



# Addressing Youth Tobacco Influences in the Retail Environment: From Data Collection to Policy Adoption

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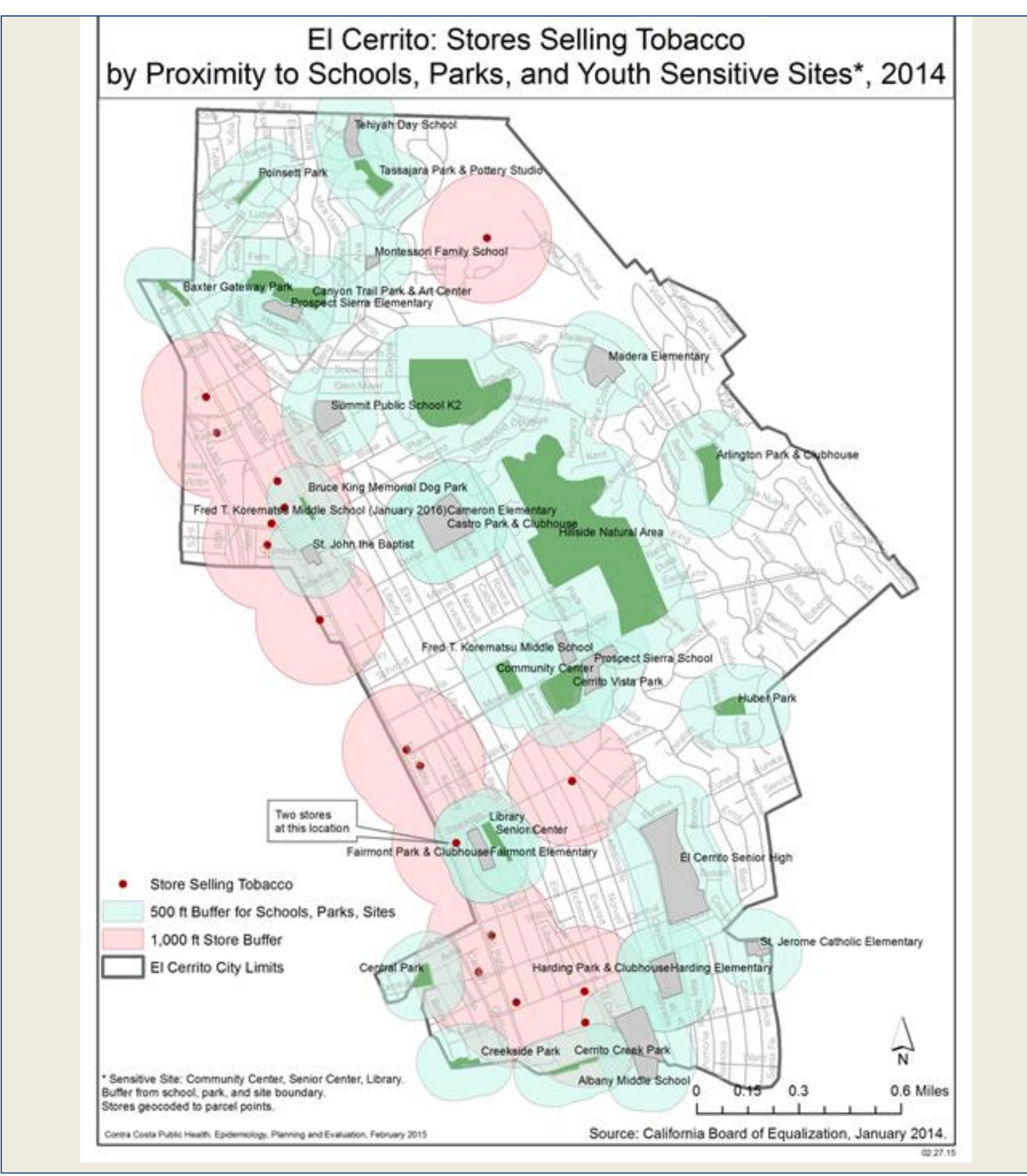
## THE PROBLEM

