Opportunities for Point of Sale Policy in Tobacco Control

2016-2017 TCN Podcast Series

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The Community Action Model (CAM): A San Francisco Public Health Tradition

Community Action Model
Creating Change by Building Community Capacity

Step 1
- Train Participants (develop skills, increase knowledge, build capacity)
- Name the Issue
- Choose Area of Focus

Repeat Process

Step 2
Define, Design & Do Community Diagnosis

Step 3
An Activity:
- Is an educational intervention that leads up to and supports an action.

An Action:
- Is Achievable.
- Is Long-term or Sustainable.
- Compels another entity to do something to change the environment (place people live) for the well-being of all.

Step 4
Select Action or Activity & Implement

Step 5
Maintain & Enforce Action or Activity

The Community Action Model (CAM): A San Francisco Public Health Tradition
2004- Tobacco Retailer License established

- Requires all tobacco retailers to obtain a local license
- Requires them to abide by all laws regarding tobacco sales
- Allows the City to suspend licenses when sales laws are broken
- Has resulted in a drop of illegal youth sales from 28% in 2003 to 13% in 2012
After research showing food desserts, tobacco and food advocates encouraged a program to help create healthy stores

Corner stores receive small business development assistance to partially convert to healthy retail

Department of Public Health and community advocates engage stores to keep them involved, tell their story, and encourage neighbors to check out the relaunched stores
2015- Retailer density ordinance adopted

- Social justice effort to reduce overconcentration of retailers in neighborhoods
- Sets a future cap of 45 stores per neighborhood- attrition to lead to equity by district
- Those districts over the cap cannot issue new TRL permits (two districts started at 400% of the cap)
- In the first 18 months of operation, we saw a 9% attrition of the total number of places where one could purchase tobacco- these stores are now retired

### 2014 Density Chart by Supervisorial District

<table>
<thead>
<tr>
<th>District</th>
<th># of Stores that Sell Tobacco*</th>
<th>Tobacco Retailer Density (%)</th>
<th>Median Household Income**</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 (SOMA/Tenderloin)</td>
<td>180</td>
<td>19%</td>
<td>$37,431.00</td>
</tr>
<tr>
<td>3 (Chinatown/North Beach)</td>
<td>180</td>
<td>19%</td>
<td>$45,513.00</td>
</tr>
<tr>
<td>9 (Mission/Castro)</td>
<td>114</td>
<td>12%</td>
<td>$67,988.00</td>
</tr>
<tr>
<td>5 (Western Addition/Haight)</td>
<td>94</td>
<td>10%</td>
<td>$67,331.00</td>
</tr>
<tr>
<td>10 (Bayview)</td>
<td>69</td>
<td>7%</td>
<td>$55,487.00</td>
</tr>
<tr>
<td>8 (Twin Peaks)</td>
<td>72</td>
<td>7%</td>
<td>$95,930.00</td>
</tr>
<tr>
<td>1 (Richmond)</td>
<td>59</td>
<td>6%</td>
<td>$74,668.00</td>
</tr>
<tr>
<td>11 (Outer Mission)</td>
<td>58</td>
<td>6%</td>
<td>$71,504.00</td>
</tr>
<tr>
<td>2 (Marina)</td>
<td>56</td>
<td>6%</td>
<td>$105,509.00</td>
</tr>
<tr>
<td>4 (Outer Sunset)</td>
<td>51</td>
<td>5%</td>
<td>$77,376.00</td>
</tr>
<tr>
<td>7 (Inner Sunset)</td>
<td>37</td>
<td>4%</td>
<td>$94,121.00</td>
</tr>
<tr>
<td>Total</td>
<td>970</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Data from San Francisco DPHE Environmental Health
**Data from U.S. Census Bureau, American Community Survey 2006-2010 5-year & Census 2010 P1. Calculated by the Budget and Legislative Analyst from San Francisco Planning Department.
FUTURE POTENTIAL APPROACHES:

- Menthol and e-cig flavors
- Minimum pack size (avoiding cheap cigarillos/blunts)
- Minimum pricing
- Healthy Retail program expansion to more stores/communities
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THANK YOU!