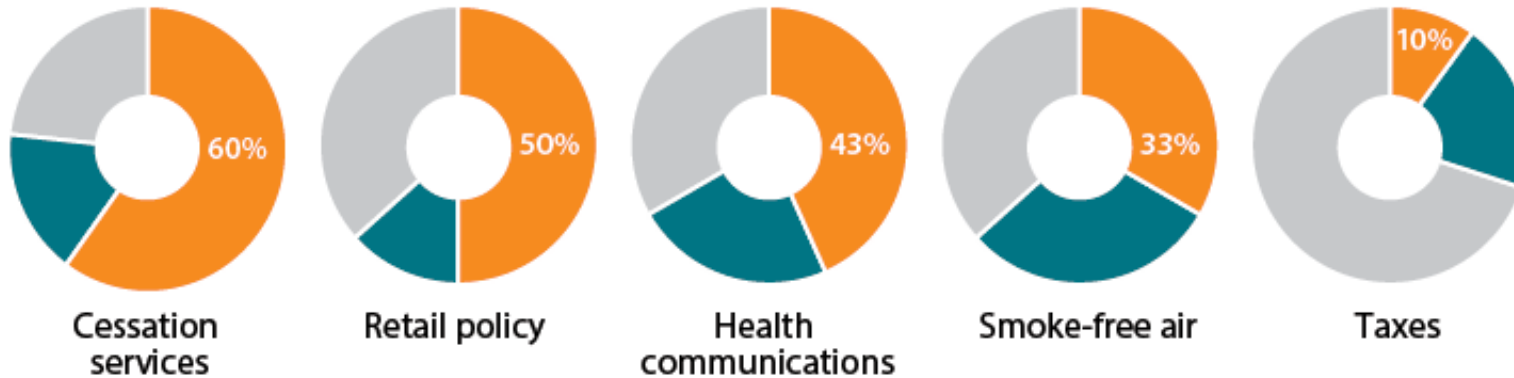
- Tobacco 21
- Flavor restrictions
- Prohibiting discounts or coupon redemption
- Outdoor ad restrictions



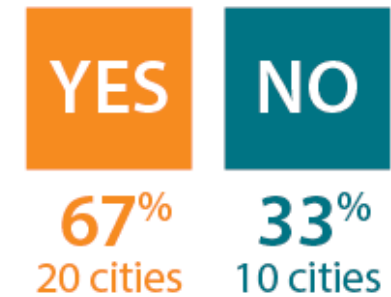
Cities prioritize retail policy

Level of priority placed on different areas of tobacco prevention & control

High Moderate Low, none, not sure



Proportion of cities that include retail policy in their strategic plan



But progress is slow

- Cities implemented 2.7 policies on average
- Most activity was in retail licensing and Tobacco 21

Retailer licensing
in 30 cities



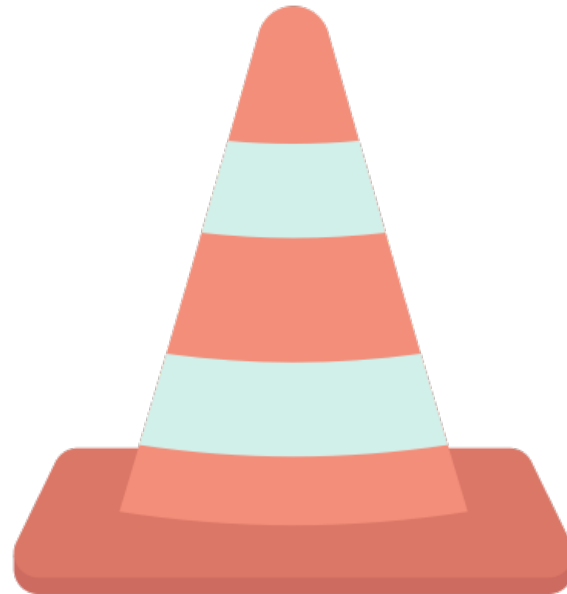
Tobacco 21 in
30 cities



Lack of political will & industry activity top barriers

Lack of political will

“That's the biggest challenge, is how to make it a bread and butter issue for community members, elected officials.”



Industry opposition

“The industry's a big barrier, and there's the fact that they come to all the hearings and say whatever they want to say.”



Industry-led groups organized vocal opposition

- Tobacco industry
- Retailer associations
(often organized by industry)
- Vaping industry



Partnerships essential to overcome opposition



Store assessments are useful education tool

- Retailer education helped gain cooperation
- Mobile apps allowed for less intrusive data collection
- Many cities modified tools to better reflect the local retail environment and priorities



Preemption limits local control

- Nearly half of cities reported being preempted in at least one of four areas of tobacco control (licensing, advertising, smoke-free air, or youth access)
- Cities that reported being preempted in at least one tobacco policy area reported low levels of local retail policy activity.



