



Advancing Science  
& Practice in the  
Retail Environment

# Translating Tobacco Retail Policy Evidence into Practice through an Academic-Community Partnership

Laura Brossart | June 30, 2022



STANFORD PREVENTION  
RESEARCH CENTER  
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 Washington  
University in St. Louis



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# Tobacco retail environment



# Tobacco retailers are ubiquitous

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



*Image credit: ASPIRE Center/Campaign for Tobacco-free Kids partnership*

\*<https://www.cdc.gov/statesystem/factsheets/licensure/Licensure.html>

The logo consists of three overlapping, light blue, semi-transparent geometric shapes that form a stylized triangle. The top shape is a triangle pointing upwards, the bottom-left shape is a trapezoid pointing downwards, and the bottom-right shape is a triangle pointing downwards. They overlap in the center to create a smaller, darker blue triangular void.

# ASPiRE Center

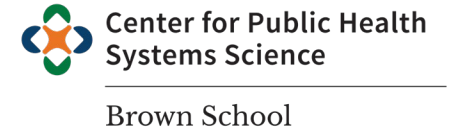
# ASPiRE Center

- 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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Retail Environment**

# ASPiRE Center



## **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*

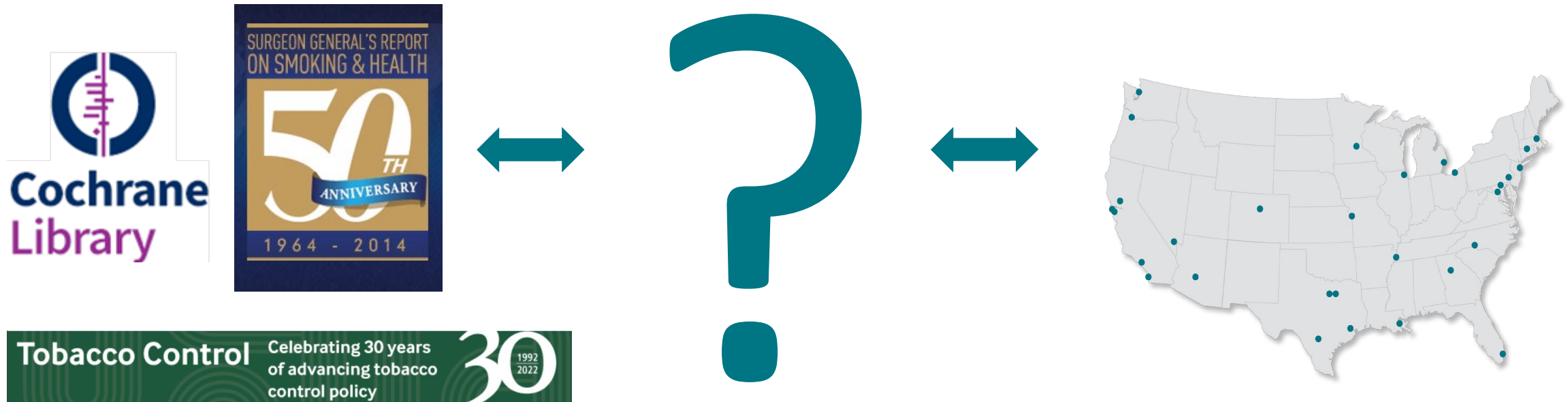




# D&I Core



# Getting from research to practice

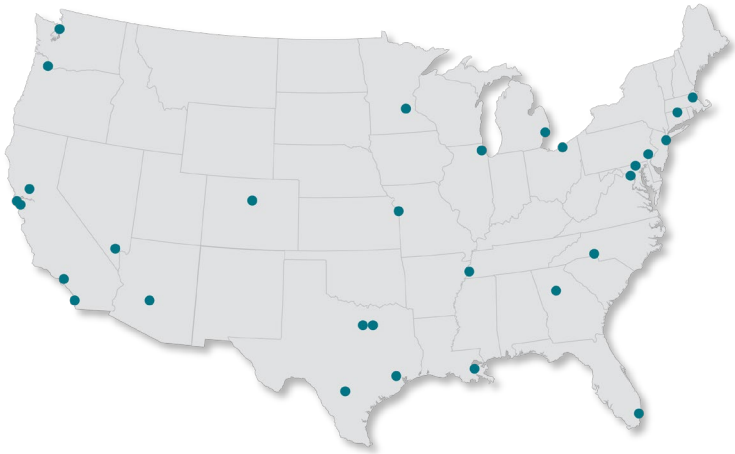


Scientific knowledge  
generated through research

Gap in  
effective dissemination

Application in  
community settings

# Aiming to fill the gap



Scientific knowledge  