While we have made good progress in reducing both adult and youth tobacco use, 90% of smokers begin smoking by the time they are 18 years old, and 3.9 million Californians still smoke(1). In 2011, the tobacco industry spent \$605 million advertising and promoting tobacco products in California(2), with 90% of its marketing budget spent in the retail store environment(3). Exposure to tobacco marketing in stores increases tobacco experimentation and use by youth (4) and is more powerful than peer pressure(5). Research also shows that the number of stores selling tobacco in a community can lead to higher rates of youth smoking. Flavored non-cigarette tobacco products have become increasingly common and are available in a variety of flavors that appeal to children and young adults(6). The U.S. Food and Drug Administration and the U.S. Surgeon General have stated that **flavored tobacco products are considered to be "starter" products** for youth and help establish smoking habits that can lead to long-term addiction(7). Electronic smoking devices and solutions are sold in dozens of flavors that appeal to youth, such as cotton candy and bubble gum(8).

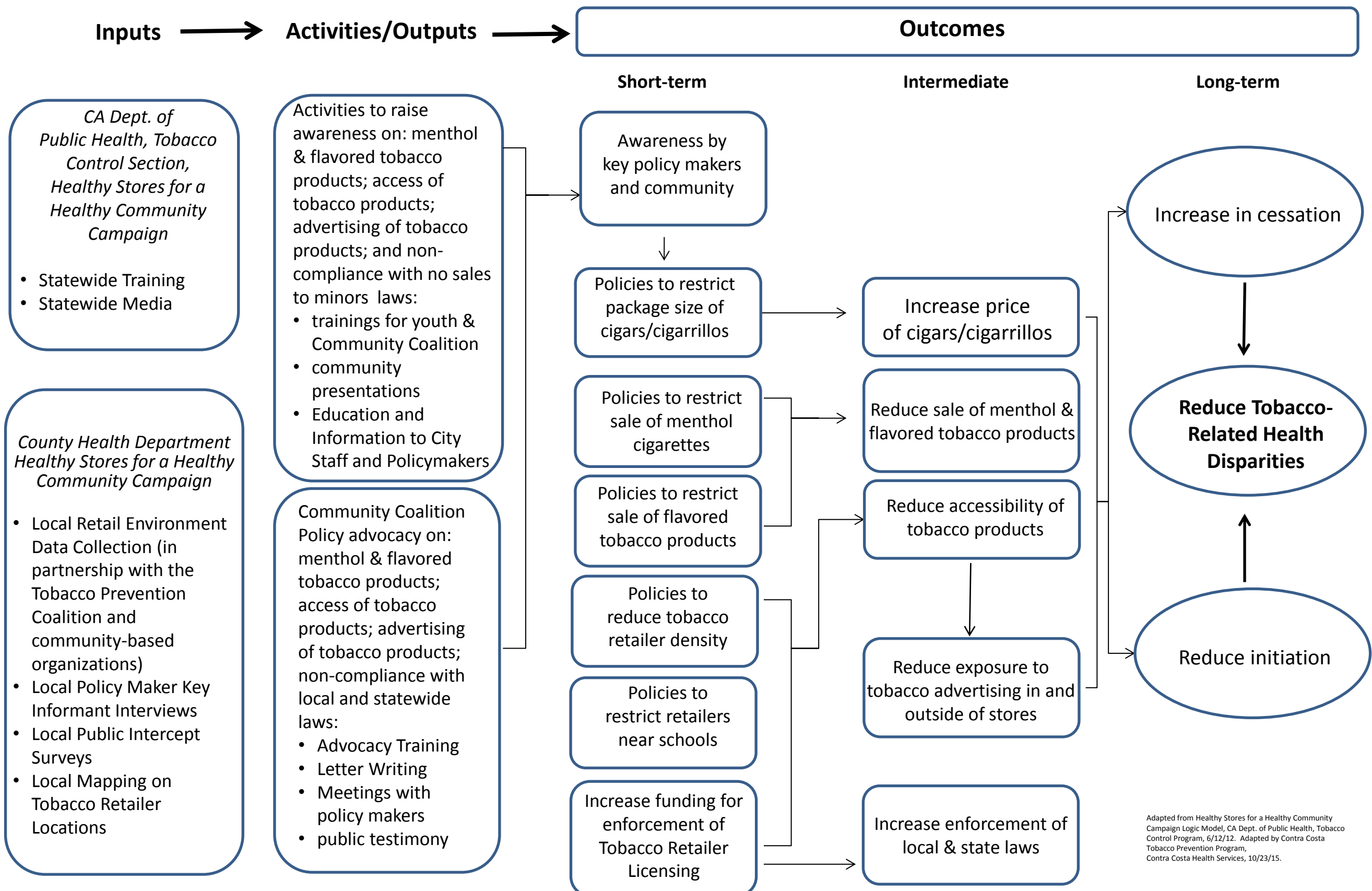


(1) Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Office of Applied Studies. Results from the 2013 National Survey on Drug Use and Health: Summary of National Findings. Available at: <http://www.samhsa.gov/data/sites/default/files/NSDUHresultsPDFWHHTML2013/Web/NSDUHresults2013.pdf>  
 (2) Based on the 2011 Federal Trade Commission Report and California state estimate methodology used by Campaign For Tobacco Free Kids: [http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/california](http://www.tobaccofreekids.org/facts_issues/toll_us/california)  
 (3) U.S. Federal Trade Commission (FTC). Cigarette Report for 2007 and 2008. 2011. <http://www.ftc.gov/os/2011/07/110729cigarettereport.pdf>. FTC, Smokeless Tobacco Report for 2007 and 2008, 2011. <http://www.ftc.gov/os/2011/07/110729smokelesstobaccoreport.pdf>. Data for top 6 manufacturers only.  
 (4) DiFranza, J.R., Wellman, R.J., Sargent, J.D., Weitzman, M., Hipple, B.J., Winickoff, J.P., Tobacco promotion and the initiation of tobacco use: assessing the evidence for causality. Pediatrics. 2006. 117(6): p. e1237-1248. <http://pediatrics.aappublications.org/content/117/6/e1237-abstract%2025>  
 (5) National Cancer Institute, The Role of the Media in Promoting and Reducing Tobacco Use: Tobacco Control Monograph No. 19, 2008. U.S. Department of Health and Human Services, National Institutes of Health, Bethesda, MD. <http://cancercontrol.cancer.gov/brp/tm/monographs/19/index.html>  