Cities lack capacity for enforcement

Inadequate funding & staff

“One of the primary challenges is that law enforcement never has the staff. They’re notoriously short on funding and people power.



Competing priorities

“They’re going to prioritize problems that seem more urgent. Drug, alcohol, and violence problems are always going to take precedence.



Retailer compliance challenges cities

- Claiming retailer did not receive inspection notices
- Claiming retailer falls outside distance restrictions
- Failing to post signage of age requirement
- Putting products out-of-sight
- Sectioning off areas of the store or building internal walls to identify as an adult-only retailer



Cities find creative solutions

- Retailer education & resources
- Amendments to fill loopholes
- Research & support for enforcement agencies
- Funding for enforcement
- More inspections



SAN ANTONIO
UNDER
21
NO TOBACCO
NO E-CIGARETTES

A partir del **1 de octubre de 2018:**
NUEVA ORDENANZA DE TABACO
prohibirá la venta o provisión de
productos de tabaco a una
persona **menor de 21 años** en la
ciudad de San Antonio.

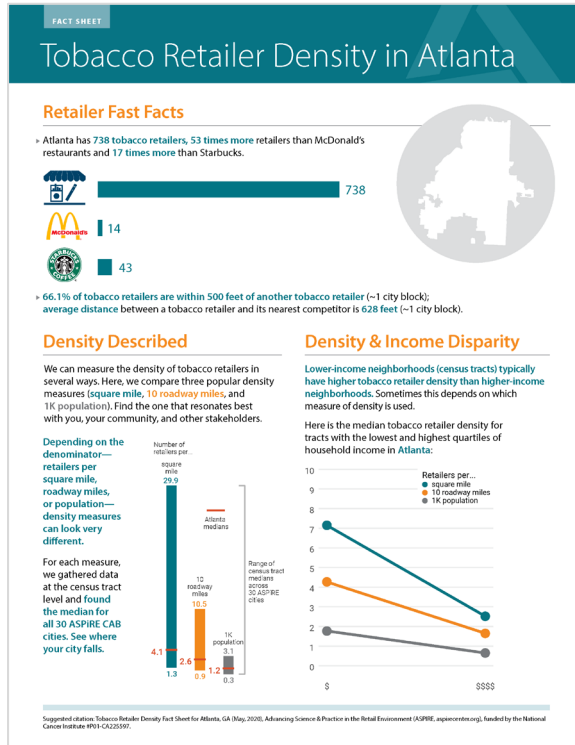
 CITY OF SAN ANTONIO
METROPOLITAN HEALTH DISTRICT

 TOBACCO21

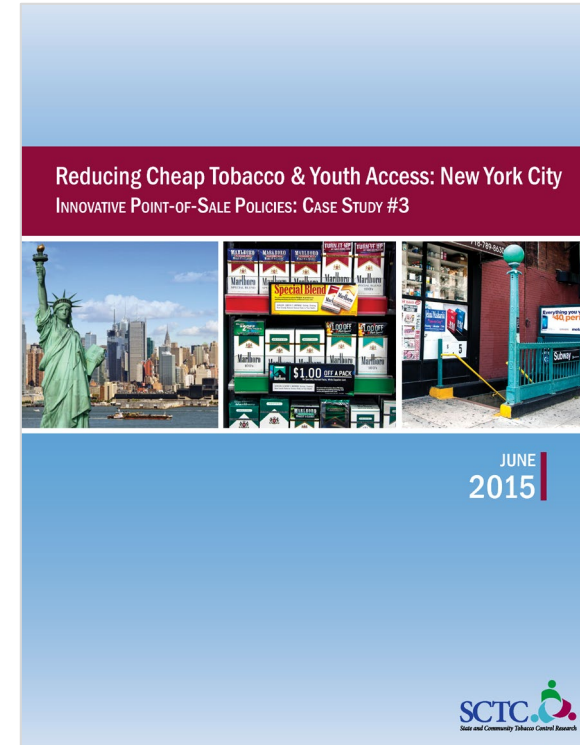
sanantonio.gov/tobacco21 Rev. 5.29.18

*From San Antonio's
T21 Community Education Toolkit*

Cities need more data and case studies



Research & evaluation data

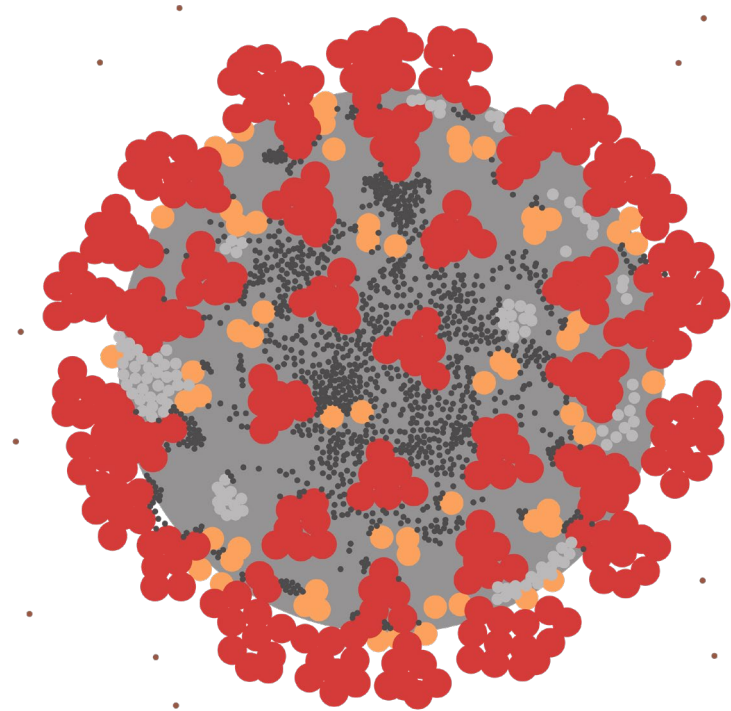


Case studies



How will the COVID-19 pandemic impact retail policy?

- Continued lack of political will
- Greater need for evidence to raise awareness of importance of retail policy