generated through research

Application in  
community settings

# D&I core team: Research, Translation, Design



**Doug Luke**  
Principal Investigator



**Todd Combs**  
Co-Investigator



**Lisa Henriksen**  
Project 2 Co-PI



**Shelley Golden**  
Project 1 Co-PI



**Laura Brossart**  
Core Manager & Design Lead



**Stephanie Andersen**  
Translation Lead



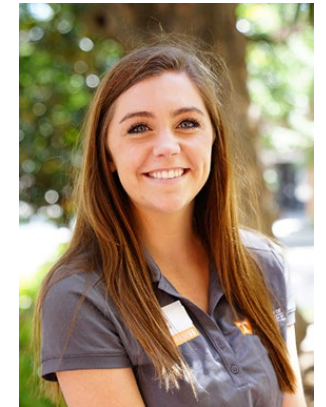
**Tim Poor**  
Writer & Interviewer



**Zara Petković**  
Research Assistant



**Jen Weinman**  
Pilot Grant Coordinator



**Emma Zijlstra**  
Research Assistant

The image features a teal background with three overlapping, light blue triangles. The triangles are arranged in a way that they appear to be layered, with some overlapping others. The top triangle is the largest and is positioned towards the left. The other two triangles are smaller and are positioned below and to the right of the top one, creating a sense of depth and movement.

The CAB

# ASPiRE Community Advisory Board

**1 in 6  
adults**

lives in an ASPiRE  
CAB city



# ASPiRE Community Advisory Board

## Organizational Partners



## CAB Chair



Maggie Mahoney, JD



# CAB engagement process

# Our process

## STEP 1

Understanding  
Evidence  
Preferences

**Asking CAB members  
what they need using:**

- Live polling
- Interview & survey questions
- Email & meeting feedback

## STEP 2

Creating  
Products &  
Communications

**Development &  
dissemination** of products  
and communications,  
based on CAB preferences  
for topic, type, audience,  
and frequency.

