



Regulating Point-of-Sale Tobacco Advertising: The St. Paul, Minnesota Experience

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Association for Nonsmokers-Minnesota

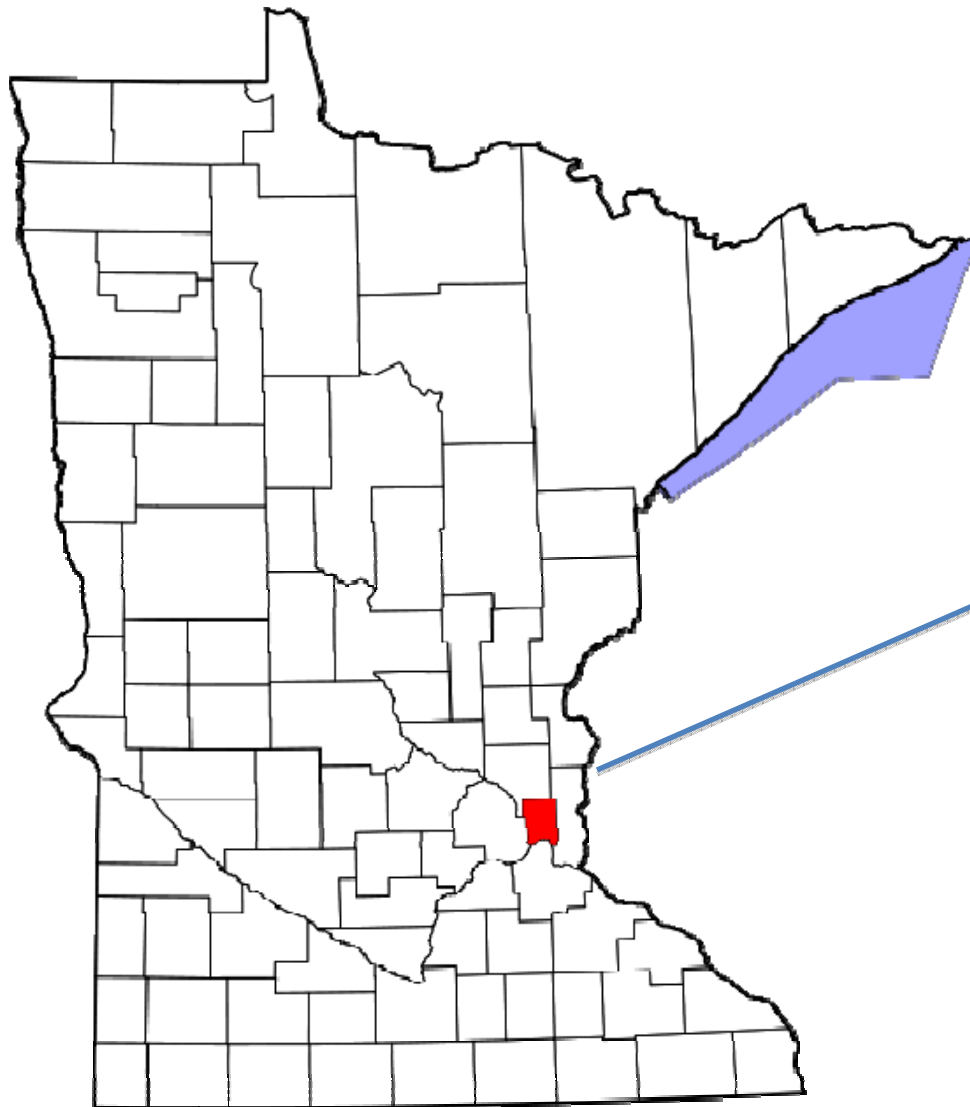
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Ramsey Tobacco Coalition (RTC) Study

- RTC, a program of the Assn for Nonsmokers-MN, has been around since 1996
- In 2007, RTC was awarded a grant from the MN Department of Health, Office of Tobacco Prevention and Control to “reduce tobacco industry influences.”
- As a part of this, RTC decided to conduct an assessment of point-of-sale tobacco advertising

