



Center for Public Health Systems Science

GEORGE WARREN BROWN
SCHOOL OF SOCIAL WORK



Washington University in St. Louis

State-Level Point-of-Sale Policy Activity 2012 - 2014: Getting up to Speed

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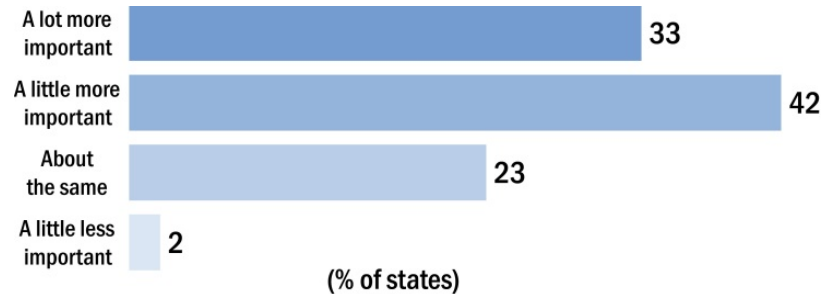
Using Science & Law to Advance Tobacco Retail Policy: May 20, 2015



Overview

- Describe increased policy activity from our state-level surveys 2012 - 2014

2014: Are POS policies more or less important than two years ago?



- Identify barriers to the planning and implementation of POS policies
- Learn about resources that are helpful for POS efforts



National Survey of State and Local Tobacco POS Policies

Purpose

Establish national monitoring system for POS policy activity and link to outcomes

Design

Wave I: 2012

- 48/50 states (96%)
- 78/97 counties (80%)

Wave II: 2014

- 48/50 states (96%)

Wave III: 2015

- Re-contacting counties & states now

Analysis

Track progress & innovations in POS policy activity at state & local levels

Identify common barriers to & useful resources for POS policy activity

Link results to retailer data to model policy, retailer density, & marketing changes



Questionnaire: Sample Policy Domain

NCI POS Study: State Interview Questions

7.23.2014

Table 3: Restricting Product Placement: This table includes policies that limit the influence of tobacco product displays in the retail environment.

	No Formal Activities	Planning/Advocating	Policy Proposed	Policy Enacted	Policy Implemented	If implemented, is policy enforced? (Y, N, DK)	Notes (Include information about multiple policies, legal challenges)
Points:	0	1	2	3	4		
Banning product displays/requiring retailers to store tobacco products out of view (e.g., under counter or behind opaque shelving)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	_____
Banning self-service displays for other tobacco products or all tobacco products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	_____
Restricting the number of products that can be displayed (e.g., only allow retailers to display one sample of each tobacco product for sale) or the amount of square footage dedicated to tobacco products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	_____
Limiting the times during which product displays are visible (e.g., after school hours on weekdays)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	_____
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____	_____

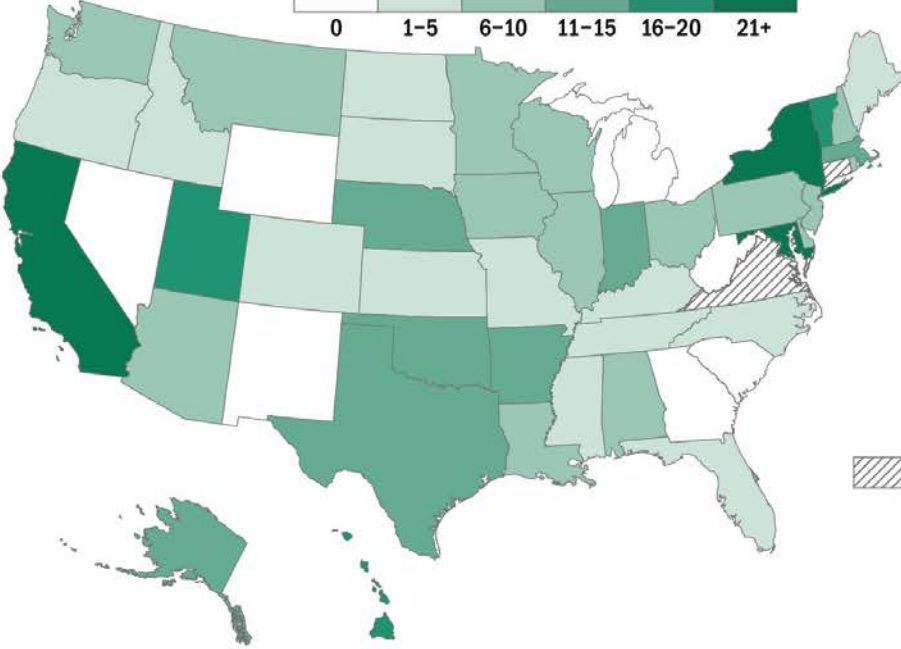
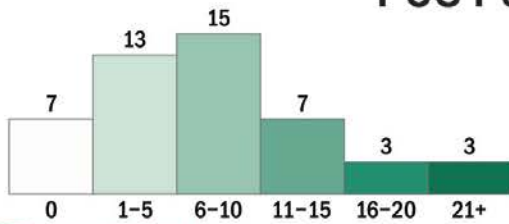
Total (across 7 domains)
 _____ x 100 = POS Score
 Total possible (4X33)



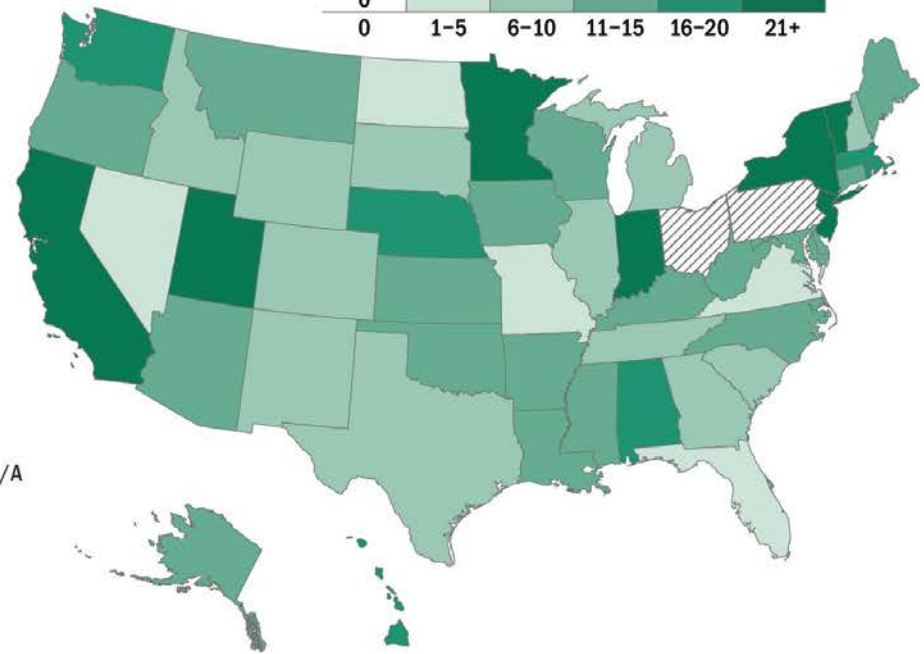
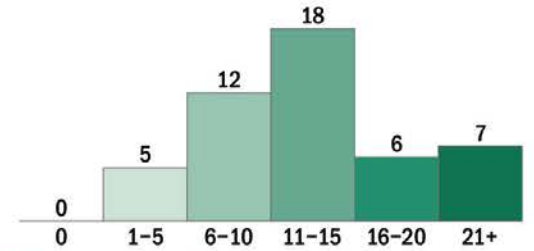
POS Policy Activity by State

