



Licensing of Tobacco Product Retailers: Location Regulations To Reduce Disparities

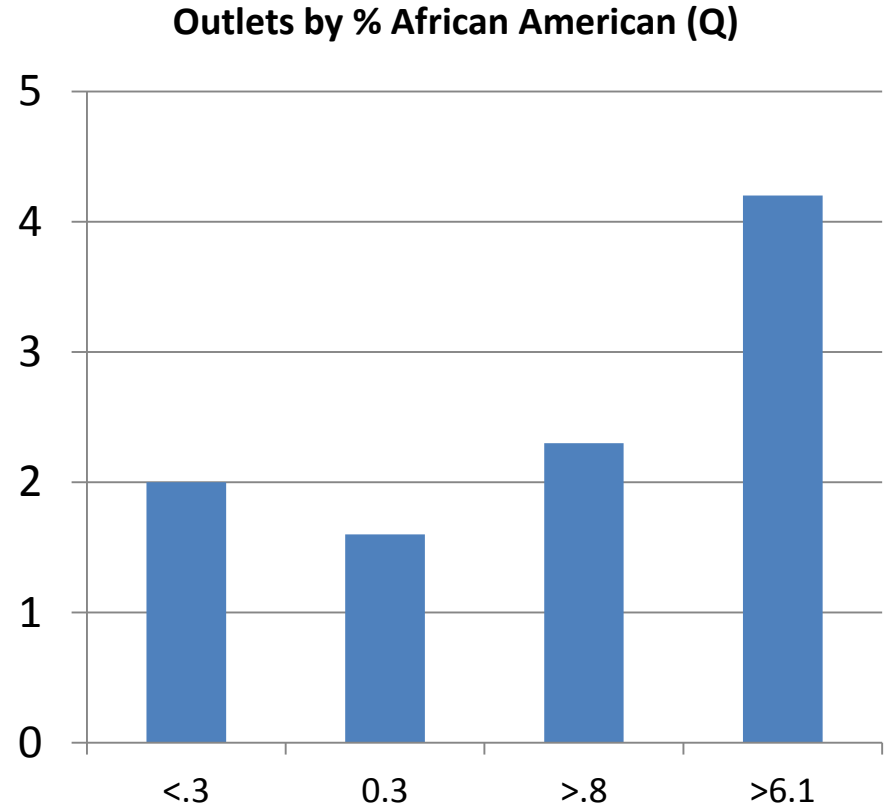
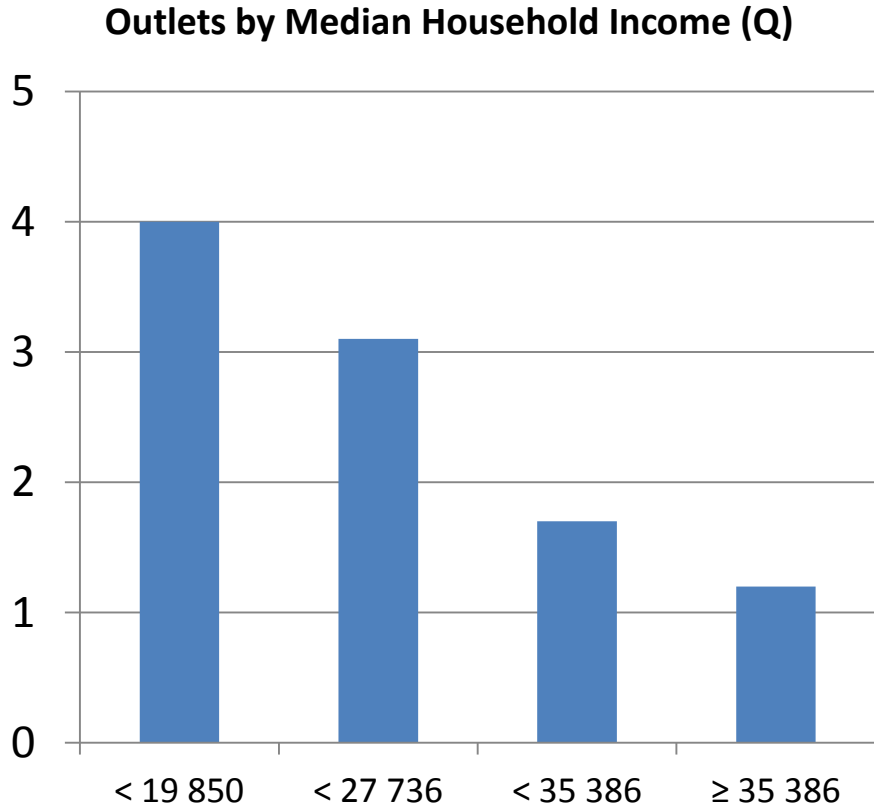
Kurt M. Ribisl, PhD