Project Area

- All of Ramsey County plus two cities in neighboring Dakota County– these cities were included to capture the Latino population



Ramsey County, MN

Population: 508,640

Urban/suburban county with 19 cities including St. Paul- Minnesota's capitol city

Minnesota's most densely populated and diverse county

Home to a variety of immigrant and refugee groups- particularly from Southeast Asia and East Africa

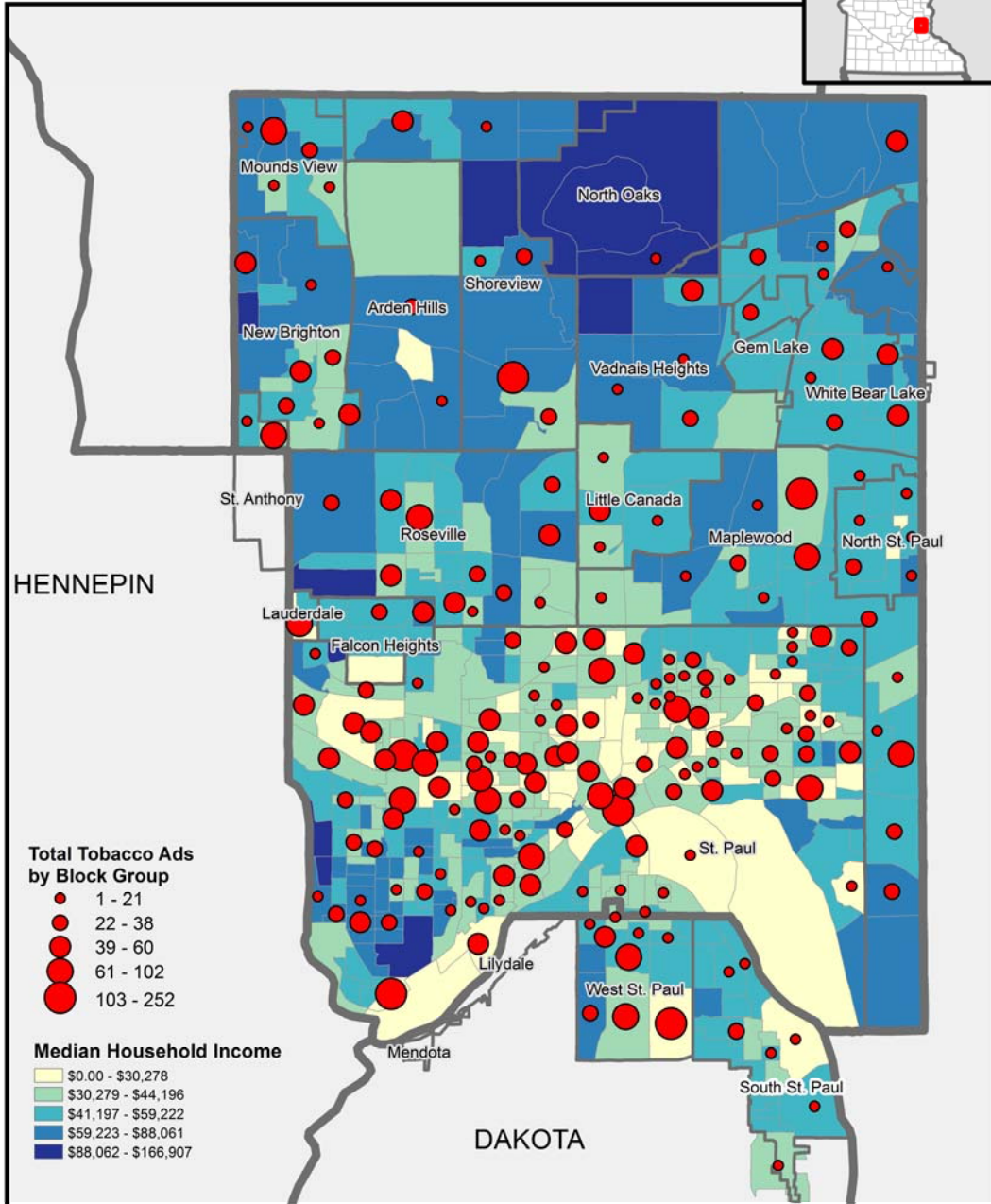
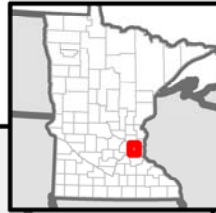
POS Assessment