## STEP 3

Evaluating  
Products &  
Communications

**Evaluating use of  
materials:**

- Live polling
- Email & website metrics
- Email & meeting feedback



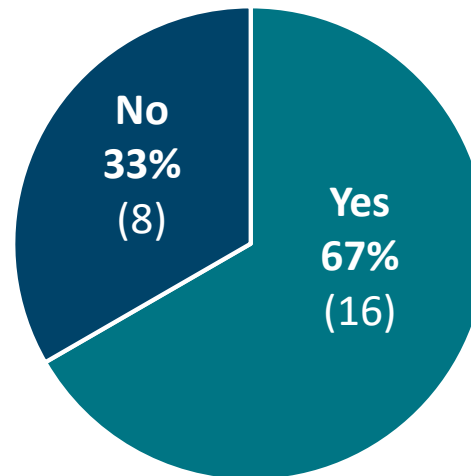


# CAB Interviews: COVID's impact

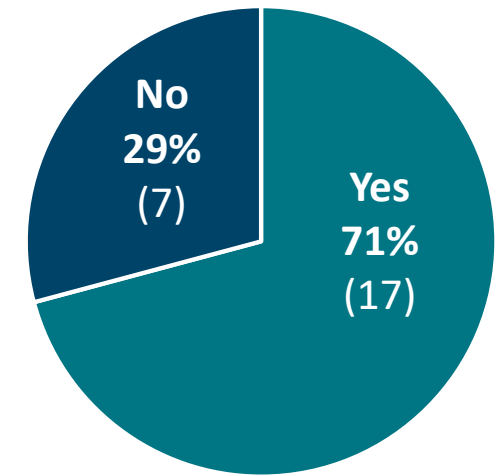
- Tobacco control deprioritized
- Policymakers were not convening
- Most cities could not conduct compliance checks or do routine surveillance and evaluation

Has COVID-19 affected your work to:

Develop or adopt retail policies

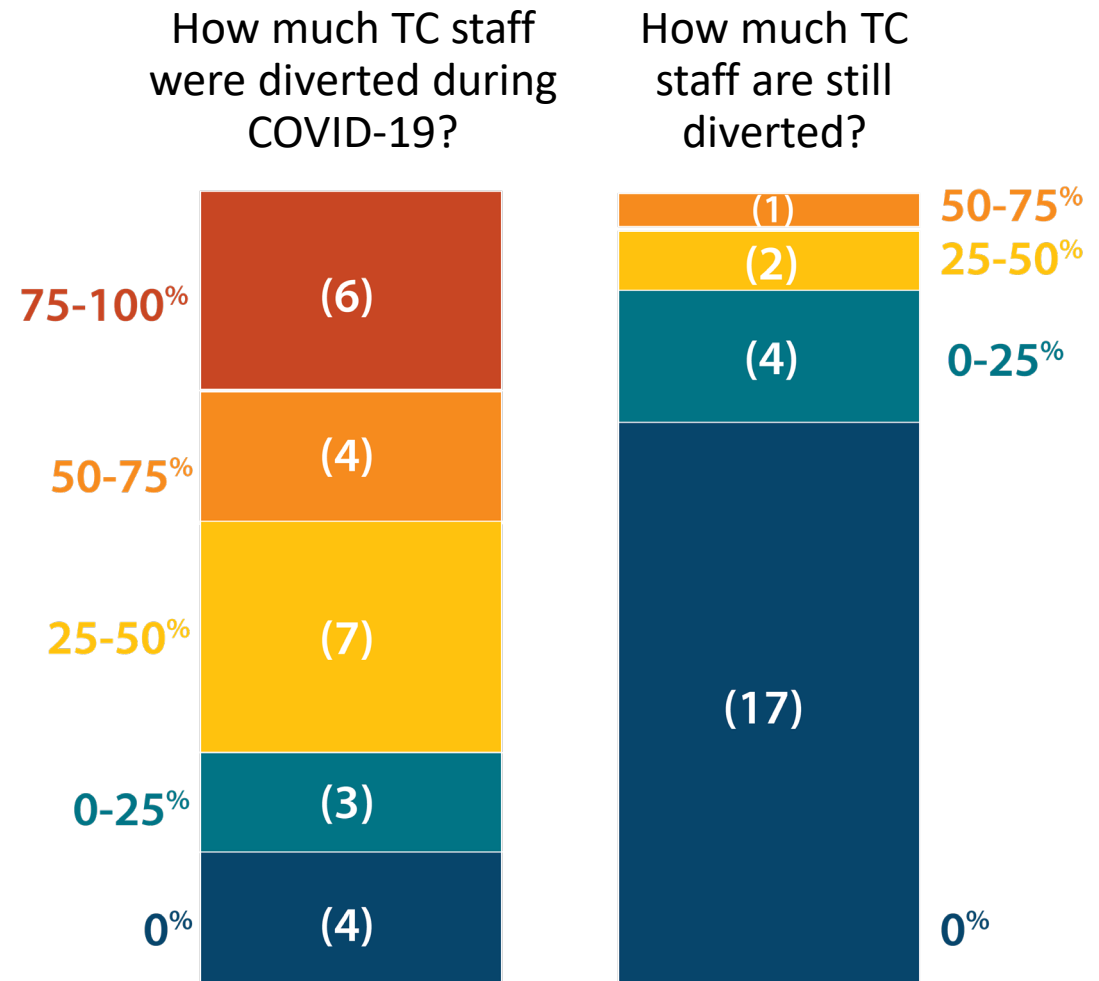


Implement, enforce, or evaluate retail policies



# CAB Interviews: COVID's effect on staffing

- Cities also experienced hiring freezes and difficulty hiring for positions once freezes were lifted



# Understanding evidence preferences

- Live polling at in-person and virtual meetings (Poll Everywhere or similar)

## POLL RESULT FROM FEBRUARY 2019 IN-PERSON MEETING

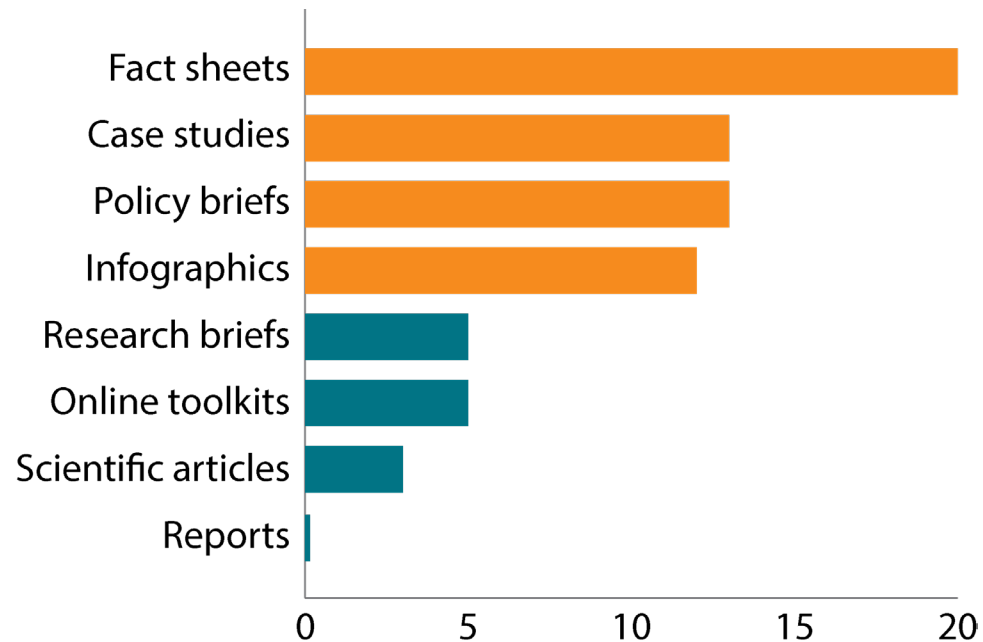
CAB members preferred **email (33%)** or **webinars (31%)** over other channels to hear about new retail policy resources. **Many (46%) preferred an update once a month.**



