

COUNTER TOOLS HEALTHY POS WEBINAR SERIES: **AVCs**



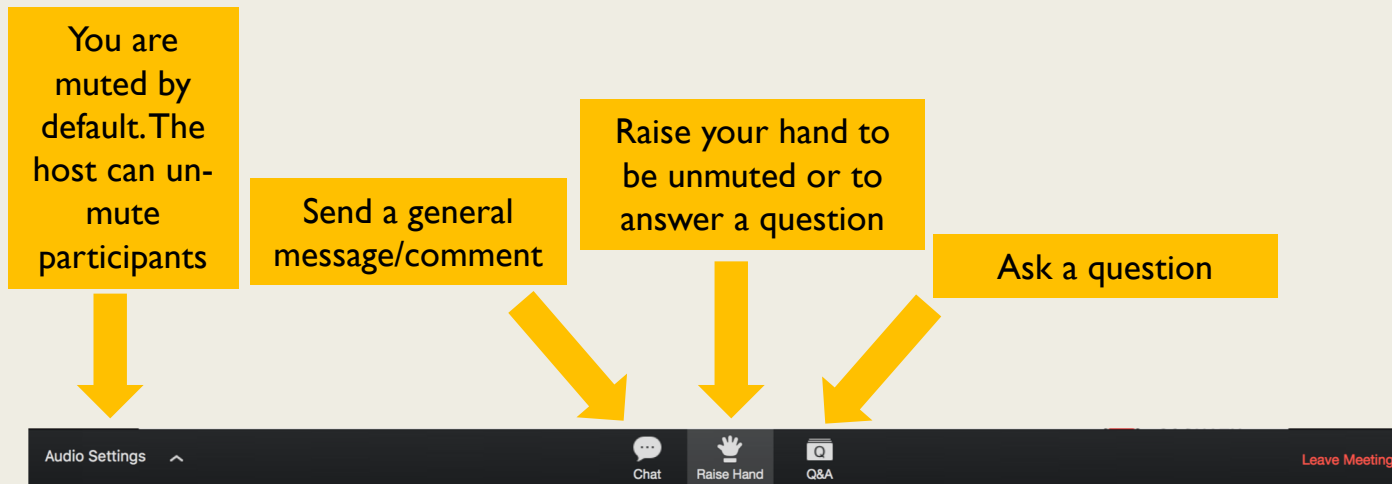
Jackie Boards, Counter Tools, *Moderator*

Erika Mansur, Youth Tobacco Attorney and Assistant Attorney General, Arizona Office of the Attorney General, J.D., *Speaker*