- In 2007, the project area had a total of 652 tobacco vendors
- The goal was to conduct a point-of-sale tobacco advertising assessment at *all* vendors
 - 491 completed interior/exterior assessments
 - 52 partially completed assessments
 - 109 not completed (for a variety of reasons: out of business, no longer sold tobacco, 21+ establishment, etc.)

Data Analysis

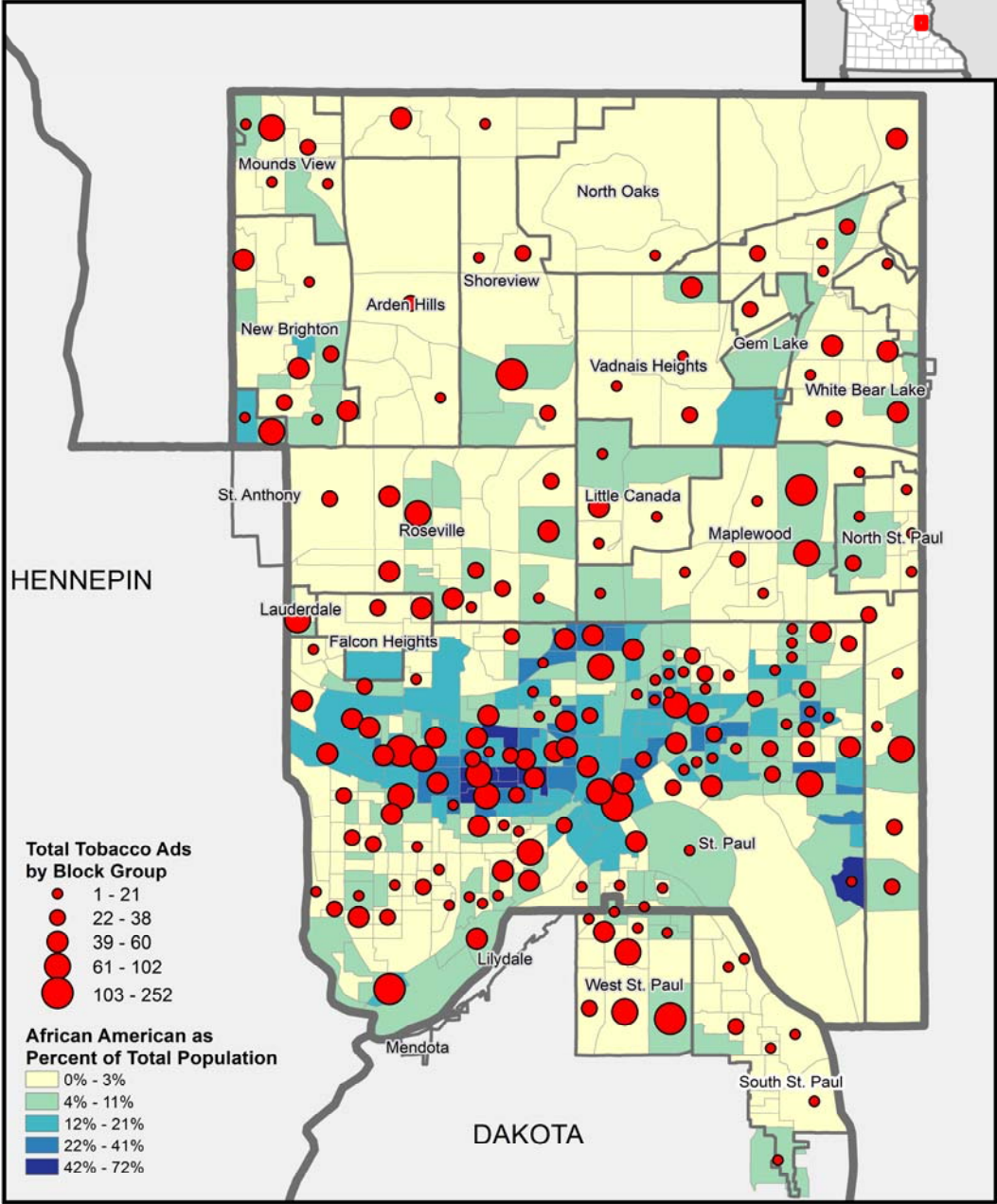
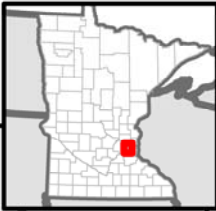
- Awarded a grant from the Robert Wood Johnson Substance Abuse Policy Research Program for analysis
 - PI: Dr. Rachel Widome, Minneapolis VA Medical Center
 - Collaboration with the University of Minnesota, Population Center which allowed for GIS mapping