POS Webinar on Disparities

September 27, 2011



Disparities in Tobacco Retailer Density, Erie NY

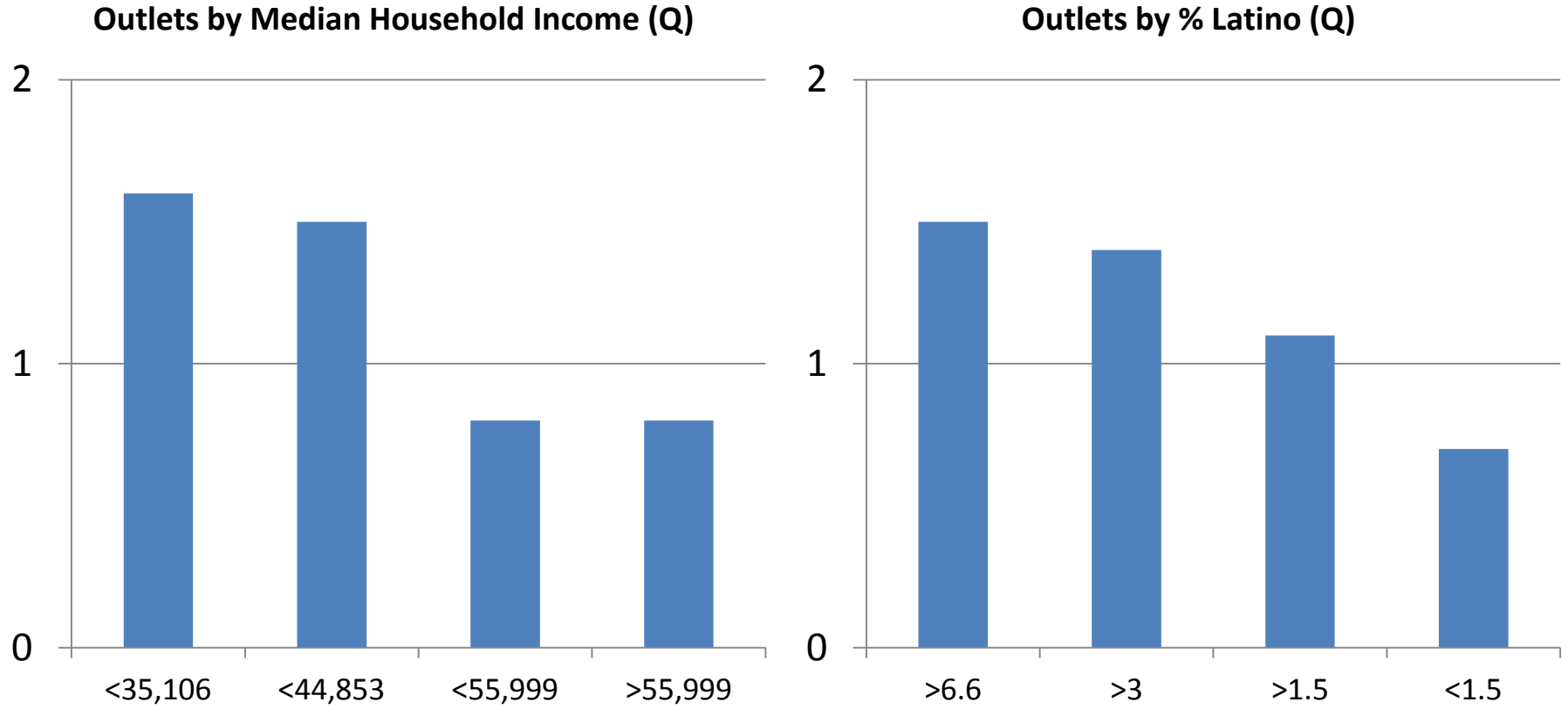


Number of outlets **per 10 km of roadway** in a given census tract

Highland et al. (2003). Tobacco Outlet Density and Demographics, *AJPH*



Disparities in Retailer Density, Polk, IA



Number of outlets **per 10 km of roadway** in a given census tract

Schneider et al. (2005). Tobacco Outlet Density and Demographics, *Prev Sci*



Licensing System: Location Options

- Consider a ban on tobacco sales within 1,000 feet of schools and/or parks (ie, places youth frequent) for new tobacco licensees
 - Several jurisdictions already have this
 - Legal problem (i.e., takings) if you also apply to existing retailers
- Impact can be estimated using GIS
- *When fully implemented, how does this affect disparities that occur in the number and density of retailers?*
 - Indirectly, sales ban will likely affect exposure to advertising