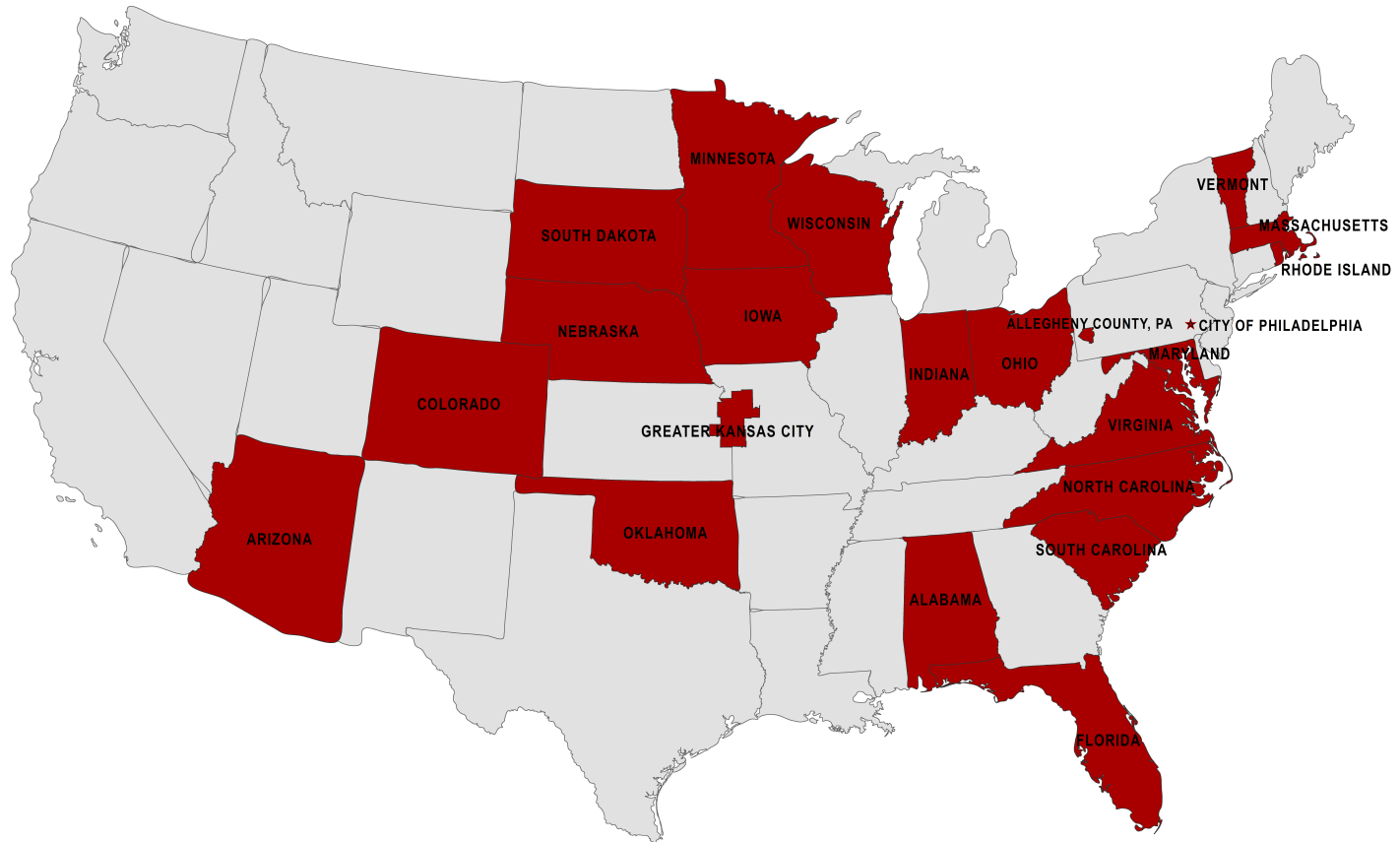
Brittany Chatman, Statewide Tobacco Policy Manager, Bureau of Tobacco Free Florida, MHA, FCCM, *Speaker*



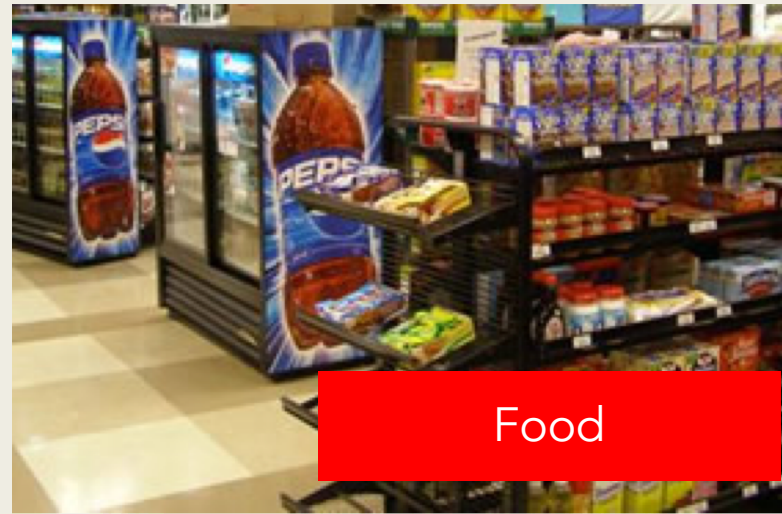
Webinar Housekeeping: Zoom



Where Counter Tools Works



Target Substances



We empower communities to become healthier places by...