# Understanding evidence preferences

## POLL RESULT FROM FEBRUARY 2019 IN-PERSON MEETING

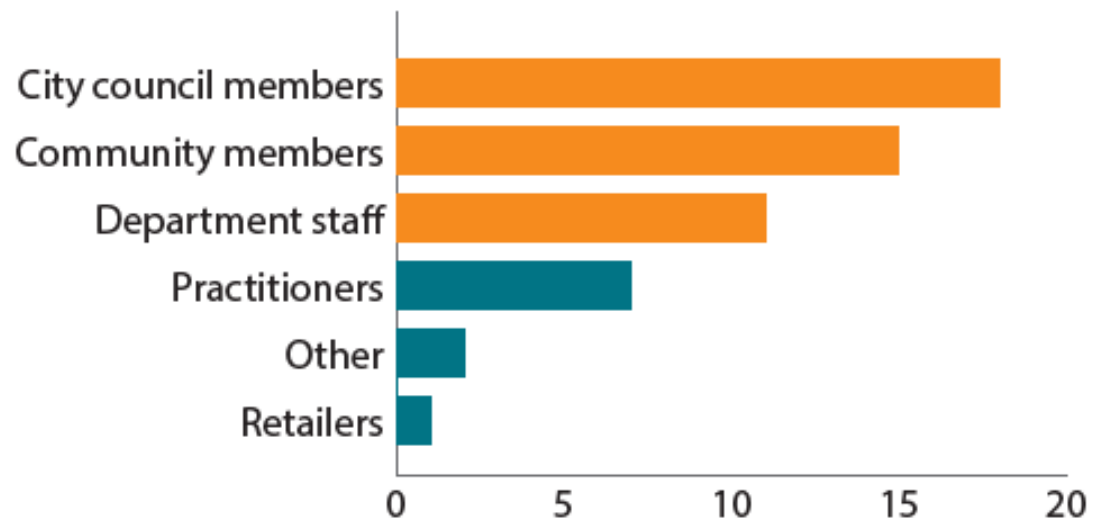
**Fact sheets, case studies, policy briefs, and infographics** were the most requested formats.



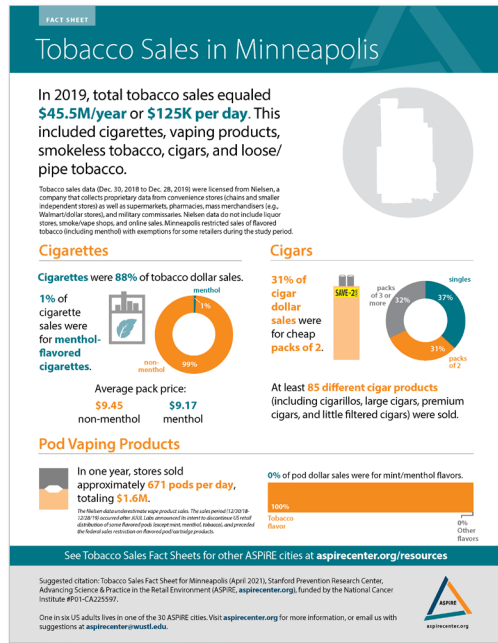
# Understanding evidence preferences

## POLL RESULT FROM FEBRUARY 2019 IN-PERSON MEETING

CAB members intended to share the materials with **city council members, community members, and department staff.**



# Creating Products & Communications



Fact sheets



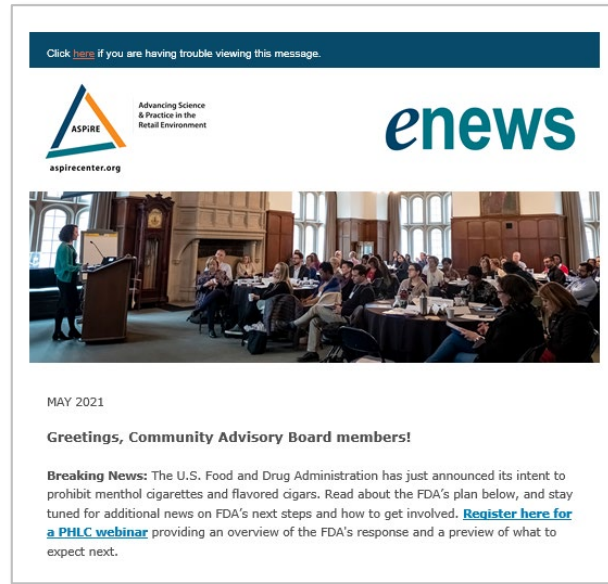
Social media graphics



Interactive dashboard

[aspirecenter.org/resources](https://aspirecenter.org/resources)

