

# Tobacco Control at the Point of Sale

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# Agenda

At the end of this presentation, you will understand:

- ▶ Why working at the Point of Sale is important
- ▶ What impact tobacco retailers have on youth and adults in their communities
- ▶ What is the Mapper and where to find it
- ▶ What kinds of information are available through the Mapper
- ▶ What policy options are available to offset the impact of tobacco retailers



# Community health

Tobacco use continues to be the leading cause of death and disease in Iowa, the United States and the world.

## ▶ Tobacco is not finished

- ▶ The retail store is where tobacco enters your community!

**\$1 million/ hour at point of sale**

**TOBACCO MARKETING WORKS.**

**JUST ASK YOUR KIDS.**



# Community Health

Tobacco Industry spends money on:

- ▶ Price discounts and promotional allowances to retailers
  - ▶ **\$8.1 Billion/YR**
- ▶ Coupons
  - ▶ **\$240 Million/YR**
- ▶ Signs, functional items, displays, shelving units
  - ▶ **\$68 Million/YR**

# Community Health

## **Tobacco marketing at the point of sale directly affects behavior**

- ▶ 2/3rds of all retailers contract with big tobacco
  - ▶ Product – what is sold in the store
  - ▶ Place/Placement – where tobacco is sold and placed in the store
  - ▶ Promotion – How products are advertised (discounts, ads, couponing)
  - ▶ Price – How much it costs per unit

**91% of the \$9.5 billion in expenditures was spent exclusively or predominantly at retail.**

Source: Federal Trade Commission Cigarette Report for 2015





# Placement



# Community Health

## **Tobacco Marketing at the point of sale directly affects behavior**

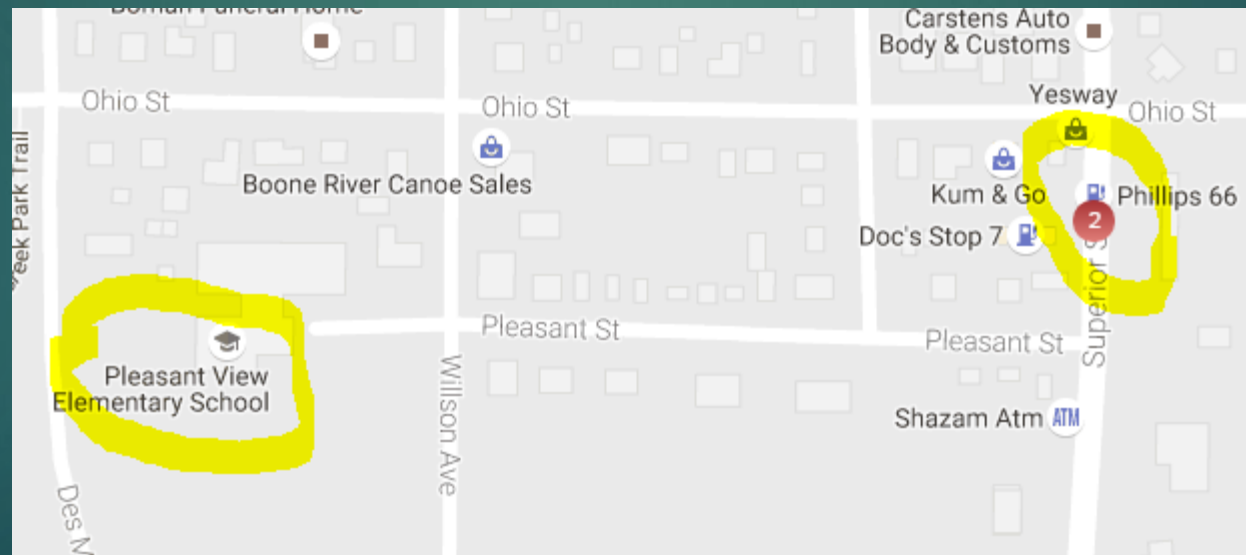
- ▶ Youth are enticed to experiment with tobacco products
- ▶ Youth at an early age are able to recognize popular product brands
- ▶ Users, both adult and youth, are stimulated to use when seeing advertisements
- ▶ People trying to quit are triggered to use when seeing ads
- ▶ People who live within walking distance from a retailer find it difficult to quit due to proximity



# Community Education

**Tobacco marketing is not evenly distributed throughout our communities. We see disparities.**

- ▶ There is a connection between marketing, retailer locations, and behavior





# Community Health

**Improving the retail environment is key to creating a culture of health and making the healthy choice the easy choice.**

## Steps

- ▶ Educate community on tobacco marketing methods
  - ▶ Stress the connection between marketing, retailer locations, and behavior
- ▶ Engage your local coalitions with meaningful information and work
- ▶ Expand and strengthen coalitions with new members, including youth
- ▶ More...