**EDUCATING &
COACHING INDIVIDUALS
& GROUPS**



**PROVIDING MISSION-
DRIVEN TECHNOLOGY
TOOLS**



**CONVENING THOUGHT-
LEADERS, EXPERTS,
AND PRACTITIONERS**



**SUPPORTING ADVOCACY
EFFORTS**

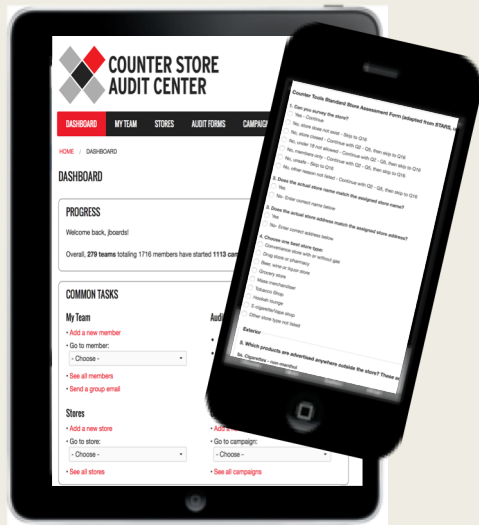


**SHARING RESEARCH &
BEST PRACTICES**

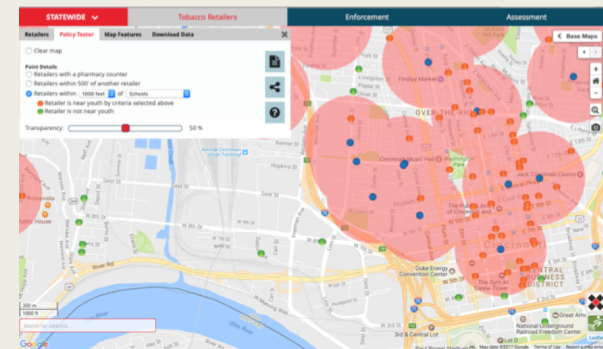
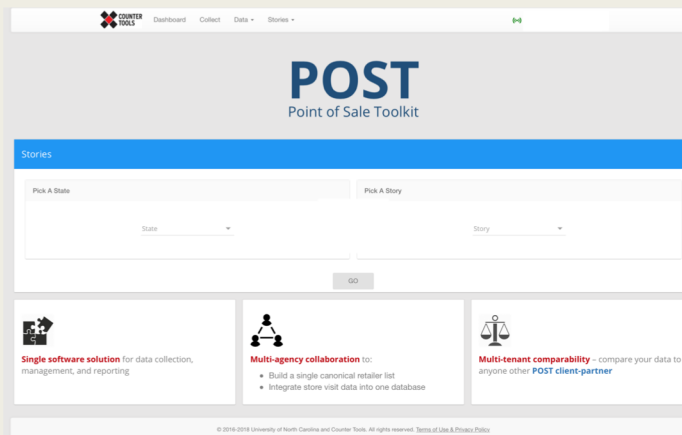


**SYNTHESIZING
EVIDENCE & STORIES**

Technology



POST Point of Sale Toolkit



Training and Consulting



IN-PERSON TRAININGS



YOUTH ENGAGEMENT ACTIVITIES



WEBINARS

The SAS System					
The FREQ Procedure					
City=					
sld_menth	Frequency	Percent	Cumulative Frequency	Cumulative Percent	
0	1	2.94	1	2.94	
1	33	97.06	34	100.00	
Frequency Missing = 3					
sld_newport	Frequency	Percent	Cumulative Frequency	Cumulative Percent	
0	1	3.03	1	3.03	
1	32	96.97	33	100.00	
Frequency Missing = 4					

DATA ANALYSIS

Data Stories



Media Communication: Sample Press Release Template. This is a template, a draft to be completed and edited for your use. Inserting quotes from local or state level spokespersons will strengthen this press release. All final materials may need additional review, approval or edits prior to use.