# Creating products & communications



ASPiRE eNews



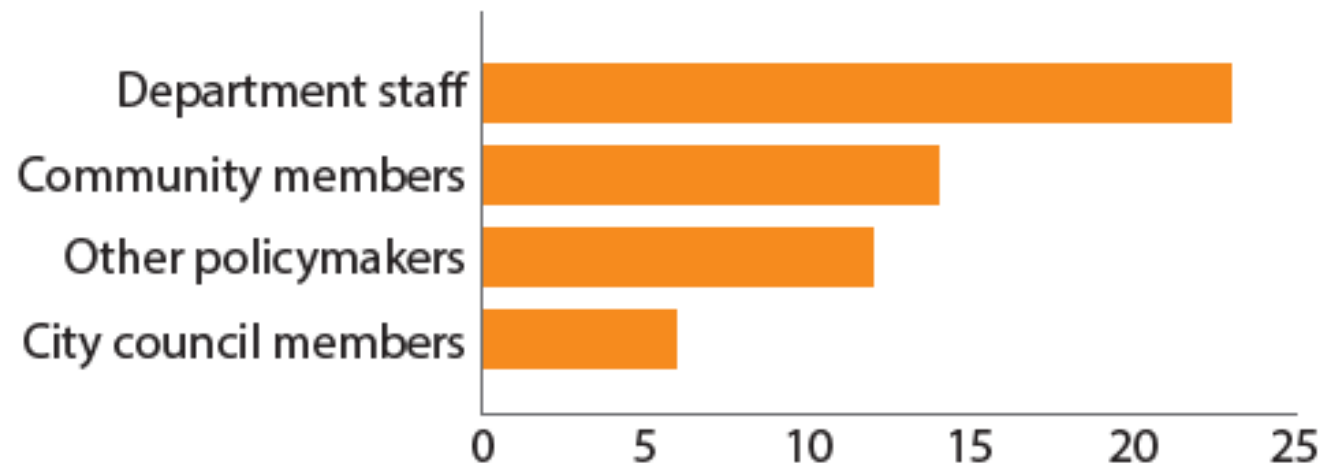
Retail policy report briefs

[aspirecenter.org/resources](https://aspirecenter.org/resources)

# Evaluating products & communications

## POLL RESULT FROM OCTOBER 2020 VIRTUAL MEETING

CAB members shared materials with **department staff, community members, and policy makers.**