POS Policy Activity Scores

2012



2014



 N/A

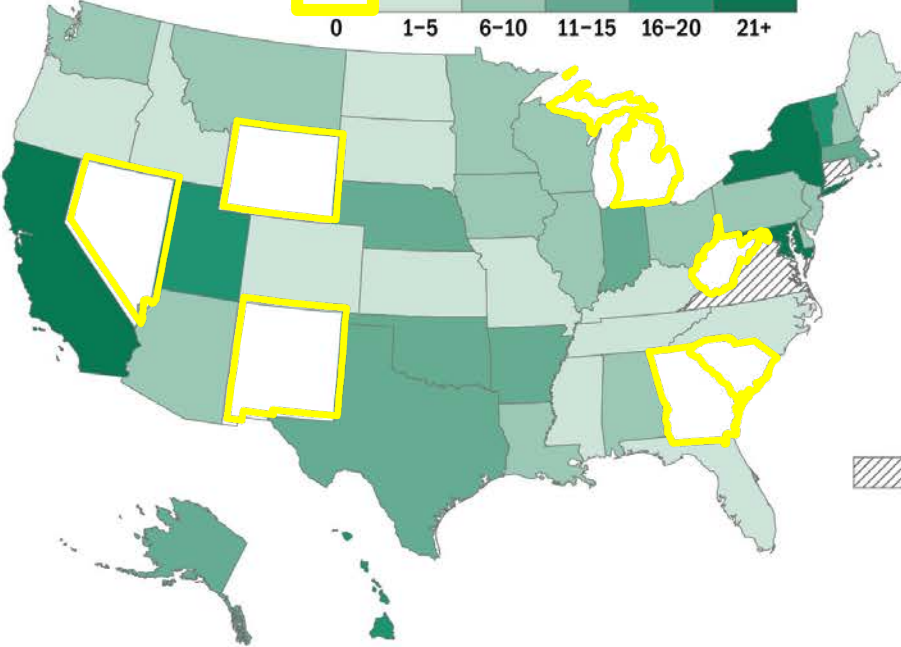
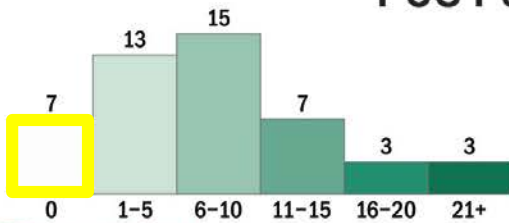


No more zeros

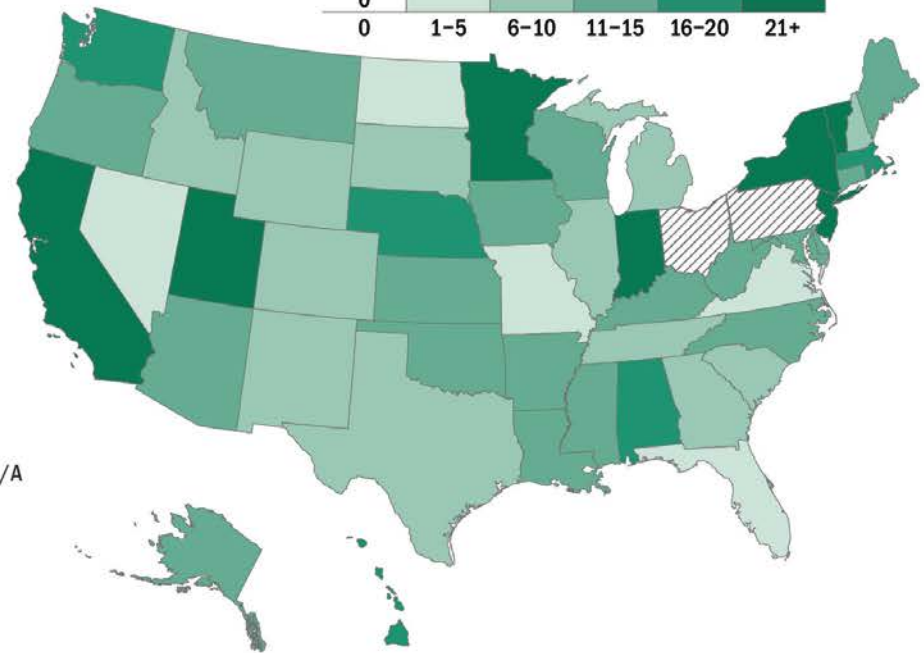
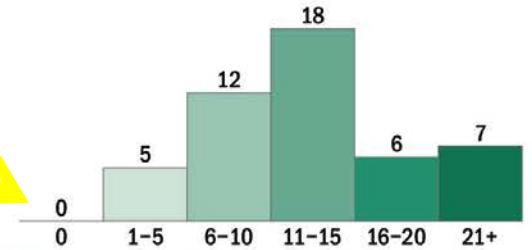
-all states have POS policy activity