GIS Study of Retailers in MO & NY

- Drew retailers from licensing lists in each state & geocoded
 - New York (17,672)
 - Missouri (4,730)
- All schools (public and private) input into GIS system
- Create 1,000 ft buffer zones around schools and parks and see if retailers are in this buffer zone



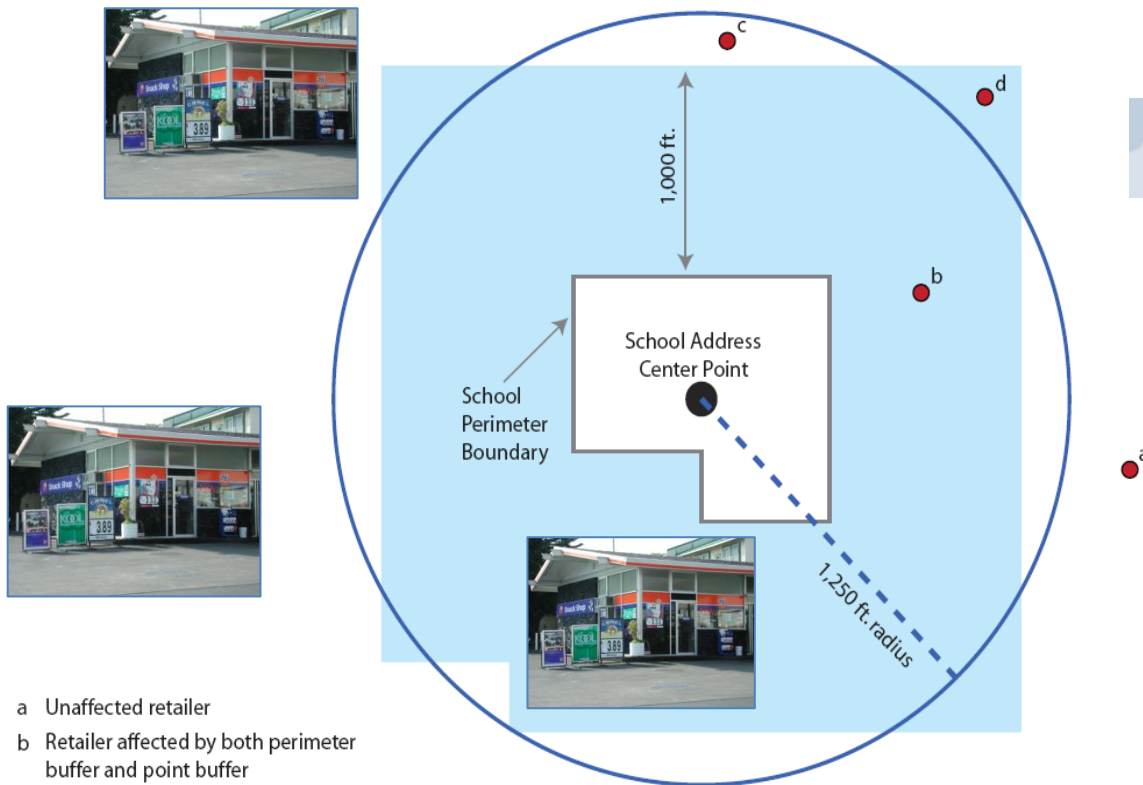
Blue 1,000' Buffer zone around school property. *Alternative is a radial (circular buffer)*

Family Smoking Prevention and Tobacco Control Act Banning Outdoor Tobacco Advertising Near Schools and Playgrounds

Douglas A. Luke, PhD, Kurt M. Ribisl, PhD, Carson Smith, BA, Amy A. Sorg, MPH

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- a Unaffected retailer
- b Retailer affected by both perimeter buffer and point buffer
- c Retailer affected only by point buffer
- d Retailer affected only by perimeter buffer

Banning outdoor cigarette ads within 1,000 ft of schools/parks may reduce 1.5 million ads

