Center for Public Health Systems Science

GEORGE WARREN BROWN SCHOOL OF SOCIAL WORK

BACKGROUND

Tobacco companies promote their brands through advertising, product placement, and price promotions at the POS. These strategies:

- increase impulse purchases;
- encourage initiation;
- discourage cessation; and
- normalize tobacco products in everyday life.

The 2009 Tobacco Control Act allowed state & local governments to complement existing policies with new POS legislation. Our ongoing study assesses POS policy activity and major barriers to policy development.

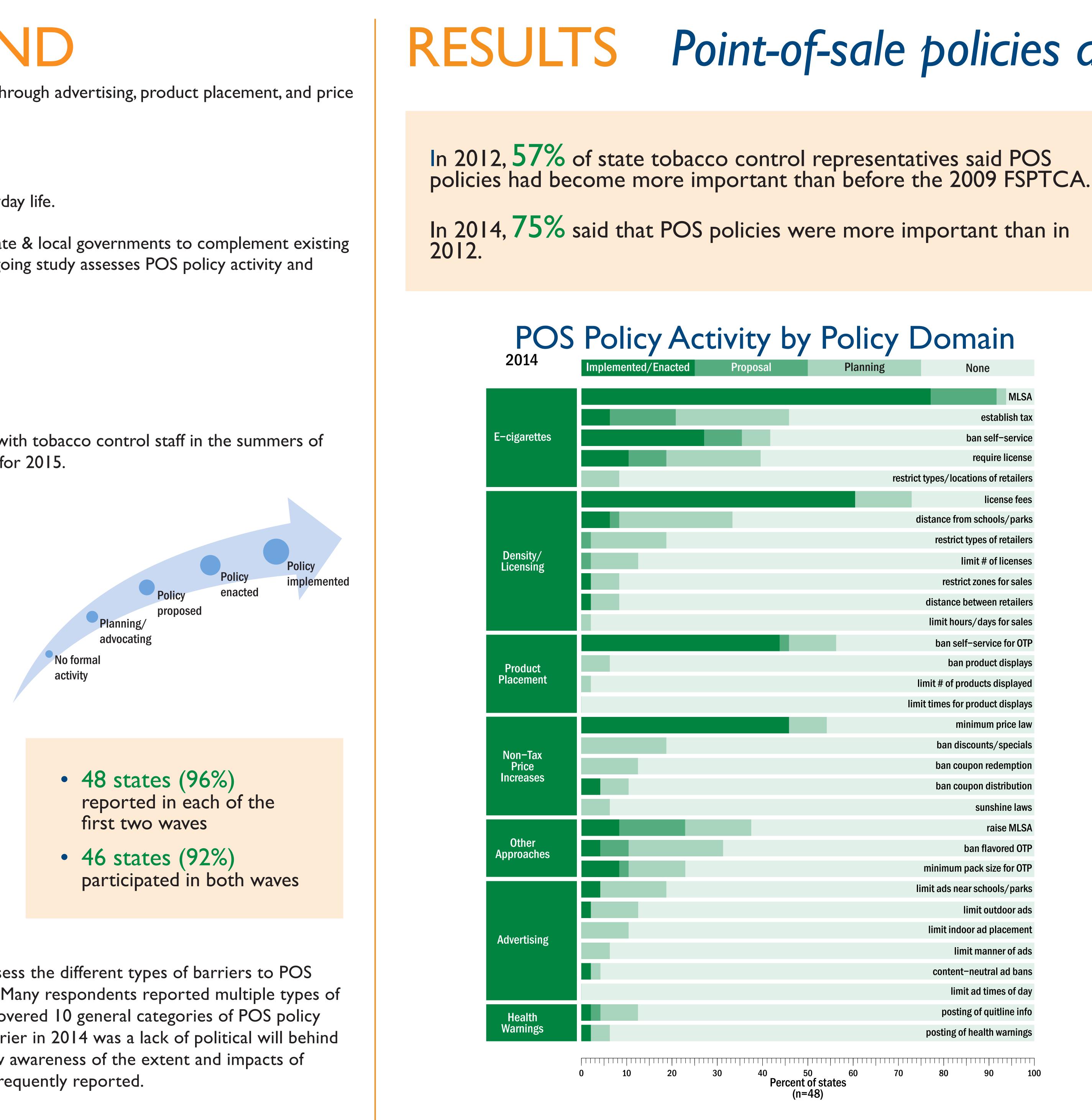
METHODS

We conducted semi-structured interviews with tobacco control staff in the summers of 2012 and 2014 and a third wave is planned. for 2015.

Quantitative Analysis

Starting in the first wave of interviews (2012), we computed a measure of overall activity for states called a POS Policy Activity Score. The scores include only planning and policymaking at the state level. In light of additional questions and a new policy domain for e-cigarettes added in Wave II (2014), we normalized scores to enable comparisons. Given that the POS is still a relatively new policy area for tobacco control staff, policymakers, and researchers, rising scores are promising. Besides questions about specific policies, we asked about barriers to POS policy development, useful resources and tools, and the overall policy environment.

Qualititative Analysis



We also coded interview transcripts to assess the different types of barriers to POS policy that tobacco control staff reported. Many respondents reported multiple types of barriers. From the first two waves, we uncovered 10 general categories of POS policy barriers. The most frequently reported barrier in 2014 was a lack of political will behind POS policies. Industry interference and low awareness of the extent and impacts of tobacco's presence at the POS were also frequently reported.

