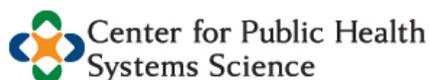
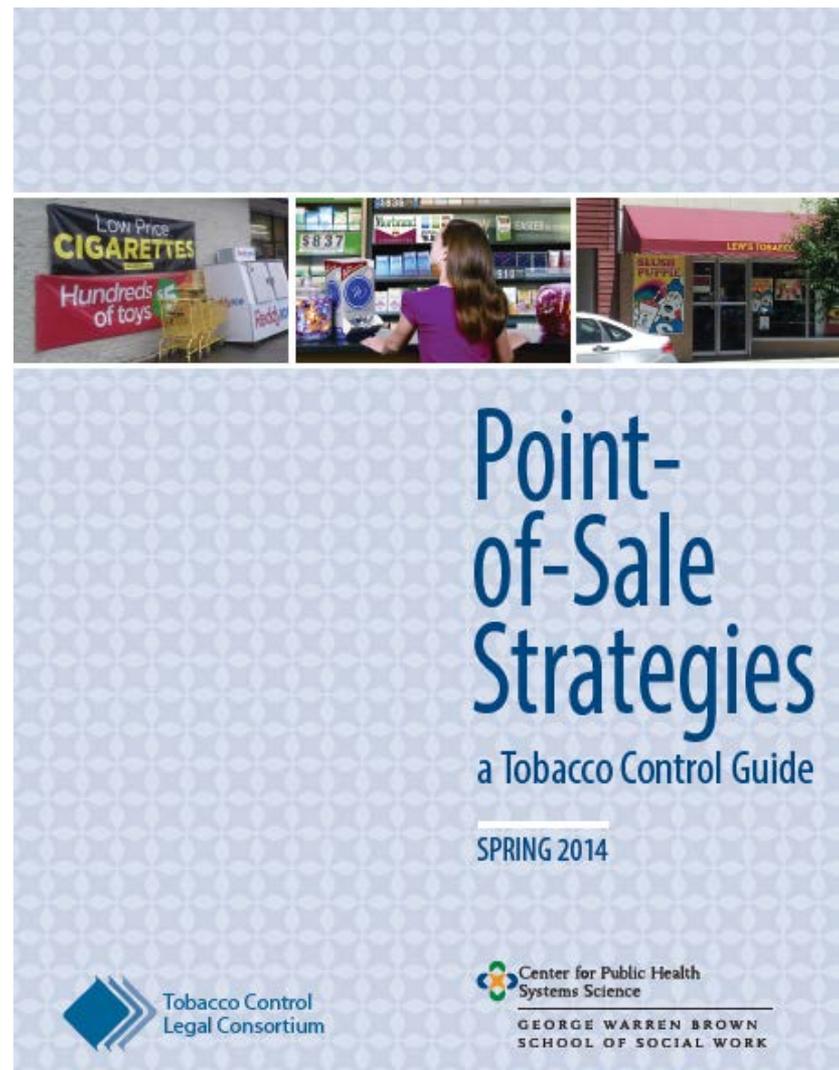