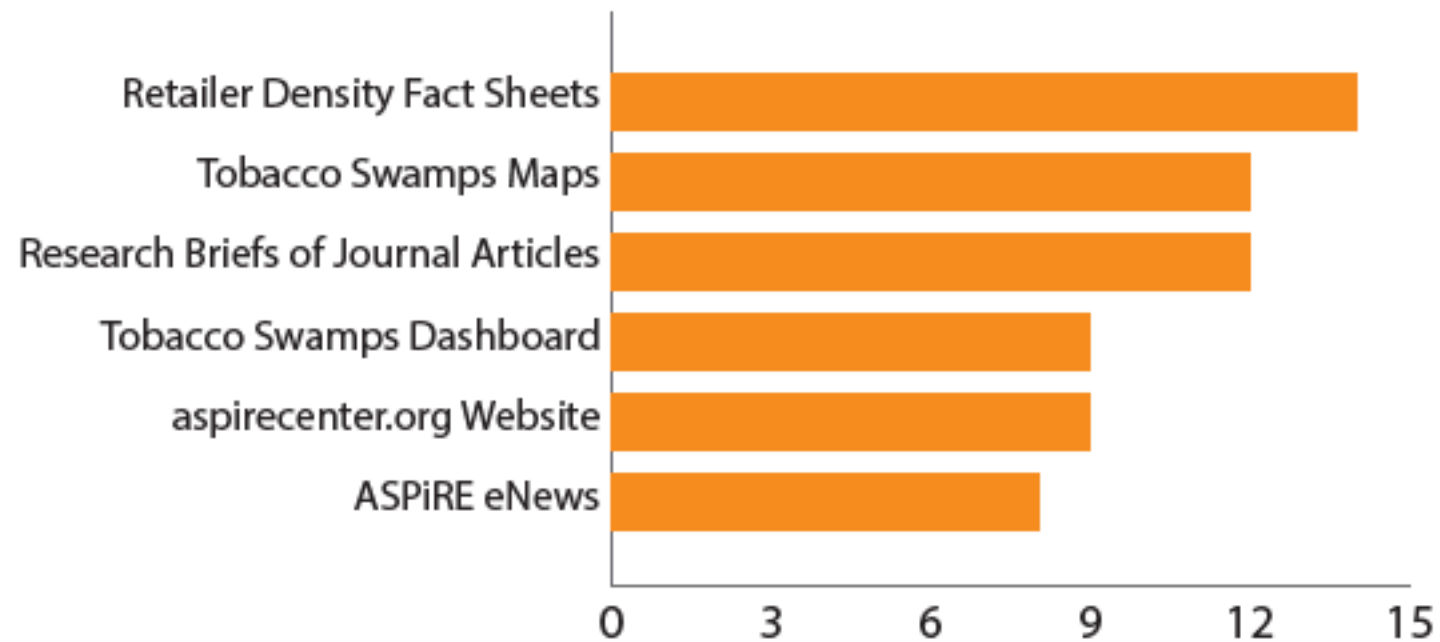




# Evaluating products & communications

## POLL RESULT FROM OCTOBER 2020 VIRTUAL MEETING

CAB members used a **variety of ASPiRE products**.



# CAB member feedback on products

“ I think this is super duper fantastic! This is actually very timely and will be useful now especially during our **legislative session**. There are lots of discussions about tobacco retailers and policy.

“ These documents are just what we need. Thank you so much for these assets! They definitely will be useful when we resume work with our partners to **educate decision makers** on the need for policy change.”

“ I’ll be sharing this with our **grassroots coalition**. We’ll be sure to adhere to all established guidance when sharing it.

“ This is great information! Thank you for preparing the fact sheets. **Yes, please put it on your website!**



CAB partner  
perspective

# CAB partner: Houston, TX



## **Jennifer Cofer**

Director, End Tobacco Program  
MD Anderson Cancer Center

THE UNIVERSITY OF TEXAS

MD Anderson  
~~Cancer Center~~

Making Cancer History®

# Informing ASPiRE research and dissemination

- Request research findings relevant for their needs
- Invite ASPiRE researchers to present to TX group
- Engage in discussions on calls and meetings



# Using ASPIRE research and products

- Include infographics in Tobacco Treatment Specialist (TTS) trainings for Health Equity didactic
- Share graphics for posting on social media by University student groups/coalitions
- Educate policy makers with tobacco sales fact sheets during legal testimony
- Share density fact sheets with TX cities and partners on statewide calls





# Key takeaways

# Key takeaways

- Plan for, budget for, and expand D&I capacity
  - Hire staff with D&I expertise or identify expertise in existing staff
  - Connect with local university public health research teams
- Engage partners
  - Form an advisory group of key partners
  - Ask what they need, develop responsive products, and evaluate use
- Use existing resources
  - Read the new CDC User Guide: [\*Putting Evidence into Practice\*](#)
  - Read our paper on the process: [McKay et al., Tailoring dissemination of evidence to preferences of tobacco control partners: results from an academic-community partnership](#)
  - Visit [aspirecenter.org/resources](https://aspirecenter.org/resources)





# Thank you!

**Laura Brossart**

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

**ASPiRE** *Advancing Science & Practice in the Retail Environment: An NCI-funded Center*

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