**CDC/Office on Smoking and Health**

**Point-of-Sale Strategies Webinar**

**September 27, 2011**

*Advocating for Policy Changes to Address Point-of-Sale Disparities*

**Introduction – Jerry Spegman, CDC/OSH**

* Introduction and Agenda Overview

**Counter Tobacco Website – Kurt Ribisl, PhD, UNC Gillings School of Global Public Health**

*PPT: “POS Webinar 9.27.11 – Counter Tobacco”*

* Counter Tobacco Website: <http://www.countertobacco.org>

**Regulating the Location of Tobacco Retailers Near Schools to Reduce Disparities – Kurt Ribisl, PhD, UNC Gillings School of Global Public Health**

*PPT: “POS Webinar 9.27.11 – Location Regulations to Reduce Disparities (Kurt Ribisl)”*

* Data from diverse locations around the country (Erie County in NY and Polk County in Iowa) was presented to show the higher concentration of tobacco retailers in low SES communities, African-American and Latino communities.
	+ Chart (Slide 2): Highest number of African-Americans, highest number of retailers
	+ Chart (Slide 3): Highest number of Latinos, highest number of retailers
* Policy remedy: Amending licensing ordinance to try to reduce sales within 1,000 ft of schools/parks. Consider a ban on tobacco sales within 1,000 ft of schools and/or parks for new tobacco licensees.
	+ Caution: can’t fully implement overnight, have to grandfather – will lose some retailers to attrition, retailers not renewing license, etc.
	+ What would be impact? Because the focus is on density, this policy should affect exposure to advertising and marketing
* GIS studies conducted in St. Louis, MO and Manhattan, NY demonstrated the frequency of tobacco retailers operating within close proximity to schools.
	+ The blue shaded areas on the maps represent a school property boundary
	+ The red dots represent retailers that would be affected by a restriction on tobacco sales
	+ Approximately 22% of retailers in MO and 51% of retailers in New York would be affected by 1,000 ft outdoor sales or advertising bans
* Impact on disparities >> Conclusion: Because urban areas are more dense, packed environments, and close to schools, a proximity ban has the potential to reverse disparities in point-of-sale marketing
* This policy has great appeal from preliminary evidence and not only protects minorities, but youth also.

**Using Science to Inform Public Policy: A Case Study on Tobacco Retail Regulation in Buffalo, NY – Andrew Hyland, PhD, Roswell Park Cancer Institute**

*PPT: “POS Webinar 9.27.11 – Using Science to Inform Policy (Andrew Hyland)”*

* Data was presented indicating the disproportionate presence of tobacco retailers in low income and African American neighborhoods throughout Buffalo.
	+ 2/3 of schools had retail outlet within eyesight
* This data helped drive the ongoing effort to pass a comprehensive local licensing ordinance in the city, championed by a city councilor representing one of the city’s poorest districts.
* The proposed ordinance is called the Responsible Tobacco Retailing Act and is aimed at reducing/eliminating tobacco sales in health care facilities, pharmacies, bars, restaurants, youth centers, game rooms, businesses catering to children, and within 1000 ft of schools.
	+ Other provisions of the proposal include requiring annual renewal of licenses, and imposing a fee sufficiently high enough to pay for effective enforcement.
* The proposal has gained substantial community support but is currently stalled in the city council where the tobacco industry has lobbied aggressively against it.

**Regulation of Point-of-Sale Tobacco Marketing: The St. Paul Experience – Betsy Brock, MPH, Association for Nonsmokers - MN**

*PPT: “POS Webinar 9.27.11 – Regulating POS Advertising (Betsy Brock)”*

* The Ramsey Tobacco Coalition (RTC) conducted an assessment of POS advertising in Ramsey County and 2 neighboring cities. Ramsey County is Minnesota’s most densely populated and diverse county and home to the state’s capitol, St. Paul.
* The study exposed the disproportionate presence of such marketing in St. Paul’s lowest income neighborhoods and areas where most of the city’s African Americans reside (Slides 7 – 9)
	+ Map: The darker the color, the higher the income
	+ Map: The bigger the circle, the more advertisements
	+ Common pattern of clustering in low income areas and African-American areas
* The RTC and other advocates seeking to mitigate the impact of such marketing weighed their options and obstacles. The organization determined that in St. Paul the best course of action was to advocate for changes to the city’s signage code.
	+ All signs should be regulated, both inside and outside the store (Slide 13)
* Partnered with many different kinds of groups with different agendas i.e. safety group had concerns about advertisements because you can’t see in and outside of store
* A coalition with significant youth involvement is advocating for changes to the signage code that would limit ad coverage to no more than 25% of a retailer’s window space, which would extend to interior signs positioned by windows for outside viewing**.**
* The issue has been laid over until November 2011 at the latest but the organization has confidence it will pass. If not, they have a Plan B.

**Closing Summary – Jeff Willett, New York Tobacco Control Program**

* Countertobacco.org will serve as an excellent one stop shop that is very useful for point-of-sale efforts
* Encouraged continued disparities efforts because not enough progress has been made. Although significant progress has been made in adult smoking rates, smoking rates among low SES individuals has remained flat
* Emphasized the value of the kind of data-driven policy advocacy described by the presenters, and underscored the critical importance of point-of-sale issues for tobacco control advocates seeking to address disparities.
* Be creative! (Like Betsy Brock and the RTC)

**\*\*\* Next POS Webinar: Stay Tuned \*\*\***

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