[Insert logos of issuing organizations]

FOR IMMEDIATE RELEASE

[Date]
[Contact: Name]
[Contact Email]
[Contact Phone Number]

TOBACCO INDUSTRY KEEPING PRODUCTS CHEAP AND ACCESSIBLE IN [state, county, city] STORES

ALT TITLE: Cheap tobacco a problem according to [state, county, city] community data collectors

[County or City Name, State], [Date] –

In 2014, the tobacco industry spent over \$8.2 billion marketing and promoting cigarettes and smokeless tobacco at the point of sale (in our stores). Over 90% of that budget is spent on strategies to keep tobacco products cheap, through price discounts and promotional allowances to retailers; coupons, and more.¹

Through this spending, tobacco companies are buying brand recognition and preference, tobacco product cravings that lead to impulse purchases and thwart quit attempts, perceived norms of higher smoking prevalence, and increased tobacco use initiation, especially by youth.²

[State, City or county] communities are not immune to the tobacco industry's marketing tactics. Data about the sales and marketing of tobacco products in [state, city or county] stores were collected recently as part of a partnership between the [organization, department, area], and the nonprofit organization Counter Tools. The goal of the survey was to collect information about the availability, pricing, advertising, and in-store placement of tobacco and food products in our neighborhood stores.

[Insert quote]

COMMUNICATION MATERIALS

Retail Tobacco Control Policy in [STATE NAME]: Considerations for the Future

[DATE]



TOBACCO RETAILER LANDSCAPE

Product Availability & Youth Appeal

[COUNTY],
[STATE]
[N] retailer assessments

There are many tobacco products available and advertised in stores. Several of these products may come in a variety of flavors which can appeal to youth.

PERCENT OF RETAILERS SELLING PRODUCTS

97%
cigarettes

96%
cigarillos, little
cigs, blunts

13%
cigs

57%
e-cigarettes

68%
smokeless

FLAVORED PRODUCTS SOLD

99%
cigarillos, little
cigs, blunts

89%
smokeless

100%
e-cigarettes

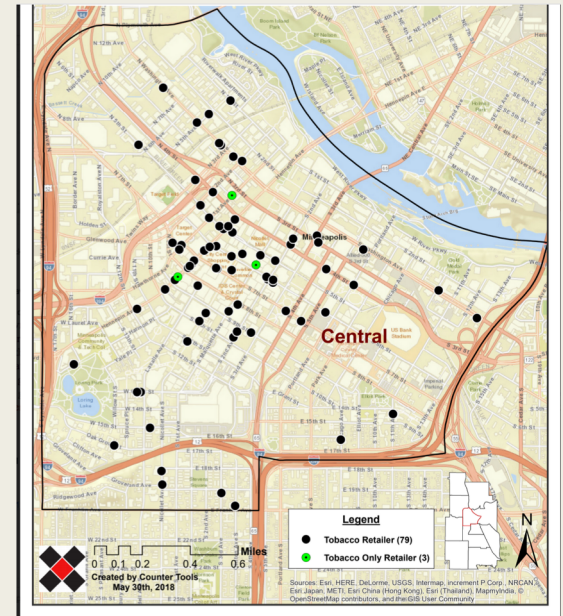


Assessment data was collected between 2015-2018. No assessment item not asked. Previous deletion methodology (i.e. assessed available store data rather than only complete store data) were utilized. Therefore, the total number of assessments summarized for each assessment item may vary, depending on the amount of data that was available (or missing) for the particular assessment item. References: https://www.cdc.gov/tobacco/data_statistics/tar/2012/

INFOGRAPHICS

FACT SHEETS

REPORTS



STATIC MAPS

4 Reasons You Should Care about Point-of-Sale

1 The tobacco industry cares deeply about it, as their spending shows.

\$1 Million/Hour



2 Tobacco at the point of sale prompts kids to start smoking.



3 Cigarettes at the Point-of-Sale make it harder for people to quit smoking.



4 Tobacco retailers cluster in already disadvantaged neighborhoods.



CounterTobacco.org



[The War in the Store](#)

[Policy Solutions](#)

[Resources & Tools](#)

[News](#)

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THE POS REPORT TO THE
NATION 2014 ESTIMATES

374,584

RETAILERS SELL TOBACCO
PRODUCTS IN THE
CONTIGUOUS U.S





TOBACCO ASSURANCES OF VOLUNTARY COMPLIANCE (AVCs)

Erika Mansur

Office of the Arizona Attorney General

DISCLAIMER

- The views and opinions expressed in the following PowerPoint slides are those of the individual presenter and should not be attributed to the Arizona Office of the Attorney General.
- The material presented is for educational purposes only and does not constitute legal advice.