Tobacco Advertisement Ramsey County, Minnesota



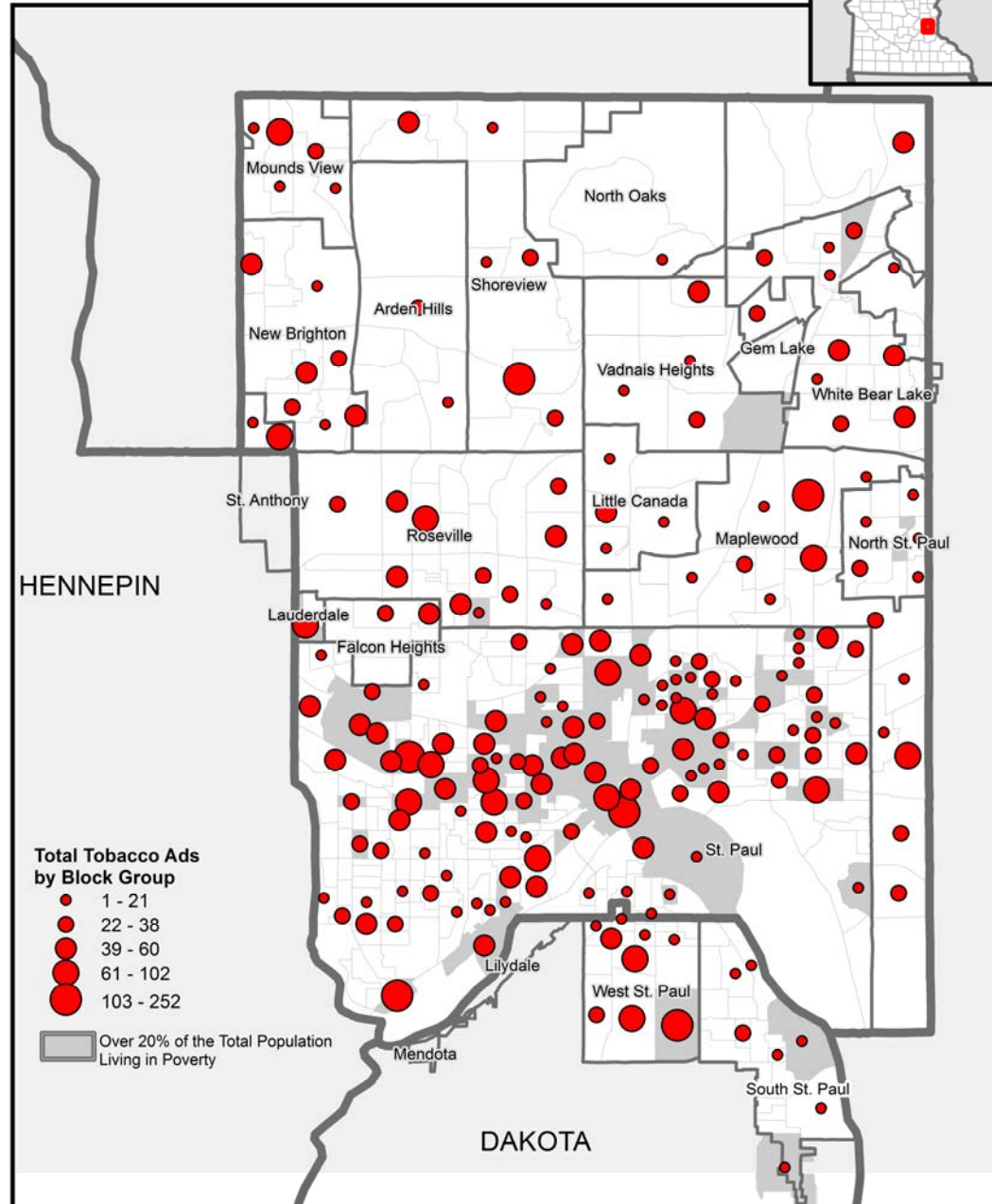
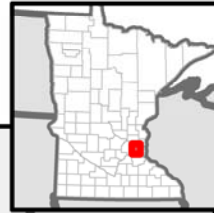
Tobacco advertising and median household income