 (6) U.S. Department of Health and Human Services. 2012. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, p. 164, 205. [www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf](http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf); Morris DS and Fala SC. 2013. "Flavoured, Non-cigarette Tobacco for Sale in the USA: An Inventory Analysis of Internet Retailers." Tobacco Control. [Electronic publication ahead of print]. <http://tobaccocontrol.bmj.com/content/early/2013/08/08/tobaccocontrol-2013-051059.full>.  
 (7) Food and Drug Administration. 2011. Fact Sheet: Flavored Tobacco Products. [www.fda.gov/downloads/CDR/CDRProducts/ProtectingKidsFromTobacco/FlavoredTobacco/UCM183214.pdf](http://www.fda.gov/downloads/CDR/CDRProducts/ProtectingKidsFromTobacco/FlavoredTobacco/UCM183214.pdf); U.S. Department of Health and Human Services. 2012. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, p. 539. [www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf](http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf).  
 (8) Cameron JM, Howell DN, White JR, et al. 2013. "Variable and Potentially Fatal Amounts of Nicotine in E-cigarette Nicotine Solutions." Tobacco Control. [Electronic publication ahead of print]. <http://tobaccocontrol.bmj.com/content/early/2013/02/12/tobaccocontrol-2012-050604.full>; U.S. Department of Health and Human Services. 2012. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: U.S. National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, p. 540. [www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf](http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf).

## MAPPING STORE DENSITY AND LOCATION



## PROGRAM ACTION LOGIC MODEL



## TOBACCO STORE RETAIL ENVIRONMENT DATA COLLECTION

In summer, 2013, in order to get a picture of what tobacco industry influences look like in Contra Costa County, Contra Costa Public Health's Tobacco Prevention Program coordinated and participated in a statewide retail environment survey. Questions about tobacco, alcohol and healthy foods were part of the survey, which was developed through the CA Department of Public Health, Tobacco Control Program. Zip Codes were randomly selected for the survey, and locally over 300 of a total of 731 stores selling tobacco in the County were part of the sample for the Contra Costa Store Survey, including convenience, supermarket, liquor, tobacco, small market, discount, drug and big box stores. The Survey was conducted by public health department staff, Community-based organization representatives, and youth and adult volunteers. Stores that prohibited youth from entry or that required membership were excluded from the survey. The **Contra Costa Store Survey (1)** findings confirmed that tobacco, alcohol and sugary drinks is still being promoted to youth and that:

- **Over 80% of stores near schools in Contra Costa sell flavored (non-cigarette) tobacco products** like "watermelon" and "tropical blast" flavored cigarillos and little cigars. Many of these products sell for under a dollar, making them very attractive and affordable for youth.
- **Over eight in 10 stores sell packs of 5 or less of cigarillos/little cigars, and close to 70% of stores sell these products as "singles".** These products are also available very cheaply, making them affordable for youth. Eighty-five percent of tobacco retailers sell the most popular brand of cigarillos for under \$1.
- **Close to half of all stores in Contra Costa sell e-cigarettes.** The number of stores that are selling e-cigarettes statewide has quadrupled, from just over 10% in 2011 to over 45% in 2013. The percentage of high school students who reported ever using e-cigarettes doubled between 2011 and 2012. Many of these products are attractive to youth because they are relatively cheap and come in flavors like cherry-limeade and mint.
- **Seven in 10 stores in Contra Costa have exterior advertising for unhealthy products** like tobacco, alcohol and sugary drinks. This compares with 1 in 10 stores with exterior advertising for healthy items including fruits, vegetables and non-fat/low-fat milk.



(1) 2013 Healthy Stores for a Healthy Community (HSKC) Survey, California Department of Public Health. [www.HealthyStoresHealthyCommunity.com](http://www.HealthyStoresHealthyCommunity.com)

## CITY POLICY OUTCOMES

On September 15, 2015, The City of El Cerrito, CA adopted a **Tobacco Retailer Licensing Ordinance** that:

- Prohibits sale of flavored non-cigarette tobacco products, including cigars, cigarillos, smokeless tobacco, pipe tobacco, hookah tobacco, snuff, chewing tobacco, dipping tobacco, bidis, blunts, electronic smoking devices and the nicotine solutions used in these devices, or any other preparation of tobacco that is flavored.
- Prohibits sale of single cigars, small-pack cigars (Exception: single cigars priced over \$5 each)
- Prohibits self-service displays of all tobacco products, including electronic smoking devices such as e-cigarettes. Cigar Lounge
- Prohibits new Hookah Lounges or Vape Shops

**Location requirements include:**

- No new tobacco retailers within 500 feet of schools, parks and other sensitive locations
- No new tobacco retailers within 1000 feet of existing retailers

El Cerrito is a city in Contra Costa County, located on the eastern shore of San Francisco Bay in California. According to the American Community Survey (2009-2013 5-year estimates), El Cerrito has a population of 23,862 (or approximately 6450 persons per square mile), of whom 49% are non-Hispanic Whites, 30.4% Asian, 12.4% Hispanic/Latino, and 9% African American.\* El Cerrito is made up of 10,142 households, with an average household size of 2.31 persons. The median household income in 2013 was \$85,854. \*Note: the Census Bureau asks about race and ethnicity in two separate questions, so numbers will not total 100%.

## LESSONS LEARNED

- ❖ Data collected from the Contra Costa Healthy Store for a Healthy Community Store Survey was used throughout the campaign in many activities to demonstrate the issue of tobacco in the retail environment. While "real product" displays visually highlighted the array of flavored tobacco products, electronic smoking devices, and pack size, the Store Survey results were also used in trainings, community presentations, policymaker meetings and public meeting testimony.
- ❖ Since tobacco in the retail environment is a public health issue, local health departments are in the unique position of providing technical assistance and information to jurisdictions about the importance of policy to address these issues.
- ❖ Local Health Departments can also play a collaborative role with city staff and policymakers. Mapping specific issues for interested jurisdictions such as tobacco store location, and proximity to schools, parks and other youth sensitive sites can be provided by local health departments with the resource to do so. Local Health Department staff can also provide technical assistance with planning for policy implementation issues.

## For More Information

For more information on the Statewide Store Survey: [www.HealthyStoresHealthyCommunity.com](http://www.HealthyStoresHealthyCommunity.com)

For more information on the Contra Costa Store Survey: <http://cchealth.org/press-releases/2014/0305-Tobacco-Alcohol-and-Sugary-Drinks-Promoted-to-Youth.php>

For more information on the new El Cerrito Ordinance: <http://www.el-cerrito.org/index.aspx?nid=925>

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