Introducing the Point-of-Sale Strategies TC Guide

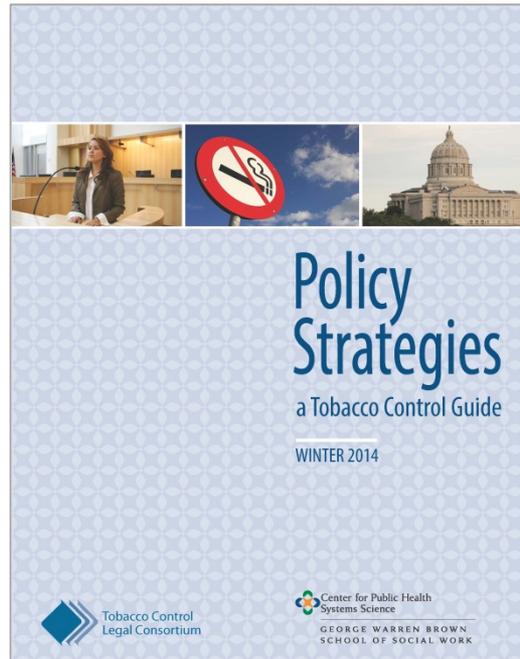
Laura Brossart

CDC POS Webinar
April 28, 2014

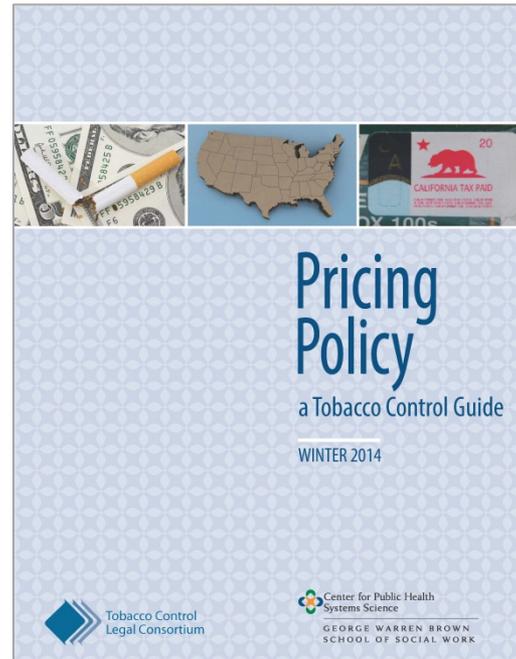


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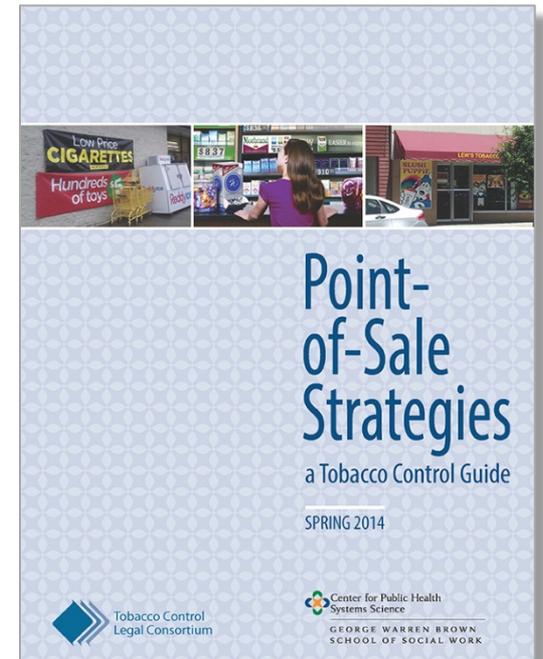
POS...the third in a series



February 2014



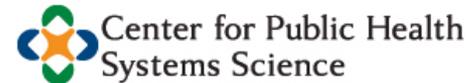
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Content Development

- Review and analysis of empirical research on the POS environment
- Formative interviews with POS experts and state tobacco control stakeholders
- Review of resources from national and regional organizations



Guide Sections

- Guide to the Reader
- Making the Case
- A Brief History
- How to
- Providing Support
- Case Studies
- Conclusion: Case for Investment
- Resources

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Menu of 30 POS Policies

Policy Category	Number Described
Retailer Density	6
Price	5
Graphic Warnings	3
POS Advertising	5
POS Product Display	4
Other	7