POS Policy Activity Scores

2012



2014



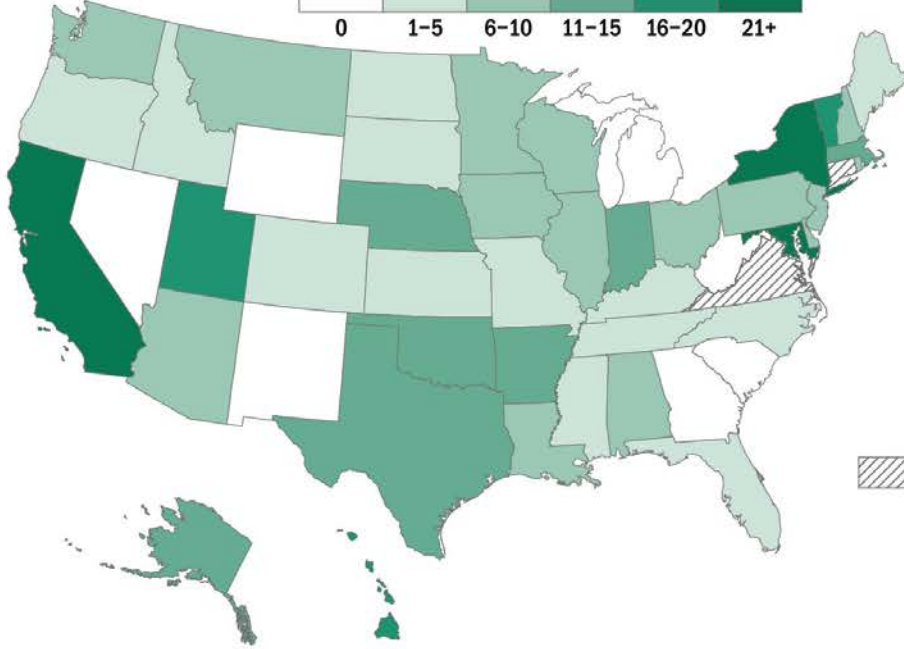
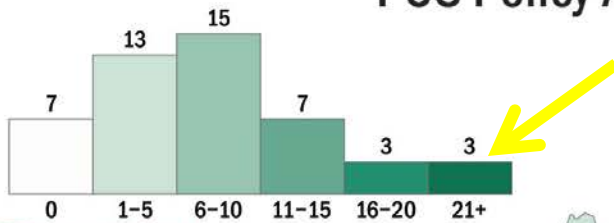
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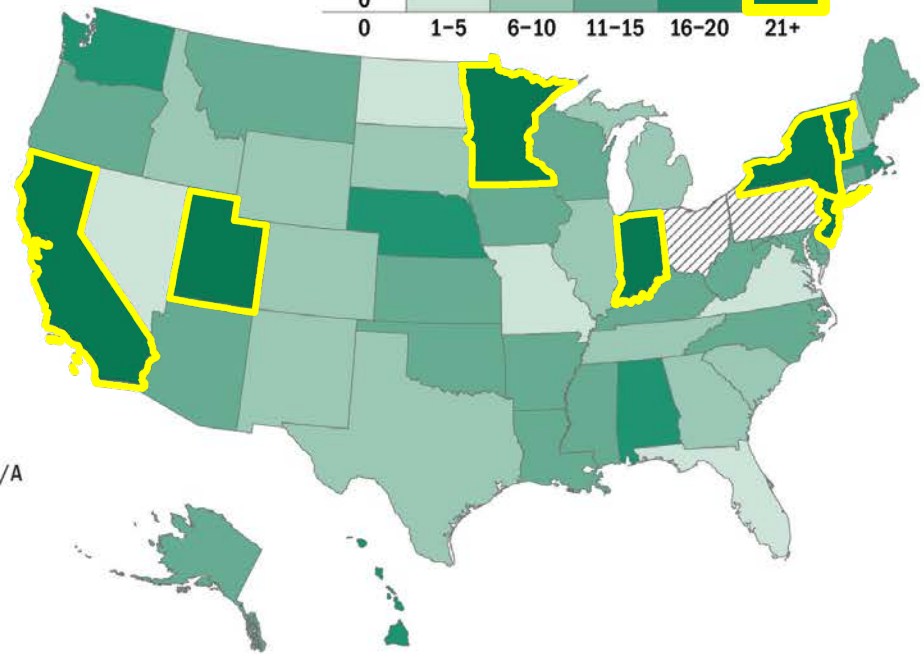
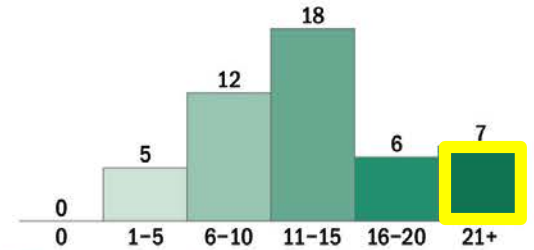
More states in highest category

POS Policy Activity Scores

2012



2014



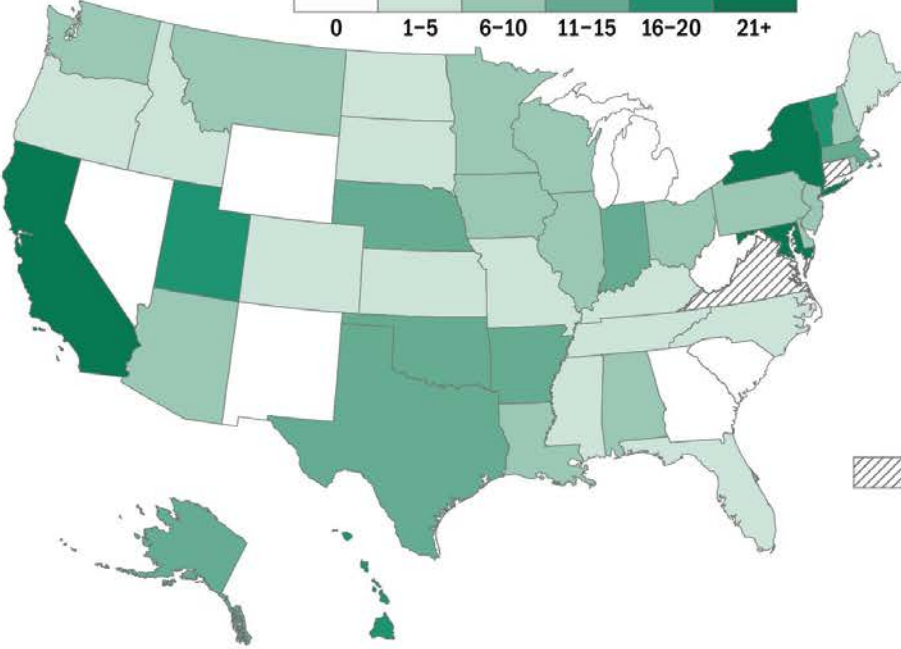
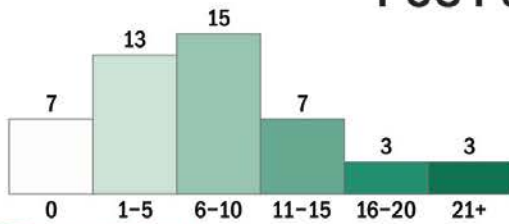
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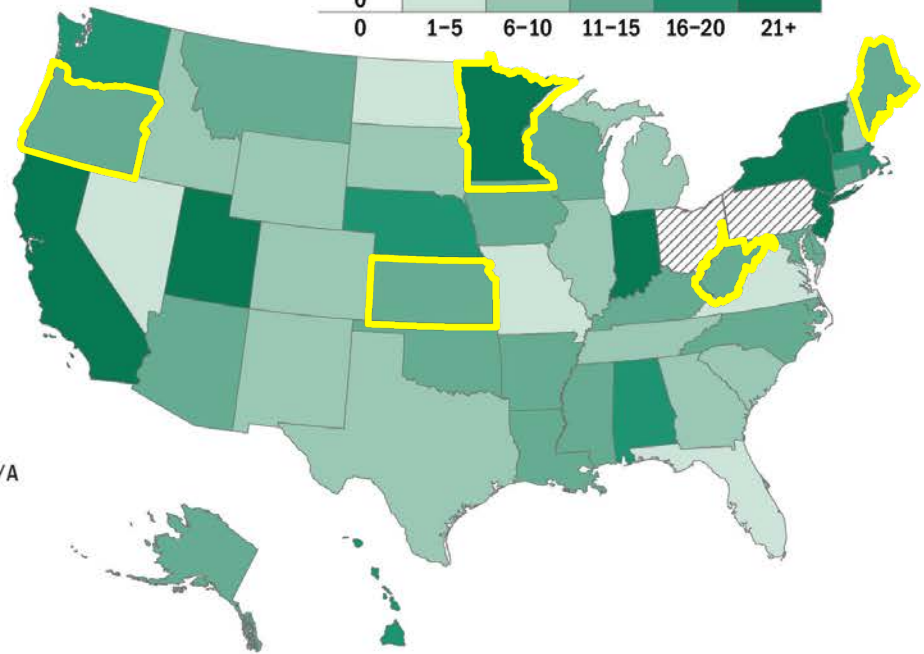
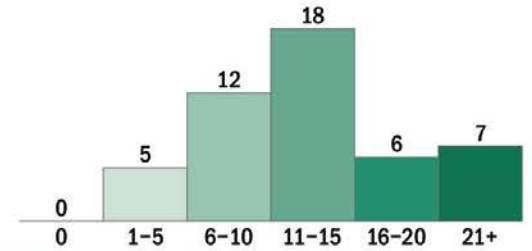
Top movers include...