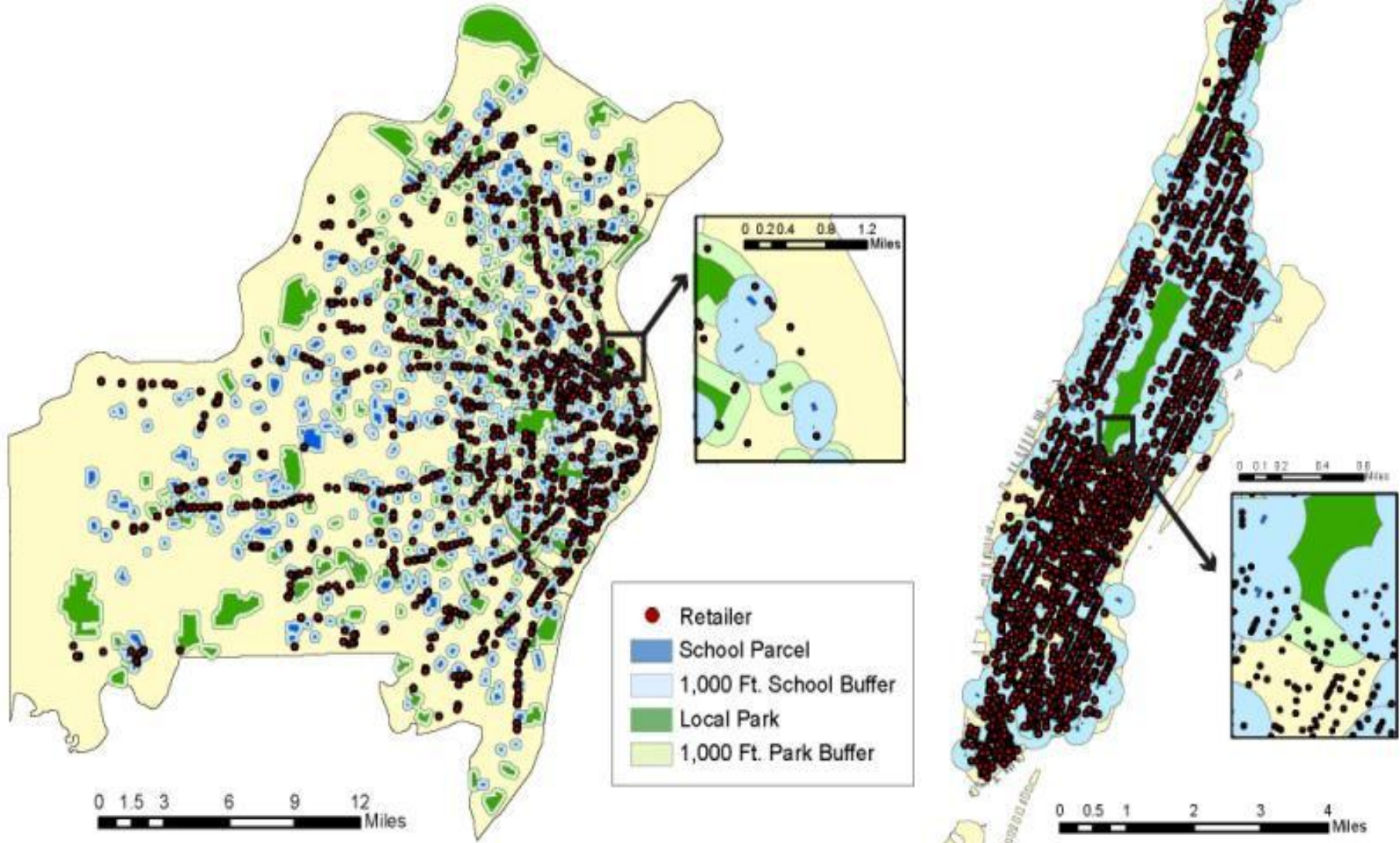


Table 5: Statewide results estimating^b the proportion of retailers affected by 1,000 ft. outdoor sales or advertising bans for rural and urban areas

^aBased on the 2000 Census designation of urban area or urban cluster.

^b MO: 1250 ft school buffer, 1000 ft local park buffer; NY: 1150ft school buffer, 1000ft local park buffer.