WHAT ARE THE AVCs?

- Assurances of Voluntary Compliance (“AVCs”) are contracts between a company and one or more states.
- Companies agreed to restrictions and additions to their policies for the sale and marketing of tobacco products that may go beyond existing regulatory requirements.
- The legal effect of the contract varies by state.



WHAT ARE THE AVCs?

- State AGOs investigated retailers and found that they continued to sell tobacco products to minors in spite of state age restrictions.
- AVCs were developed to resolve those claims
- Youth tobacco inspections played a key role in developing the AVCs



WHO OVERSEES THE AVCs?

- State Attorneys General negotiated the AVCs
- The NAAG Tobacco Retailing Working Group oversees the AVCs as the primary contact
- Each AVC has an Assistant Attorney General from one of the signatory states assigned as the contact person to facilitate communication.



WHICH COMPANIES HAVE AVCs?



RETAIL PROVISIONS

- All of the AVCs include some restrictions on the retail environment.
- Additional provisions may fill in gaps in your state's tobacco laws.
- AVCs also establish a designated Compliance Officer for each company, giving states a single contact person for tobacco enforcement issues.



SAMPLE RETAIL PROVISIONS

- No look-alike products allowed



SAMPLE RETAIL PROVISIONS

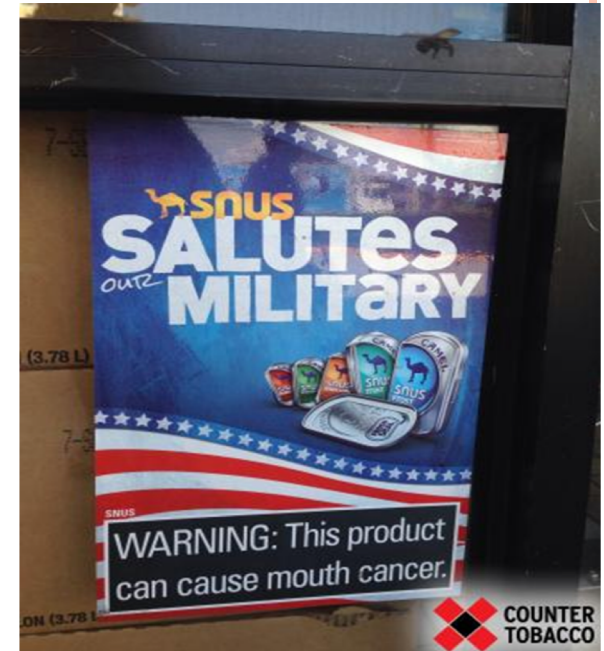
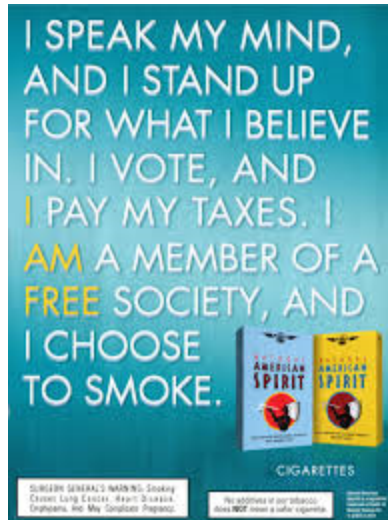
Advertising provisions are particularly important, and a great area for collaboration.



Advertising restricted to Brand
Name, Logo, and Price



ADVERTISING PROVISIONS



OPPORTUNITY FOR PARTNERING

- State and local tobacco program systematic monitoring
- Youth engagement- single project or ongoing partnership
- Train existing enforcement partners (law enforcement officers, FDA inspectors, Synar program)



SYSTEMATIC MONITORING

- Florida AVC Project
- Coming soon to a state near you!
- Paper inspection form and instructions available now
- Electronic version?



YOUTH ENGAGEMENT

- Arizona's STAND Coalitions and youth volunteers



LAW ENFORCEMENT PARTNERS



- T-shirt identified by tobacco law enforcement officers, voluntarily discontinued by Circle K after notification via AVC contact.