POS Policy Activity Scores

2012

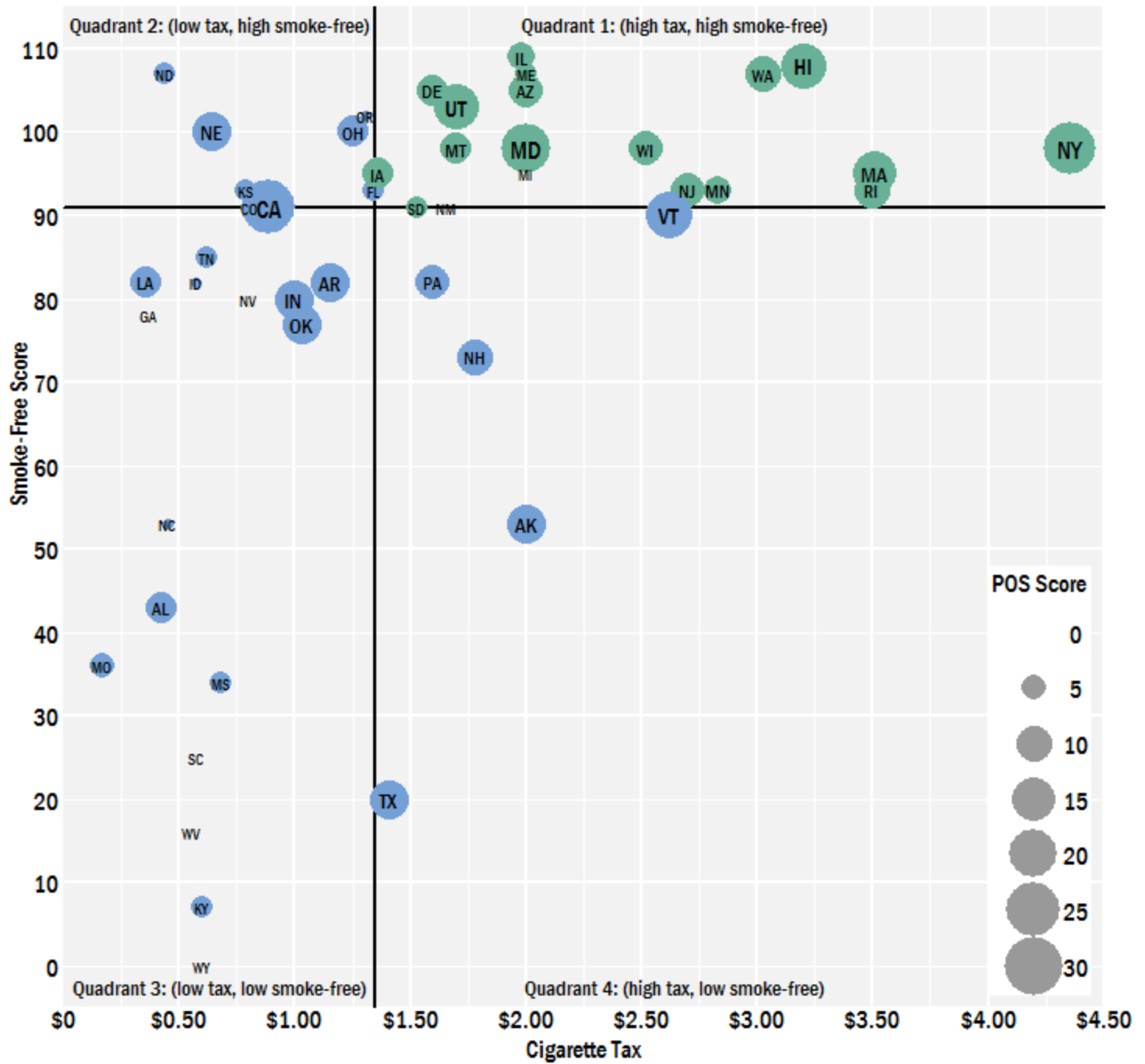


2014

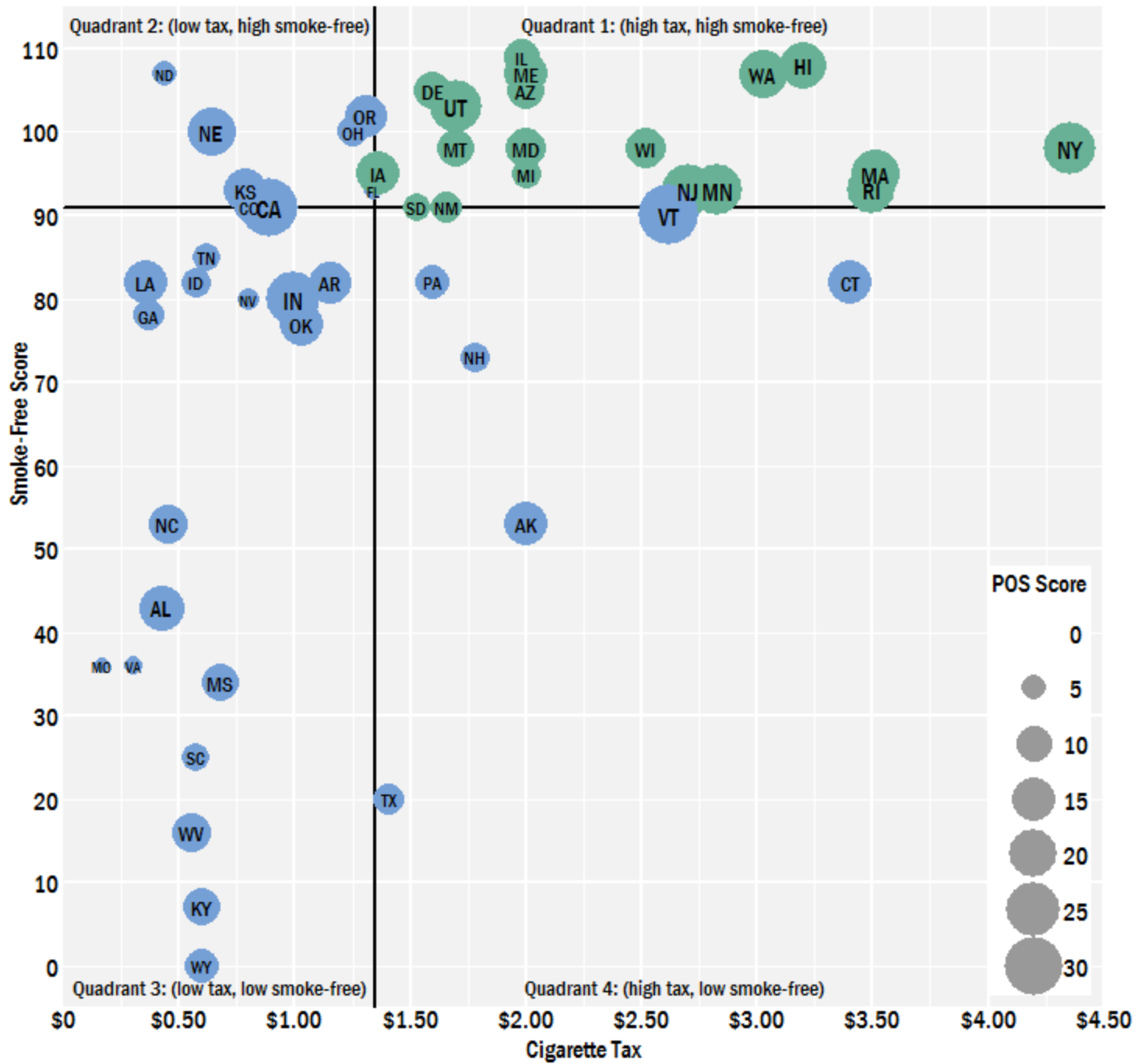


 N/A

2012

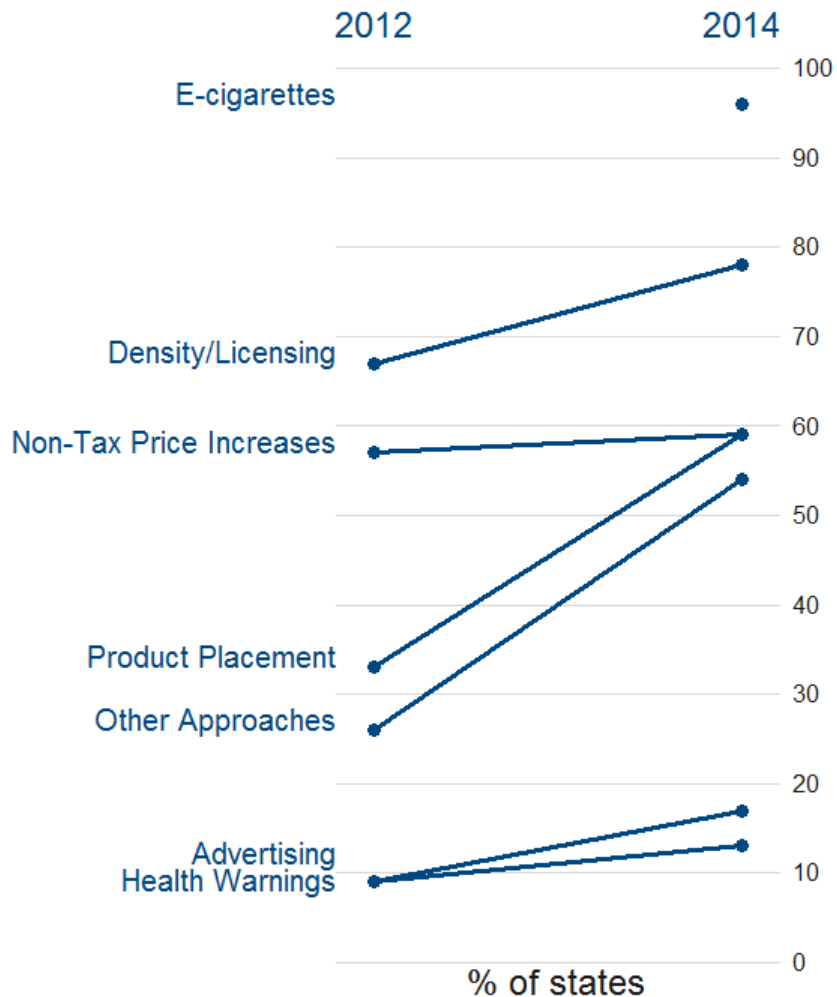


2014





POS Policy Activity by Policy Domain

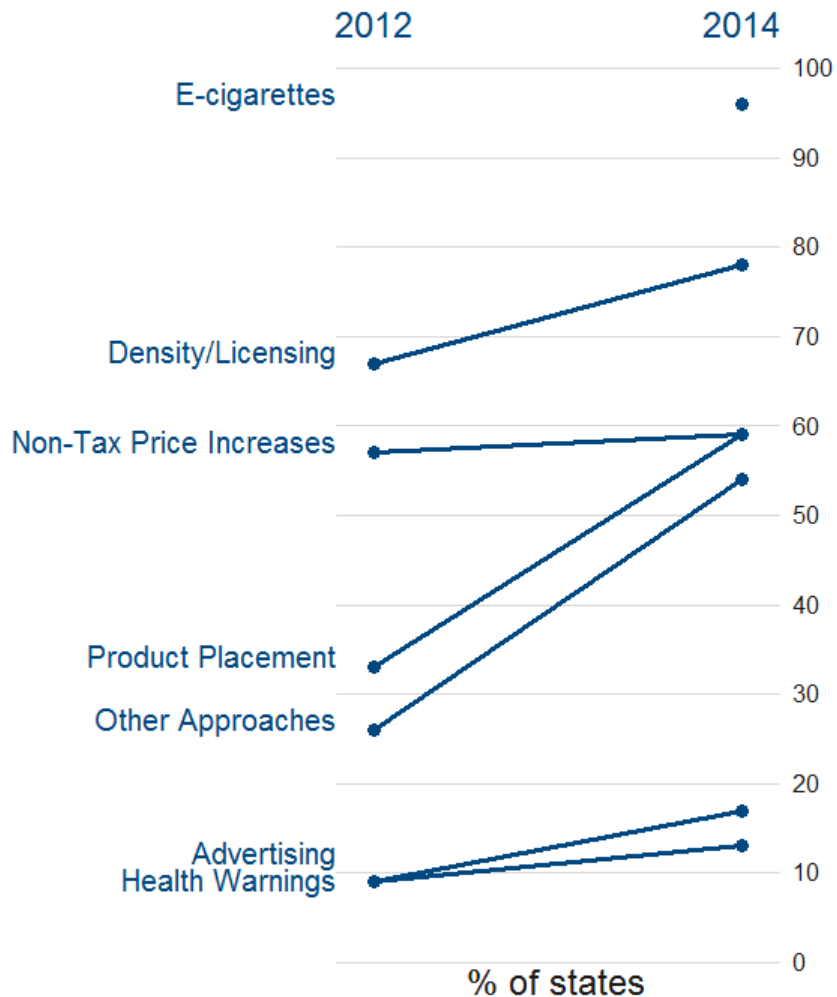