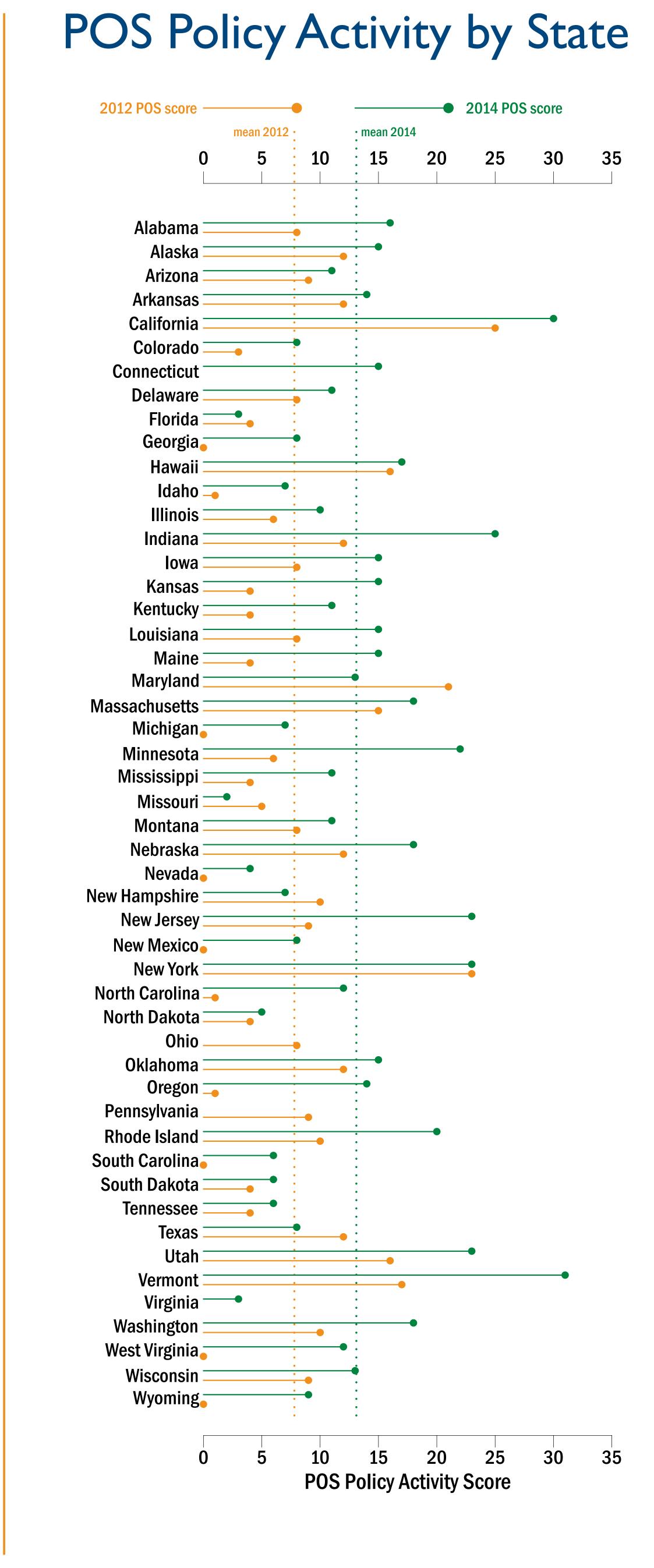
State Level Point-of-Sale Policy Activity 2012 - 2014

Increasing Efforts & Shifting Barriers to Progress



Todd Combs, PhD Heidi Walsh, MPH Amy Sorg, MPH Sarah Moreland-Russell, PhD Douglas Luke, PhD

Point-of-sale policies are increasingly important...and it shows.



None

MLSA establish tax ban self-service require license restrict types/locations of retailers license fees distance from schools/parks restrict types of retailers limit # of licenses restrict zones for sales distance between retailers limit hours/days for sales ban self-service for OTP ban product displays limit # of products displayed limit times for product displays minimum price law ban discounts/specials ban coupon redemption ban coupon distribution sunshine laws raise MLSA ban flavored OTP

> minimum pack size for OTP limit ads near schools/parks limit outdoor ads limit indoor ad placement limit manner of ads content-neutral ad bans limit ad times of day posting of quitline info posting of health warnings



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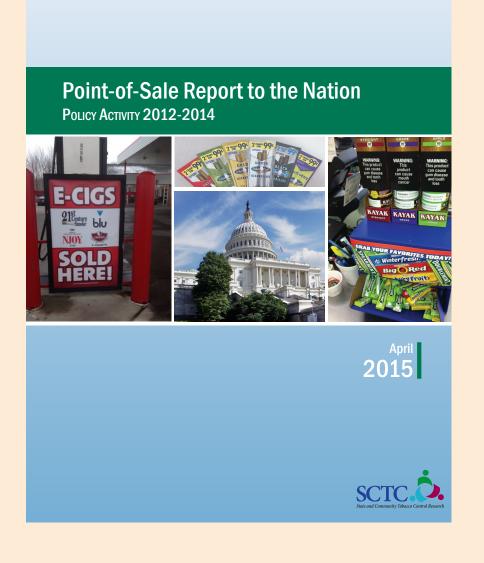
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Barriers to POS Policy Activity

2012 2014 *"…the political* Political Will climate right now is working with businesses to keep them in place and no one wants to rock the boat or make waves." Industry Interference "....it's interesting 41 / Low Awareness Inadequate Funding Low Capacity that this e-cigarette legislation that passed was industry-written, **Competing Priorities** and falls within State Preemptior Lack of Evidence the existing preemption.They **Enforcement Issues** haven't challenged Inactivity it because they are writing it." Percent of states

NEXT STEPS

Getting the word out



Forthcoming papers:

- "The Point-of-Sale Policy Landscape: Results of a National Survey"
- "Barriers to Point-of-Sale Policy Activity: Reports from State Tobacco Control"

In 2016 look for the third in our **Report to the Nation** series

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