**CDC/Office on Smoking and Health**

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

**April 17, 2012**

*How Tobacco Control Point-of-Sales Advocates Can Collaborate with*

*Healthy Corner Store Advocates*

**Welcome – Jerry Spegman, CDC OSH**

* Introduction and Agenda Overview

**The Rationale for Healthy Store Advocacy – Heather D’Angelo, MHS, UNC Gillings School of Global Public Health**

*PPT: “POS Webinar 4.17.12 – Rationale for Healthy Store Advocacy (H. D’Angelo)”*

* Discussed the rationale for healthy store advocacy and opportunities this work presents for collaboration between tobacco and nutrition advocates
* Pointed out that as tobacco retailers adapt to impending changes in tobacco placement and in-store promotion practices, it opens up more space to offer healthier product options including fresh fruits and vegetables
* Described a three county study in North Carolina that identified areas where tobacco marketing, unhealthy food choices, and poor physical activity environments are clustered
* Among the study’s recommendations is the broadening of the definition of “healthy store” to include the consideration of both tobacco marketing and the surrounding physical activity environment

**Policy and Legal Considerations at the Intersections of Tobacco and Nutrition Point-of-Sale Advocacy**

**– Julie Ralston Aoki, JD, Public Health Law Center**

*PPT: “POS Webinar 4.17.12 – Policy and Legal Considerations for Tobacco and Nutrition (J. Ralston Aoki)”*

* Talked about policies and legal considerations at the intersections of tobacco and nutrition point-of-sale advocacy
* Presented data demonstrating both the significance of cigarette, food service and packaged beverage sales as a percentage of convenience store revenues, as well as the effectiveness of the retail environment as a marketing and distribution channel to kids for these products
* Identified several mechanisms that have been used by tobacco control advocates in the retail environment that are also being, or could be, utilized by nutrition advocates
* Discussed zoning and other land use / development tools, sign codes, and retailer licensing
* Proposed linking retailer practices regarding healthy foods and tobacco products (and possibly alcohol) when designing retailer incentive programs

**Healthy Corner Store Advocacy Across the Nation – Hannah Burton Laurison, MA, Public Health Law & Policy and the Healthy Corner Store Network**

*PPT: “POS Webinar 4.17.12 – Healthy Corner Store Advocacy Across the Nation (H. Laurison)”*

* Talked about what the healthy corner store movement is, what changes it advocates for, and what opportunities exist for collaboration with tobacco point-of-sale advocates
* Described the work of the Healthy Corner Stores Network across the country
* HCSN members advocate for improving the quality of produce in corner stores, limiting the availability of junk food, decreasing in-store ads for unhealthy choices, in-store identification of healthy selections, expanding WIC and SNAP participation by corner stores, and façade improvements, among other measures
* Discussed the need to work cooperatively with retailers to support their efforts as they transition to more healthy outlets

**\*\*\* Next POS Webinar: Tuesday, June 12, 2012, 2:00pm – 3:30pm EDT\*\*\***

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