- E-cigarettes

- 77% of states have passed MLSA
- 36% have banned self-service
- 10% require retailer licensing



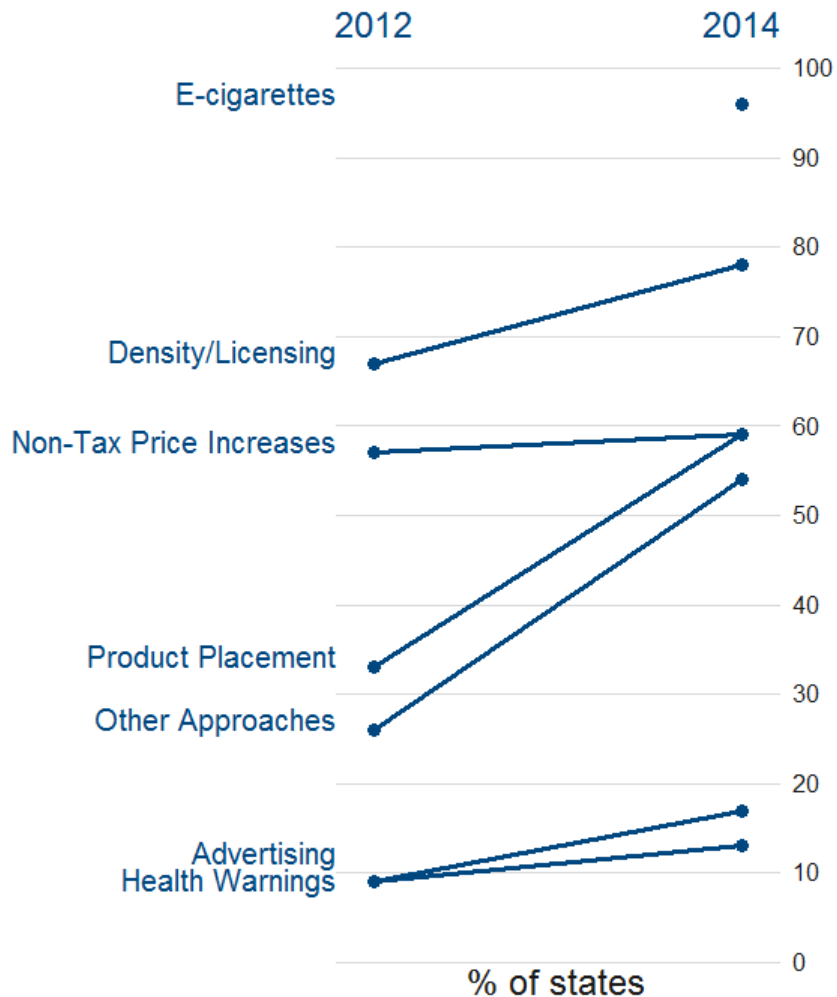
POS Policy Activity by Policy Domain



- Density/Licensing:
 - 62% of states have retailer licensing