- Competing priorities for tobacco control staff



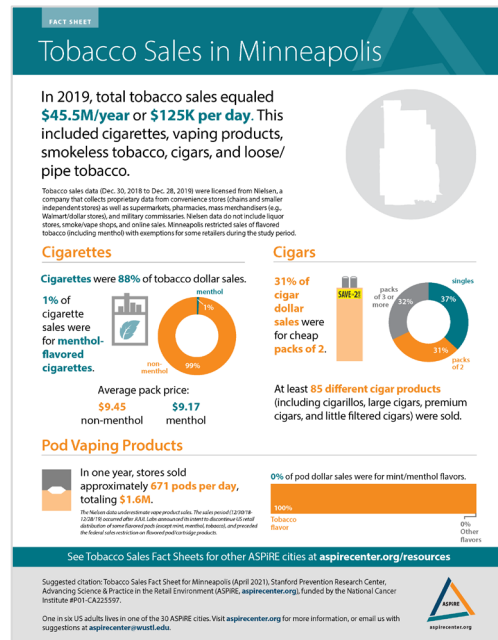
Read the full report



<https://aspirecenter.org/resources/tobacco-retail-policy-trends-2019>



Check out our other resources



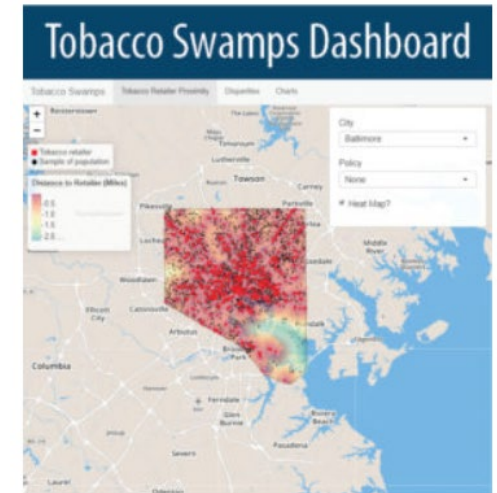
Fact sheets



Social media graphics



Research articles



Interactive maps

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Other Retail Resources, May 4, 2021 

May 2021 retail tobacco-related literature search results


At the beginning of each month, we conduct a search of the PubMed database for new peer-reviewed articles on the retail tobacco environment and policy. Many of these articles are available for FREE. The May 2021 PubMed search results are now available. Check them out! And check back after the first Tuesday of each month [...]

Other Retail Resources, April 6, 2021 


April 2021 retail tobacco-related literature search results



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Other Retail Resources, March 9, 2021 

Lessons learned: Advocacy group helps pass menthol prohibition in San Francisco




ASPIRE's Sarah Mills is the lead author of a newly published report on the efforts of the African American Tobacco Control Leadership Council to pass a prohibition on the sale of menthol cigarettes in San Francisco. The article, in Tobacco Control, narrates the Council's work advocating for a comprehensive, flavored tobacco product sales prohibition. It [...]

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Thank you!

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