Policy Ranking System



GREEN LIGHT

19

policies



YELLOW LIGHT

2

policies



RED LIGHT

7

policies



EXPLORATORY

2

policies



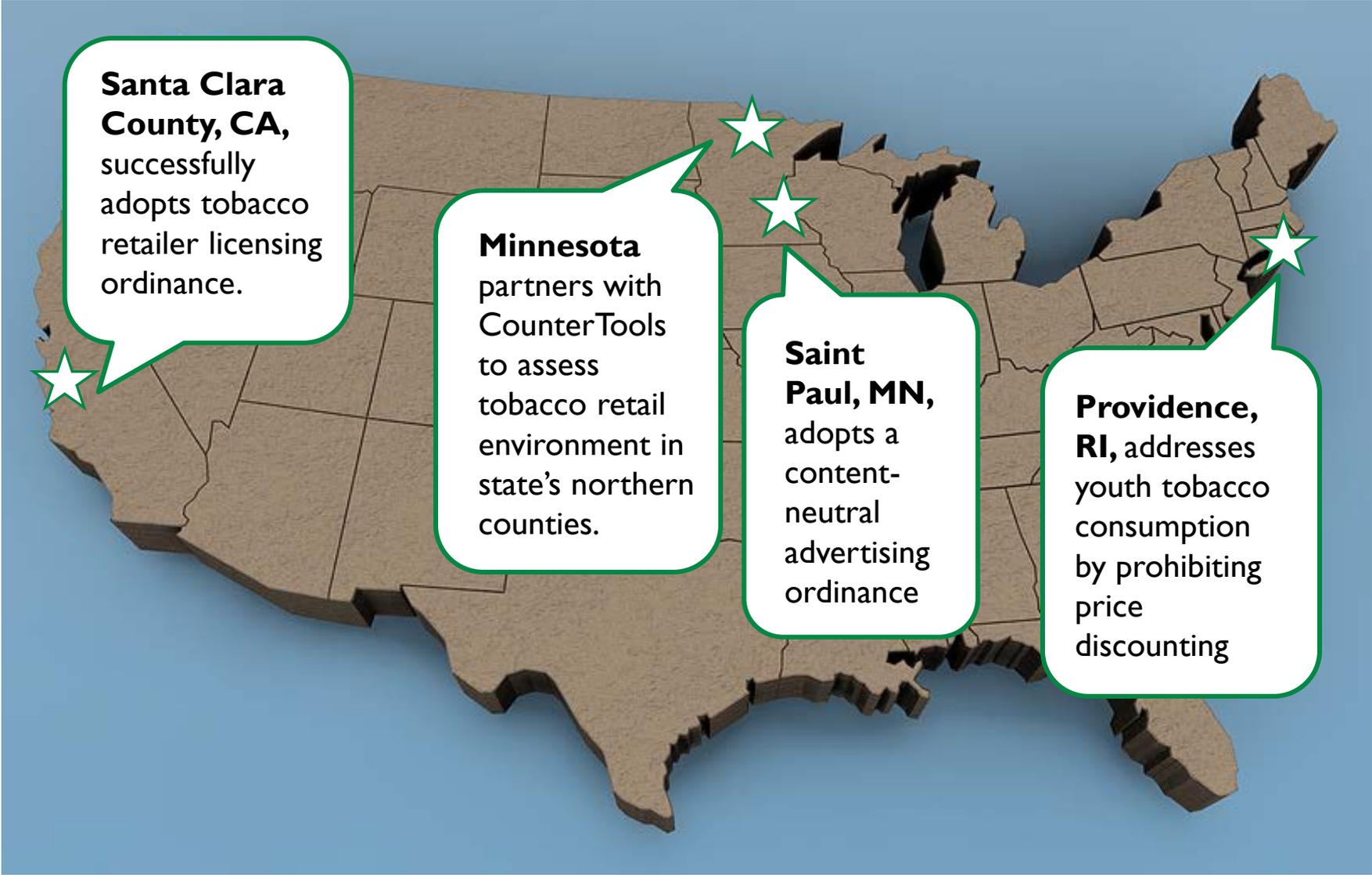
Policy Table

Point-of-Sale Strategies Ranked by Legal Feasibility*

Policy	Page #	Rating	Examples
1 REDUCING (OR RESTRICTING) THE NUMBER, LOCATION, DENSITY & TYPES OF TOBACCO RETAIL OUTLETS			
1a Establishing a licensing system with fees or increasing licensing fees	15		At least 126 communities
1b Reducing the number of tobacco retail outlets	15		Huntington Park, CA
1c Restricting the location of tobacco retail outlets	15		Santa Clara, CA; Santa Barbara, CA; New Orleans, LA; Baldwin Park, CA
1d Requiring a minimum distance between tobacco retail outlets	16		Santa Clara, CA
1e Prohibiting the sale of tobacco products at certain types of establishments	16		San Francisco, CA; 80 MA localities
1f Limiting the number of hours/days when tobacco products can be sold	16		



Stories of Communities Doing POS Work



Santa Clara County, CA, successfully adopts tobacco retailer licensing ordinance.

Minnesota partners with CounterTools to assess tobacco retail environment in state's northern counties.

Saint Paul, MN, adopts a content-neutral advertising ordinance

Providence, RI, addresses youth tobacco consumption by prohibiting price discounting

Caveats & Cautions

- Know the tobacco retail landscape in your community
- Consult with your state tobacco control staff and/or CDC Project Officers
- Understand state preemption of local efforts in your state



And last, but not least...

- **Seek advice from public health legal experts at every step of the process!**



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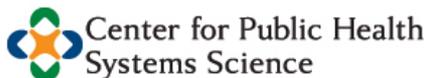
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