AVC ENFORCEMENT

- Communication and education
- AVCs are agreements, not ordinances
- Each AVC is unique
 - Negotiated provisions
 - Applicability of provisions to various levels of corporate structure
 - Applicability of AVC by State

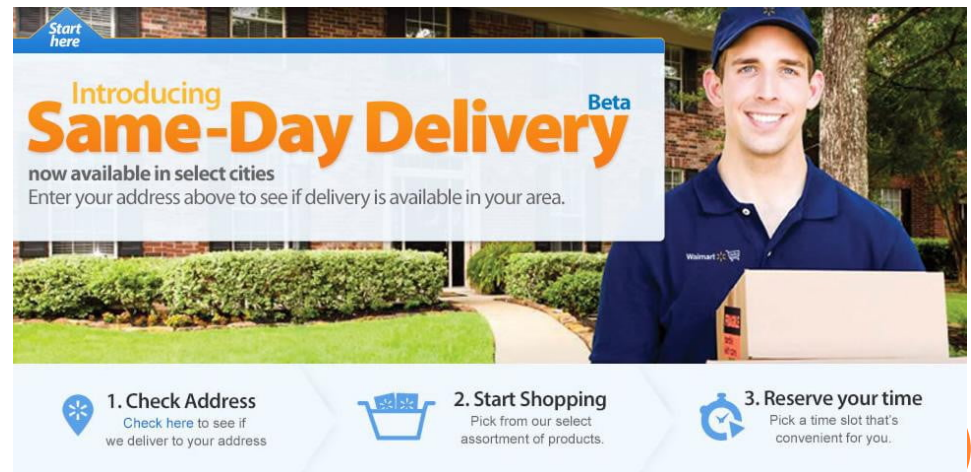


NEW AREAS

- E-Cigarettes



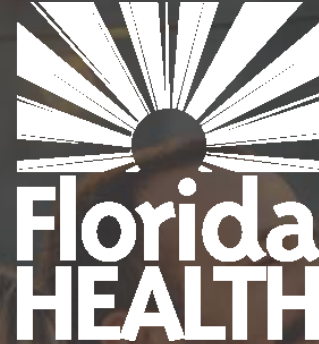
- Digital Marketing
- Rewards Programs
- Online Ordering



QUESTIONS?

- Erika.Mansur@azag.gov





TOBACCO AVCs IN FLORIDA:

Supporting Community Resilience Through a Coordinated Approach

Presented by:

Brittany D. Chatman, MHA, FCCM
Statewide Tobacco Policy Manager
State and Community Interventions
Bureau of Tobacco Free Florida
Florida Department of Health