# Community Health

- ▶ Build momentum for creating healthier retail environments among the general public



# Community Health

And lastly,

- ▶ Build a pro-public health political environment



# Community Education

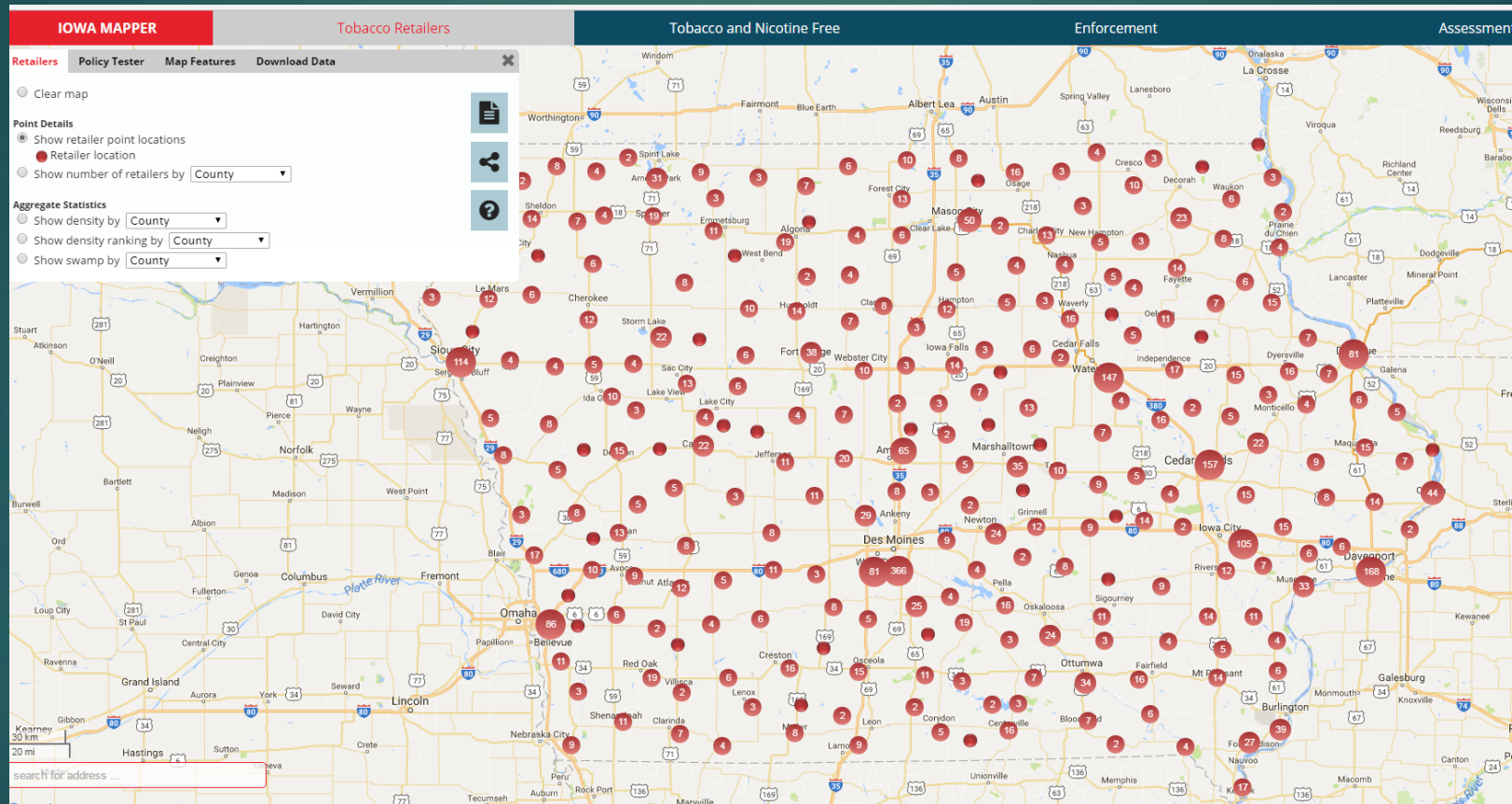
## Methods to educate

- ▶ Presentations, radio spots, letters to the editor, social media, newsletters
- ▶ Use [countertobacco.org](http://countertobacco.org) videos to introduce POS marketing
  - ▶ <http://countertobacco.org/video/big-tobaccos-7-slick-tricks-to-target-kids/>
- ▶ Use store assessment data to make it relevant to your local community
- ▶ Stress differences from one community to another; create some healthy competition



# Iowa Mapper

<https://mapping.cowntertools.org/iowa/>





# Policy options

Increase the number of municipalities that:

- ▶ Prohibit self-service access to non-cigarette tobacco products
- ▶ Restrict all retailer window signs to no more than 30% of window space
- ▶ Post health warnings at hookah lounges
- ▶ Post Quitline Iowa information in tobacco retail stores
- ▶ Prohibit sales within 1,000 feet of places youth visit (schools, parks, libraries..)
- ▶ Change zoning districts to bar tobacco sales in certain zones (residential, schools, parks..)





Questions?



# Thank You!

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