**CDC/Office on Smoking and Health**

**Bimonthly Point-of-Sale Strategies Webinar**

**February 14, 2012**

*“Con Men of Convenience:*

*How Big Tobacco and Convenience Stores Collaborate to Hook America’s Kids”*

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

* Introduction and Agenda Overview

**Opening Remarks – Karla Sneegas, CDC/OSH**

* Introduction as the new branch chief of OSH’s Program Service Branch
* Underscored OSH’s commitment to supporting point of sale interventions, noting their effectiveness at mitigating the impact of the tobacco industry’s extensive marketing in the retail environment, reducing disparities, and decreasing impulse purchases
* Point-of-Sale resources available:
  + CDC/OSH webinars, held bimonthly
  + Direct technical assistance from Jerry Spegman, OSH Contractor
  + Technical assistance form the Tobacco Control Legal Consortium
  + In development: POS website [www.countertobacco.org](http://www.countertobacco.org) and POS User Guide
  + Each other as partners

**Tobacco Product Sales at Convenience Stores – Kurt Ribisl, PhD, UNC Gillings School of Global Public Health**

*PPT: “POS Webinar 2.14.12 – Tobacco Sales at Convenience Stores (Ribisl)”*

* Discussed different data sources used to analyze tobacco product sales in general, and at convenience stores in particular. Also compared data from the federal government to data for an industry trade group.
* Noted that tobacco product sales in the US total approximately $60 billion a year, and that there are roughly 400,000 tobacco retailers across the country
* Explained that among retailers with payrolls (excluding ‘mom and pop’ operations), 53.6% of all tobacco product sales occurred at convenience stores
* According to the convenience store industry’s 2010 data, about 62% of stores are not part of a chain, while 13.4% of stores are part of a large chain with 500+ outlets
* Described the tobacco industry’s contracting practices with convenience stores and how they impact in-store shelving space, placement and marketing

**Preview of TFK’s Convenience Store Report – Danny McGoldrick, Campaign for Tobacco-Free Kids; Meg Riordan, Campaign for Tobacco-Free Kids; Ann Boonn, Campaign for Tobacco-Free Kids**

*PPT: “POS Webinar 2.14.12 – Convenience Store Report (TFK)”*

* TFK will be releasing a report in March that examines the relationship between the tobacco industry and convenience stores
* The report will discuss how the tobacco industry now invests 85% of its marketing and promotional expenditures in the retail environment, spending disproportionately in low-income, minority neighborhoods
* The report notes that more than half of all cigarettes sold in the US are sold at convenience stores, and that 66.2% of teens visit convenience stores at least once a week
* The report will examine how the convenience store industry frequently opposes tobacco tax increases, providing a more appealing public face for the tobacco industry
* When the report is released, an online toolkit will be available for use by advocates, with template press releases, sample letters to the editor, and sample print ads/flyers
* TFK asked webinar participants to forward information about their store observation projects and other related ideas to [constores@tobaccofreekids.org](mailto:constores@tobaccofreekids.org).

**\*\*\* Next POS Webinar: Tuesday, April 10 2011, 2:00pm – 3:30pm EDT\*\*\***

**Contact Information:**

**Jerry Spegman** (Facilitator)

*CDC/Office on Smoking and Health*

[*vfq4@cdc.gov*](mailto:vfq4@cdc.gov)

**Kurt Ribisl, PhD**

*UNC Gillings School of Public Health*

[*kurt\_ribisl@unc.edu*](mailto:Kurt_ribisl@unc.edu)

**Danny McGoldrick**

Campaign for Tobacco-Free Kids

[*dmcgoldrick@TobaccoFreeKids.org*](mailto:dmcgoldrick@TobaccoFreeKids.org)

**Meg Riordan**

*Campaign for Tobacco-Free Kids*

[*mriordan@TobaccoFreeKids.org*](mailto:mriordan@TobaccoFreeKids.org)

**Ann Boonn**

*Campaign for Tobacco-Free Kids*

[*ABoonn@TobaccoFreeKids.org*](mailto:ABoonn@TobaccoFreeKids.org)

**Asha Hill** (Communication & Logistics)

*CDC/Office on Smoking and Health*

[*vfq3@cdc.gov*](mailto:vfq3@cdc.gov)