OBJECTIVES

Describe Tobacco Free Florida's Comprehensive Program

Discuss Florida's youth tobacco use rates

Describe tobacco AVC initiative in Florida

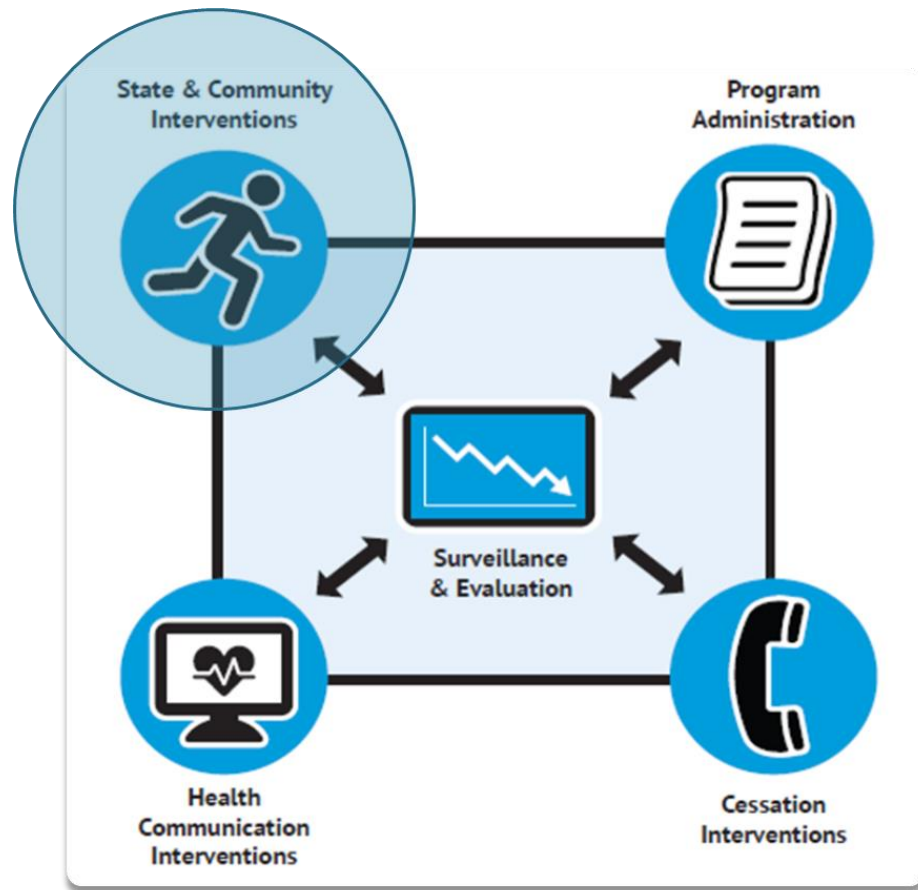
Discuss policy change projections relative to AVCs