 - A few states regulate retailer distance from schools/parks



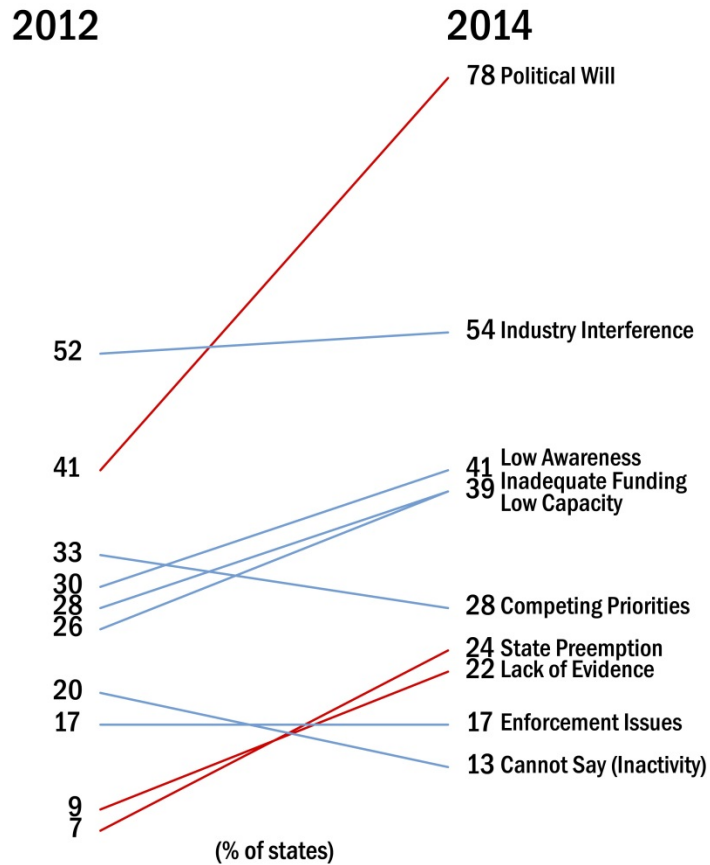
POS Policy Activity by Policy Domain



- Non-tax Price Increases:
 - 45% of states have min. price laws
- Placement:
 - 48% of states ban self-service for OTP



