

Sources for the *Tobacco Companies Use Local Stores to Talk to Kids* infographic

HEADER

- “43% of schools are close to a store that sells tobacco.” Stanford Prevention Research Center, GreenInfo Network, and Tobacco-Related Disease Research Program. California Community Health Assessment Tool, available at <http://websites.greeninfo.org/stanford/cchat/> (accessed August 17, 2017). Data are limited to public schools.

PRODUCTS

- “E-cigs are sold in 2 out of every 3 stores that sell tobacco. That’s over 20,000 neighborhood stores in California alone.” California’s Healthy Stores for a Healthy Community Campaign website, available at <http://healthystoreshealthycommunity.com/> (accessed August 17, 2017).
- “It’s easier to find fruit-flavored tobacco than real fruit at these stores.” California’s Healthy Stores for a Healthy Community Campaign website, available at <http://healthystoreshealthycommunity.com/> (accessed August 17, 2017).
- “80% of kids who tried tobacco started with a flavored product.” Ambrose BK, Day HR, Rostron B, Conway KP, Borek N, Hyland A, Villanti AC. Flavored tobacco product use among US youth aged 12-17 years, 2013-2014. *Jama*. 2015 Nov 3;314(17):1871-3. DOI: <https://doi.org/10.1001/jama.2015.13802>.
- “Menthol cigarettes are sold in nearly all these stores...” California’s Healthy Stores for a Healthy Community Campaign website, available at <http://healthystoreshealthycommunity.com/> (accessed August 17, 2017).
- “[Menthol cigarettes] are cheaper in neighborhoods with more youth and African Americans.” Henriksen L, Schleicher NC, Dauphinee AL, Fortmann SP. [Targeted advertising, promotion, and price for menthol cigarettes in California high school neighborhoods](#). *Nicotine Tob Res*. 2012 Jan;14(1):116-21. doi: 10.1093/ntr/ntr122. Epub 2011 Jun 24. PMID:21705460; Henriksen L, Schleicher NC, Barker DC, Liu Y, Chaloupka FJ; [Prices for Tobacco and Nontobacco Products in Pharmacies Versus Other Stores: Results From Retail Marketing Surveillance in California and in the United States](#). *Am J Public Health*. 2016 Oct;106(10):1858-64. doi: 10.2105/AJPH.2016.303306. Epub 2016 Aug 23. PMID: 27552272.

PROMOTION

- “Tobacco companies spend billions in stores, and it shows.” Federal Trade Commission. Cigarette Report for 2014 (2016), available at www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2014-federal-trade-commission-smokeless-tobacco-report/ftc_cigarette_report_2014.pdf.
- “Five times as many stores have storefront advertising for unhealthy products—tobacco, alcohol, and sugary drinks—as for healthy products.” California’s Healthy Stores for a Healthy Community Campaign website, available at <http://healthystoreshealthycommunity.com/> (accessed August 17, 2017).

- “Neighborhoods with the most low-income residents are hardest hit with this unhealthy advertising.” California’s Healthy Stores for a Healthy Community Campaign website, available at <http://healthystoreshealthycommunity.com/> (accessed August 17, 2017); Siahpush M, Jones PR, Singh GK, Timsina LR, Martin J. [The association of tobacco marketing with median income and racial/ethnic characteristics of neighbourhoods in Omaha, Nebraska](#). *Tob Control*. 2010 Jun;19(3):256-8. doi: 10.1136/tc.2009.032185. Epub 2010 Apr 15; Ribisl KM, D'Angelo H, Feld AL, Schleicher NC, Golden SD, Luke DA, Henriksen L. [Disparities in tobacco marketing and product availability at the point of sale: Results of a national study](#). *Prev Me*. 2017 Apr 6. pii: S0091-7435(17)30130-5. doi: 10.1016/j.yjmed.2017.04.010. [Epub ahead of print]; Isgor Z, Powell L, Rimkus L, Chaloupka F. [Associations between retail food store exterior advertisements and community demographic and socioeconomic composition](#). *Health Place*. 2016 May;39:43-50. doi: 10.1016/j.healthplace.2016.02.008. Epub 2016 Mar 4.