	Missouri			New York		
	Urban ^a	Rural	Total	Urban	Rural	Total
Total number of retailers	2,535	2,195	4,730	14,367	3,305	17,672
Retailers affected by:						
All Schools	753 (29.7%)	278 (12.7%)	1,031 (21.8%)	8,381 (58.3%)	641 (19.4%)	9,022 (51.0%)
<i>Public Schools</i>	554 (21.8%)	222 (10.1%)	776 (16.4%)	6,615 (46.0%)	477 (14.4%)	7,092 (40.1%)
<i>Non-public schools</i>	300 (11.8%)	65 (3.0%)	365 (7.7%)	4,592 (32.0%)	226 (6.8%)	4,818 (27.3%)
Local Parks	350 (13.8%)	94 (4.3%)	444 (9.4%)	2,582 (18.0%)	190 (5.8%)	2,772 (15.7%)
All Schools and/or Local Parks	1,000 (39.4%)	355 (16.2%)	1,355 (28.6%)	9,254 (64.4%)	771 (23.3%)	10,025 (56.7%)

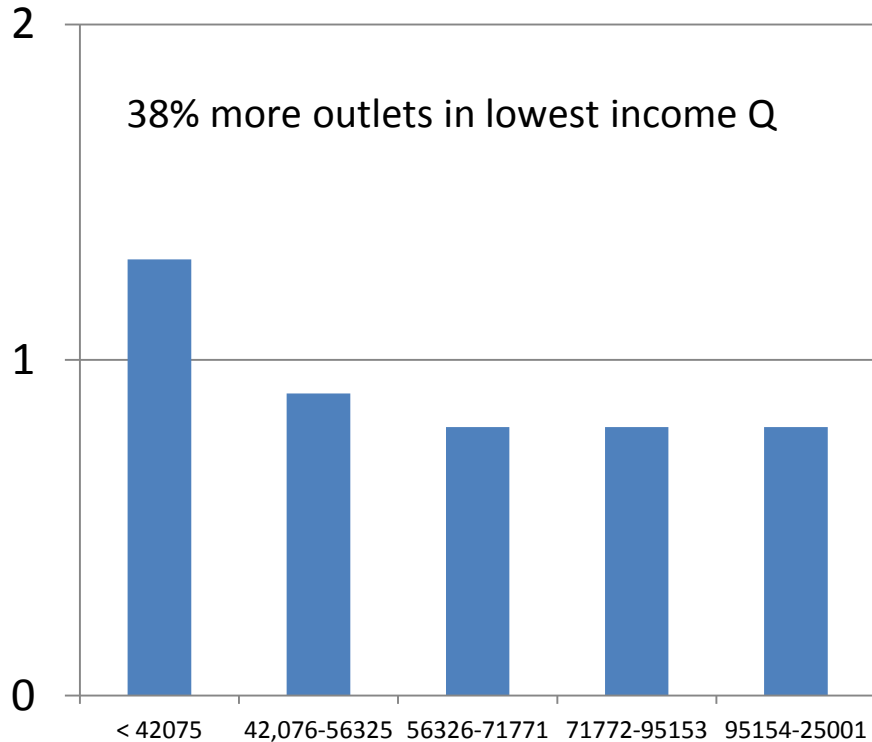
Recommendation: 1,000 Ft buffer everywhere