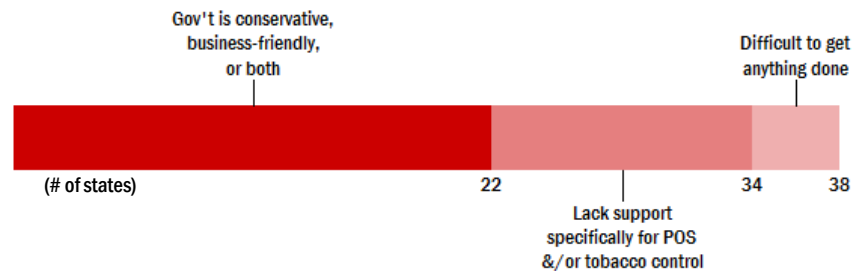
Barriers to POS Policy Activity



- Political Will

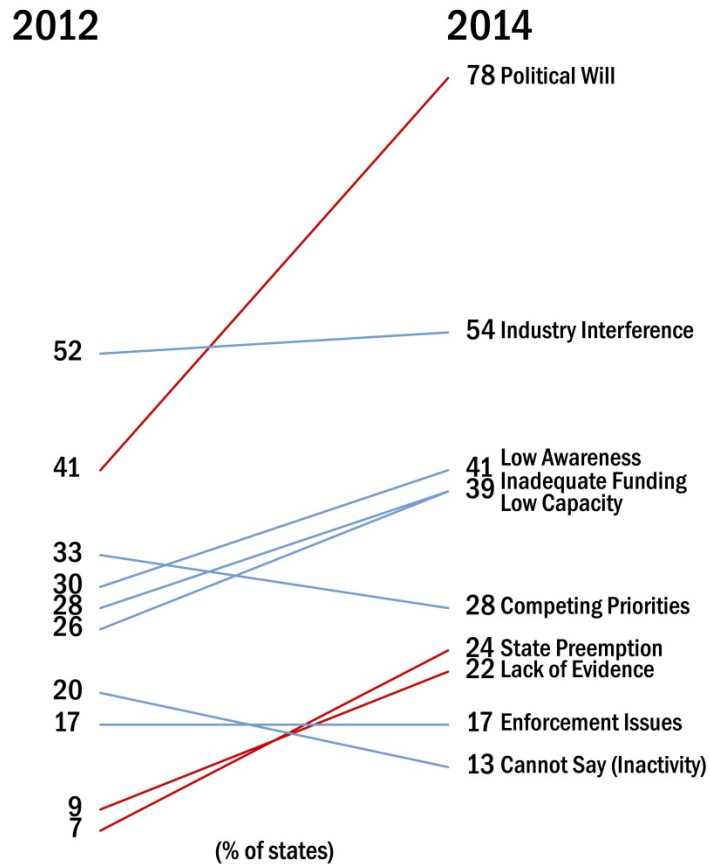
"...it's not politically feasible to pass policies that seem like it's just more regulation."

Reasons given for political will barriers, 2014





Barriers to POS Policy Activity



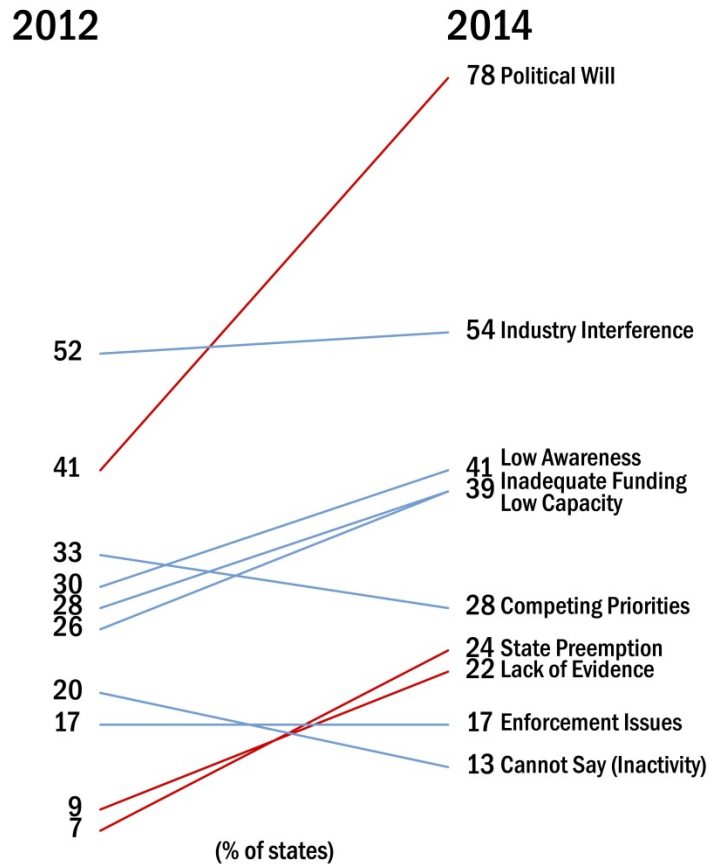
- Industry Interference

"The tobacco industry monitors us pretty closely, and so they're always down at the legislature."

"I don't know if they challenged as much as they in some ways took the lead on it in order to get some things in there that they wanted with the electronic cigarette policies."



Barriers to POS Policy Activity



- State Preemption

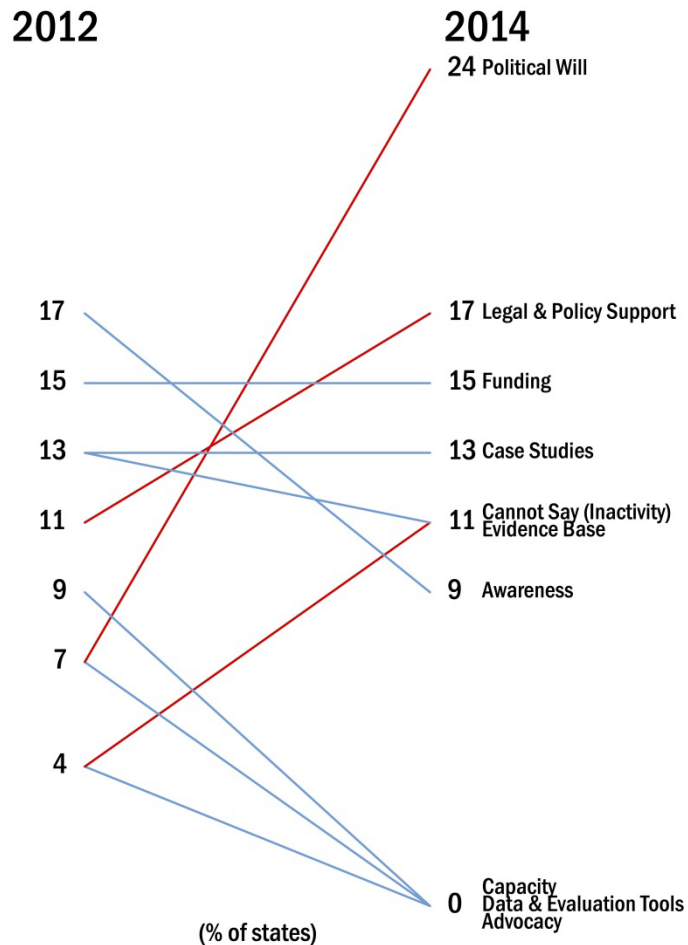
“Well, we’re a preemptive state, so...”