PRICING

- “Most stores sell flavored cigarillos for less than \$1.” California’s Healthy Stores for a Healthy Community Campaign website, available at <http://healthystoreshealthycommunity.com/> (accessed August 17, 2017).
- “Even with cigarette prices on the rise, cigarette prices are cheaper in neighborhoods with more low-income residents.” Henriksen L, Andersen-Rodgers E, Zhang X, Roeseler A, Sun DL, Johnson TO, Schleicher NC. [Neighborhood variation in the price of cheap tobacco products in California: Results from Healthy Stores for a Healthy Community](#). *Nicotine Tob Res*. 2017 Apr 22. doi: 10.1093/ntr/ntx089. [Epub ahead of print] PMID: 28444233; Henriksen L, Schleicher NC, Barker DC, Liu Y, Chaloupka FJ. [Prices for Tobacco and Nontobacco Products in Pharmacies Versus Other Stores: Results From Retail Marketing Surveillance in California and in the United States](#). *Am J Public Health*. 2016 Oct;106(10):1858-64. doi: 10.2105/AJPH.2016.303306. Epub 2016 Aug 23. PMID: 27552272.

PLACEMENT

- “90% of stores sell junk food, alcohol, or tobacco products right at checkout.” California’s Healthy Stores for a Healthy Community Campaign website, available at <http://healthystoreshealthycommunity.com/> (accessed August 17, 2017).

SOLUTIONS

- “Adopt a local policy or ordinance to...” *see* ChangeLab Solutions’ “Tobacco Retailer Licensing Playbook” (2015), www.changelabsolutions.org/tobacco-retailer-licensing; “California Tobacco Retailer Licensing: Model Ordinance, Checklist, and Supplemental Plug-Ins” (2013-2015), <http://changelabsolutions.org/publications/model-TRL-Ordinance>.
- “Prohibit sale of menthol and other flavored tobacco products,” *see* ChangeLab Solutions’ “Policy Options for Restricting Sales of Menthol Cigarettes and Other Flavored Tobacco Products: Fact Sheet and Model Ordinance” (2017), www.changelabsolutions.org/publications/flavored-tobacco.
- “Require licensing to increase pack size and the minimum price of cigarillos,” *see* ChangeLab Solutions’ “California Tobacco Retailer Licensing: Model Ordinance, Checklist, and Supplemental

Plug-Ins” (2013-2015), <http://changelabsolutions.org/publications/model-TRL-Ordinance>;
“Tobacco Minimum Pricing Laws: A Webinar on How Policy Can Help Improve Health” (2014),
<http://changelabsolutions.org/publications/tobacco-minimum-pricing-laws>; “Point of Sale
Playbook: Policy Options to Regulate the Sale and Marketing of Tobacco Products” (2016),
www.changelabsolutions.org/publications/point-of-sale; Center for Public Health Systems
Science, “Reducing Cheap Tobacco & Youth Access: New York City Innovative Point-of-Sale
Policies: Case Study #3” (June 2015), available at
https://cphss.wustl.edu/Products/ProductsDocuments/ASPiRE_2015_NYC_CaseStudy.pdf.

- “Reduce density of tobacco retailers by regulating distances from schools and other stores,” see ChangeLab Solutions’ “How to Reduce Tobacco Retailer Density and Why: An Infographic of Talking Points and Strategies” (2017), www.changelabsolutions.org/publications/infographic-tobacco-retailer-density; “Controlling Your Own Density: A Webinar on Strategies to Reduce the Number of Tobacco Outlets in Your Community” (2016), www.changelabsolutions.org/publications/controlling-your-own-density; Advancing Science and Policy in the Retail Environment, “Point-of-Sale Report to the Nation Realizing the Power of States and Communities to Change the Tobacco Retail and Policy Landscape” (May 2016), available at https://cphss.wustl.edu/Products/ProductsDocuments/ASPiRE_2016_ReportToTheNation.pdf.
- “Lower percentage of allowable storefront advertising to 10%,” see ChangeLab Solutions’ “Model California Ordinance for Reducing Storefront Window Signage: Policy Options to Improve Visibility” (2016), www.changelabsolutions.org/publications/storefront-signage-ordinance; “Point of Sale Playbook: Policy Options to Regulate the Sale and Marketing of Tobacco Products” (2016), www.changelabsolutions.org/publications/point-of-sale.

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