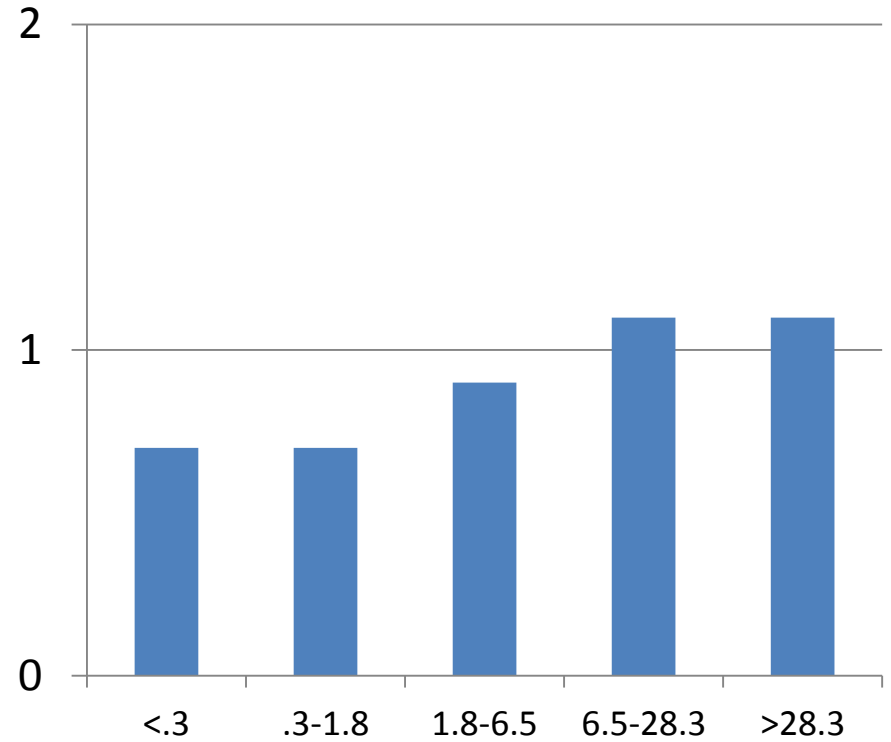
Disparities in Retailer Density, NY

n=17,448 outlets; 19,339,721 pop

Outlets by Median Household Income (Q)



Outlets by % African American (Q)



Number of outlets per 1,000 people

Ribisl, Luke, Sorg, et al. (In preparation)

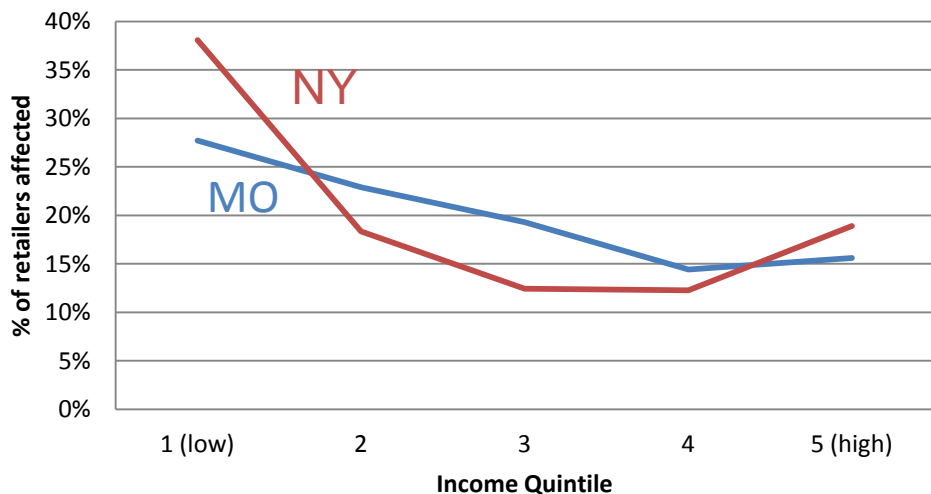


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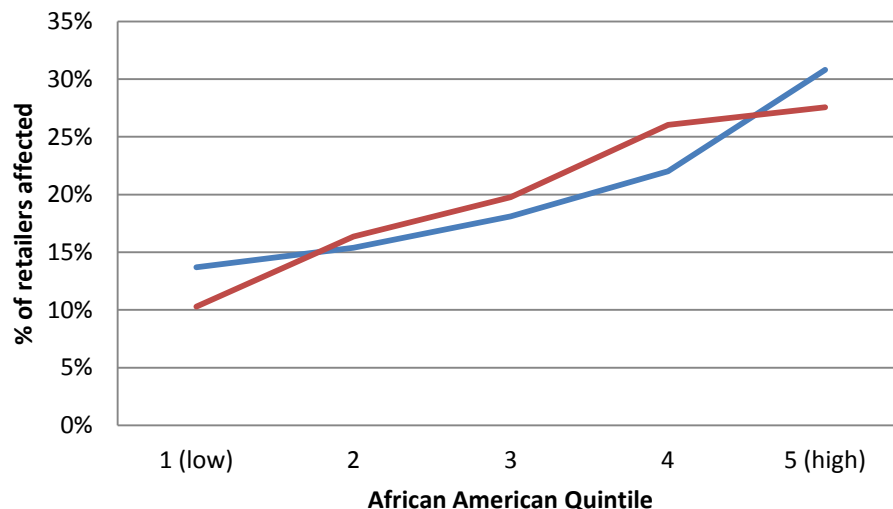
Impact of store ban 1,000 ft of schools?

8,922 stores would be affected-more in areas with low income & high proportions of African Americans

Percentage of Retailers Affected by Income Quintile



Percentage of Retailers Affected by African American Quintile



Conclusion: A proximity ban has the potential to REVERSE disparities in POS marketing and/or store density b/c stores are NEAR schools in urban areas.