- Lack of evidence

“We haven’t had data to use with our legislators.”



Most Needed Resources



- Similar pattern to barriers...
 - Political Will
 - Evidence Base
 - Funding
 - Awareness

- Legal & Policy Support/Case Studies

“It’s been a really tricky area for us to get help in drafting and clarifying policy.”

“One resource would be success stories in states that are familiar”



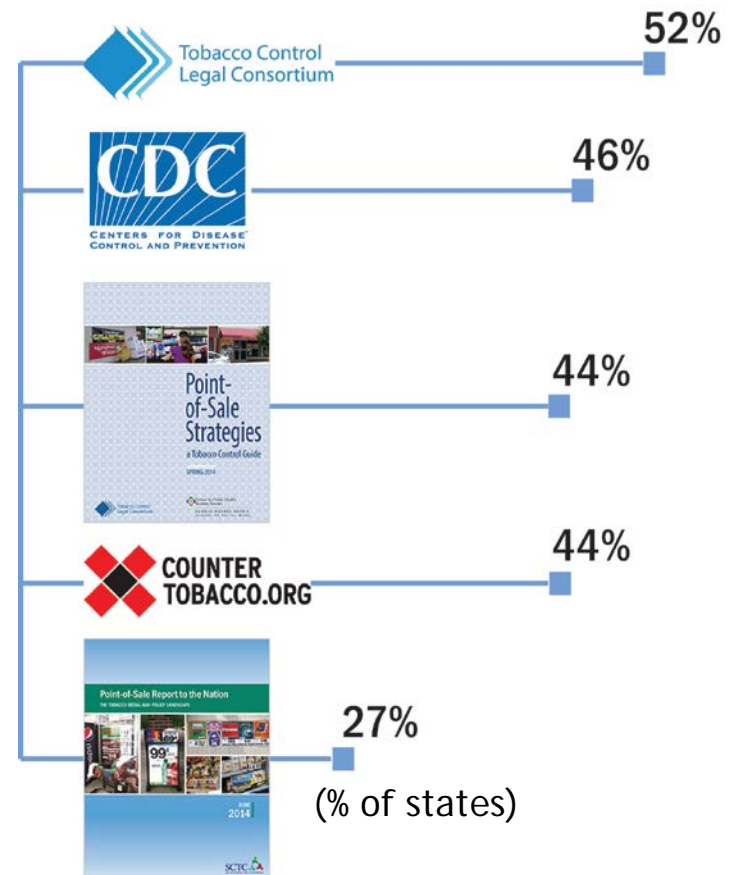
Helpful Resources & Tools

- *Can you describe any resources that have been helpful to POS efforts?*



Most frequently mentioned terms

- *How often do you use the following POS websites & guides?*

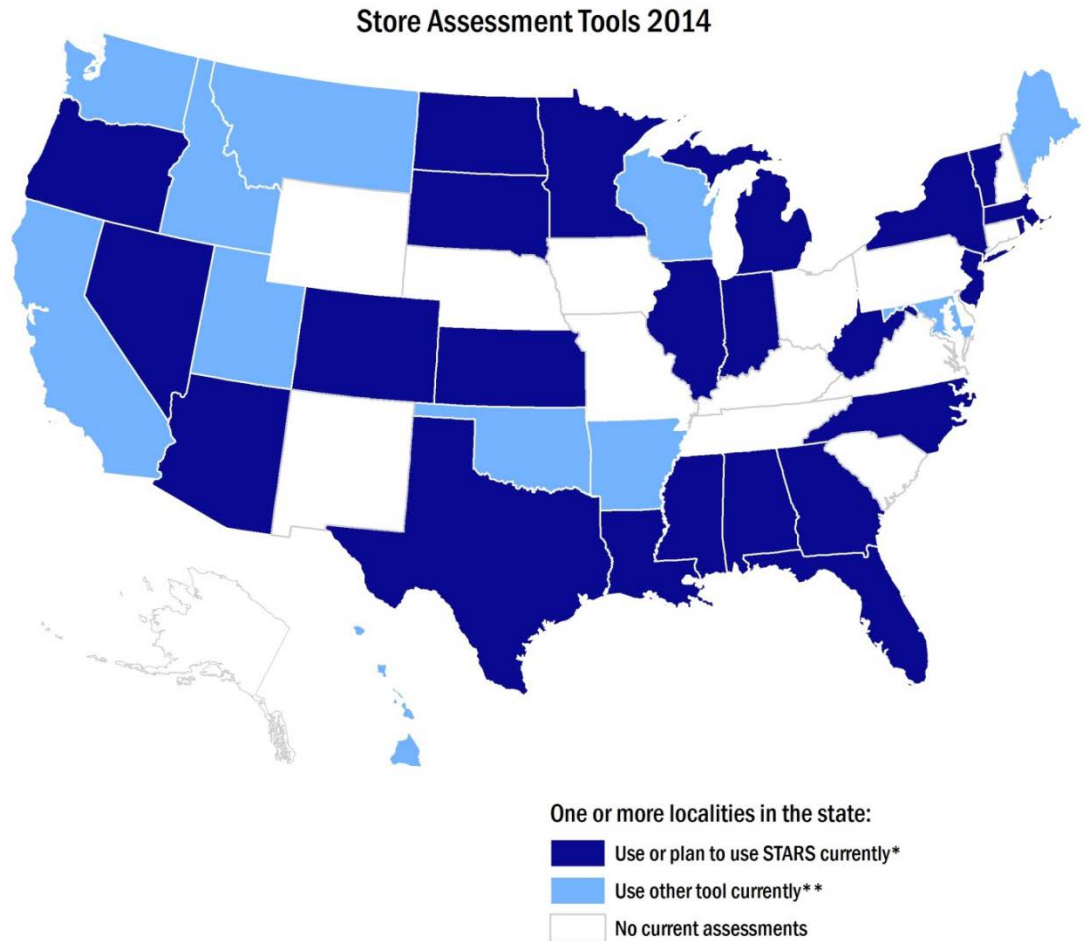


Top 5 frequently used websites & guides



Helpful Resources & Tools

69% of states (24 out of 35) conducting/planning retail assessments are doing so with STARS





Next Steps

- Reports and Case Studies
 - *Point-of-Sale Report to the Nation - Policy Activity 2012-2014*
 - *Regulating Cheap Tobacco & Youth Access in New York City*
- Papers
 - *The landscape of point of sale tobacco control: State activities from 2012-2014*
 - *Barriers to adoption and implementation of tobacco control policies at the point of sale*
- Third wave of interviews for POS policy activity
 - local & state tobacco control leaders



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