TOBACCO FREE FLORIDA'S VISION

Working to protect the people of Florida from the dangers of tobacco



Tobacco Free Florida



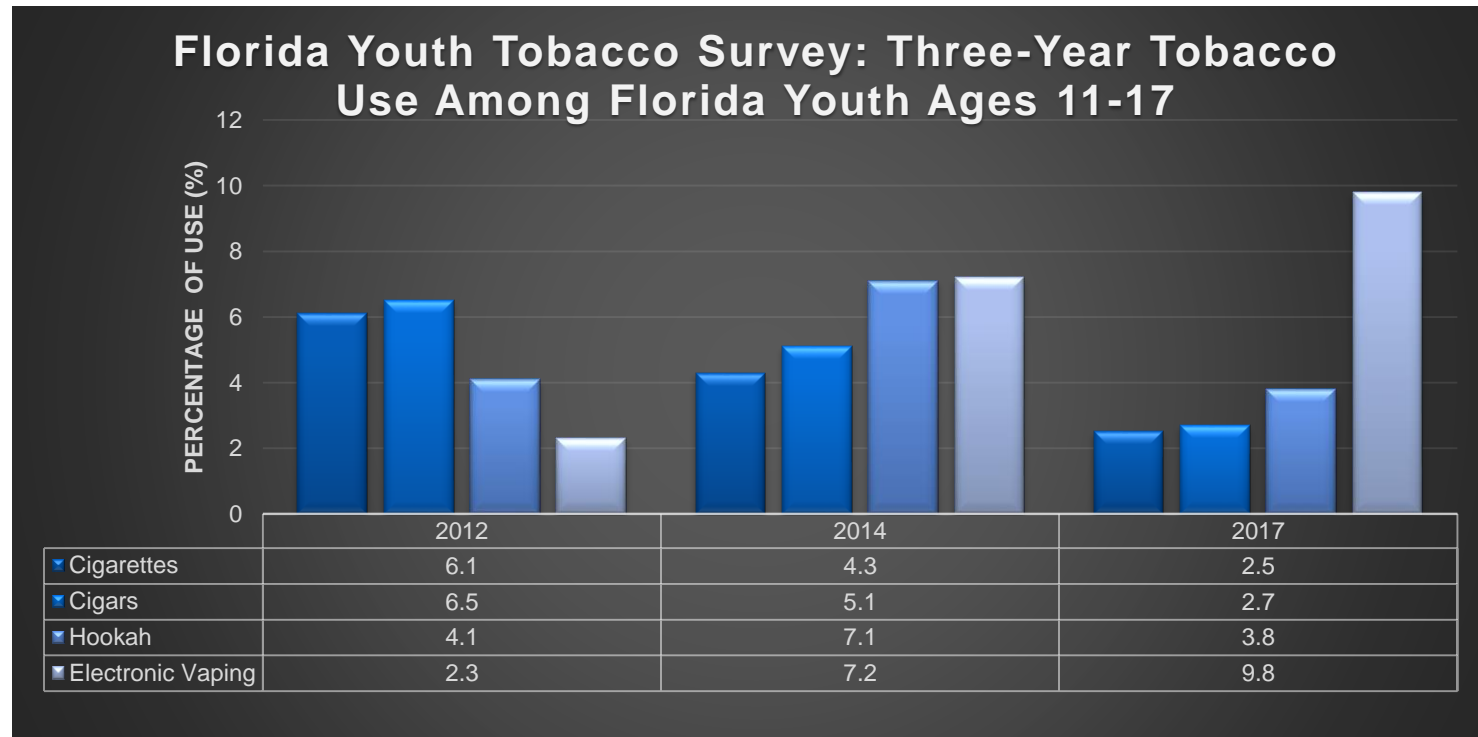
State & Community Interventions

- Provides a structure for tobacco prevention programs and resources for community mobilization
- Engages local community in developing and implementing programs and services
- Establishes and maintains tobacco free partnerships and Students Working Against Tobacco chapters
- Builds support for policy, environmental, and systems change

Policy to Counteract Tobacco Product Marketing at the Retail Point of Sale (POS)

- Assurances of Voluntary Compliance (AVC)
- Tobacco Retail License (TRL)
- Integrated Policy

Current Statistics



(Florida Youth Tobacco Survey, 2017)

AVC Initiative in Florida

- Participate in BTFF-Required training
- Present tobacco issues to target audiences
- Conduct local surveillance
- Prepare a summary report
- Meet with partners/stakeholders

Conduct Local Surveillance

- Obtain AVC retailer data from Counter Tools
- Assign AVC counties' retailer locations based on specific factors (ex. county size)
- Provide technical assistance training in preparation for AVC monitoring
- Monitor AVC retailers in respective AVC counties

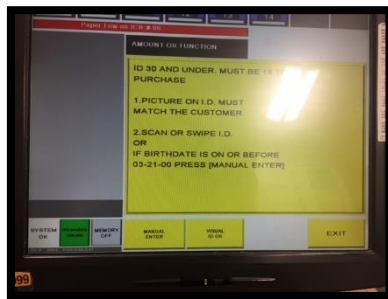
Common Key Findings

- Elements beyond brand name, logo, and price
- Missing age-of-sale reminders, calendars, stickers, or similar near every register
- Tobacco advertisements located outside of the tobacco sales area (ex. soda machine)
- Products displayed within 2 ft. of youth-oriented products

Common Key Findings

- Shredded beef jerky (in cans) and Big League Chew is sold
- Blunt wraps are self-assisted (on the counter) as well as e-cigarette liquid and smokeless tobacco
- Cigarettes available in quantities less than a pack

Snapshots From the Field Orange County, FL



Community Response

- Increased sense of responsibility to counteract POS marketing tactics
- Community members were largely unfamiliar with AVCs
- Expressed support from internal decision makers (ex. local health department leadership)
- Varied retailer response

Programmatic Projections

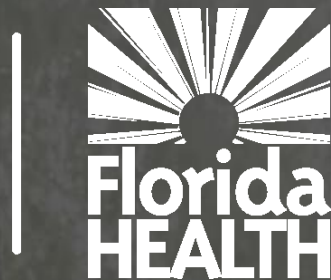
- Assist with policy implementation
 - Direct retailer intervention
- Monitor policy implementation
 - Conduct follow-up surveillance
- Meet with partners/stakeholders
- Engage and mobilize supporters for AVCs and similar policy change
 - Conduct media and/or community-wide activities

Contact Information

Brittany D. Chatman, MHA, FCCM

Brittany.Chatman@flhealth.gov

(941) 741-3120



Thank You

THANK YOU! QUESTIONS?

Contact help@countertools.org, for any further questions or inquiries!

And look out for:

- A follow up email with the recording, slides, supplemental documents and an evaluation survey for this webinar.