Tobacco Advertisement Ramsey County, Minnesota



Tobacco advertising and African American population

Tobacco Advertisement Ramsey County, Minnesota



Tobacco advertising
and poverty

Regulation of Signage

- Cannot regulate content (First Amendment)
- Can regulate time, place, and manner
- Voluntary policies are time consuming and not worth the effort (in our experience)
- Sign codes= complicated but worth exploring!

Sign Code

- Nearly all cities have a sign code
- Sign code is a set of laws that govern how businesses and other groups can use signage
- Commonly, sign codes will include items such as:
 - Restriction of temporary signs
 - Restrictions on how much signage is allowed
 - Where signs can and cannot be placed

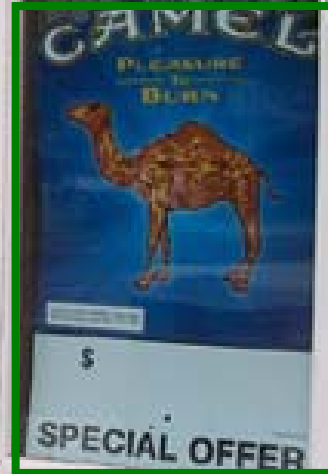
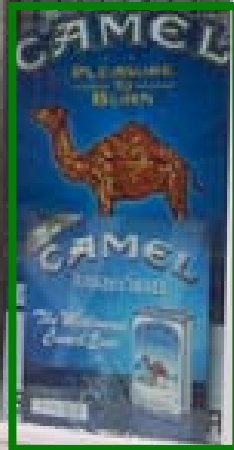
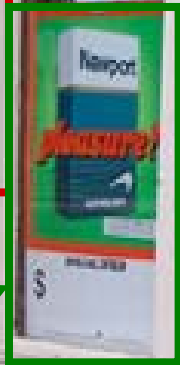
St. Paul Sign Code

- In looking at St. Paul city sign code, we found a loophole in the current ordinance...

Outside



Inside



Changes to St. Paul Sign Code

- A coalition composed of multiple groups asked the city to change it's sign code so that no more than 25% of the total window area can be covered with signs in order to promote:
 - Safety (Crime Prevention Through Environmental Design: CPTED)
 - Neighborhood beauty
 - Health



Youth presenting to one of St. Paul's 17 District Councils

Youth are powerful messengers!



The youth advocates gathered support from many community leaders and community groups. Pictured here: youth meeting with Senator John Harrington. Senator Harrington represents part of St. Paul.

Sign Code Changes: Status

- Public Hearing: May, 2011
- Issue was laid over until November, 2011 (at the latest)
- If the changes are not adopted at the city level, there is a “Plan B”
 - Approach the District Councils and ask them to adopt the sign code changes for their own districts; 4 District Councils already regulate interior window signs

Questions?

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