

# Using Store Assessments to Advocate for Policy Change

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# Why it Matters

- Tobacco use remains the leading cause of preventable death and disease in Washington state.
- 9 out of 10 smokers started by age 18.
- Nicotine exposure during youth and young adulthood can adversely affect brain development. These effects can be long-lasting, and include lower impulse control and mood disorders.
- Nicotine can “prime” young brains for addiction.

# Why it Matters

E-cigarette companies are being bought out by “Big Tobacco”





# What can communities do?



# Standardized Tobacco Assessments for Retail Settings (STARS)

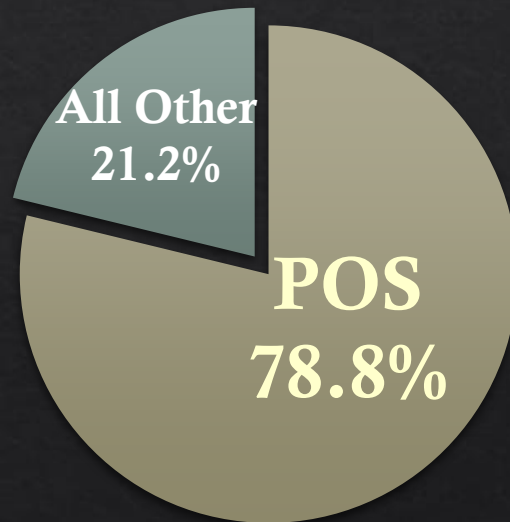


# Tobacco Industry Marketing Expenditures

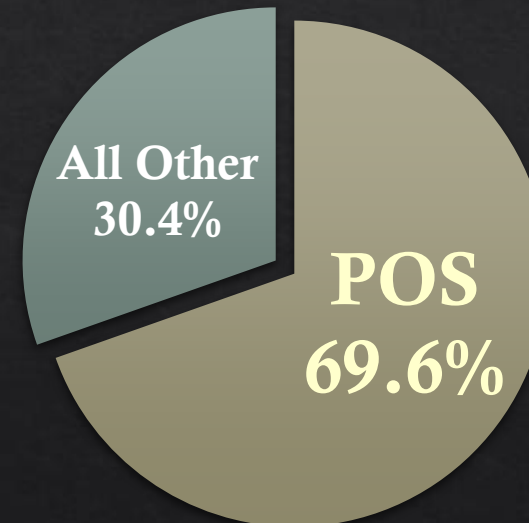
## \$7.3 Billion

Spent in 2017 on cigarette and smokeless tobacco marketing at the point of sale (\$1M/hour)

### Cigarettes



### Smokeless Tobacco





# Three Main Customer Targets



Never Smoker  
(Youth)



Current Smoker



Trying to Quit

# Never Smoker (Youth)

- Kids are frequent convenience store shoppers
- Convenience stores have more tobacco marketing materials than other store types
- Exposure to in-store marketing linked to tobacco use initiation





# Current Smoker



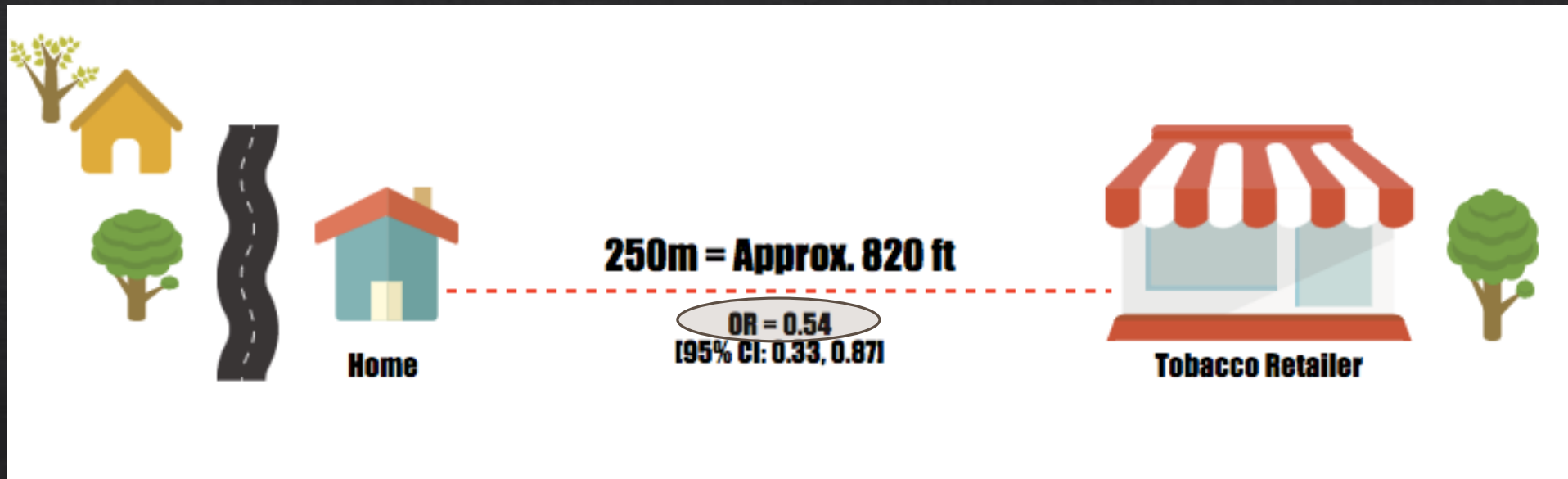
Cigarette displays cue cravings

# Trying to Quit



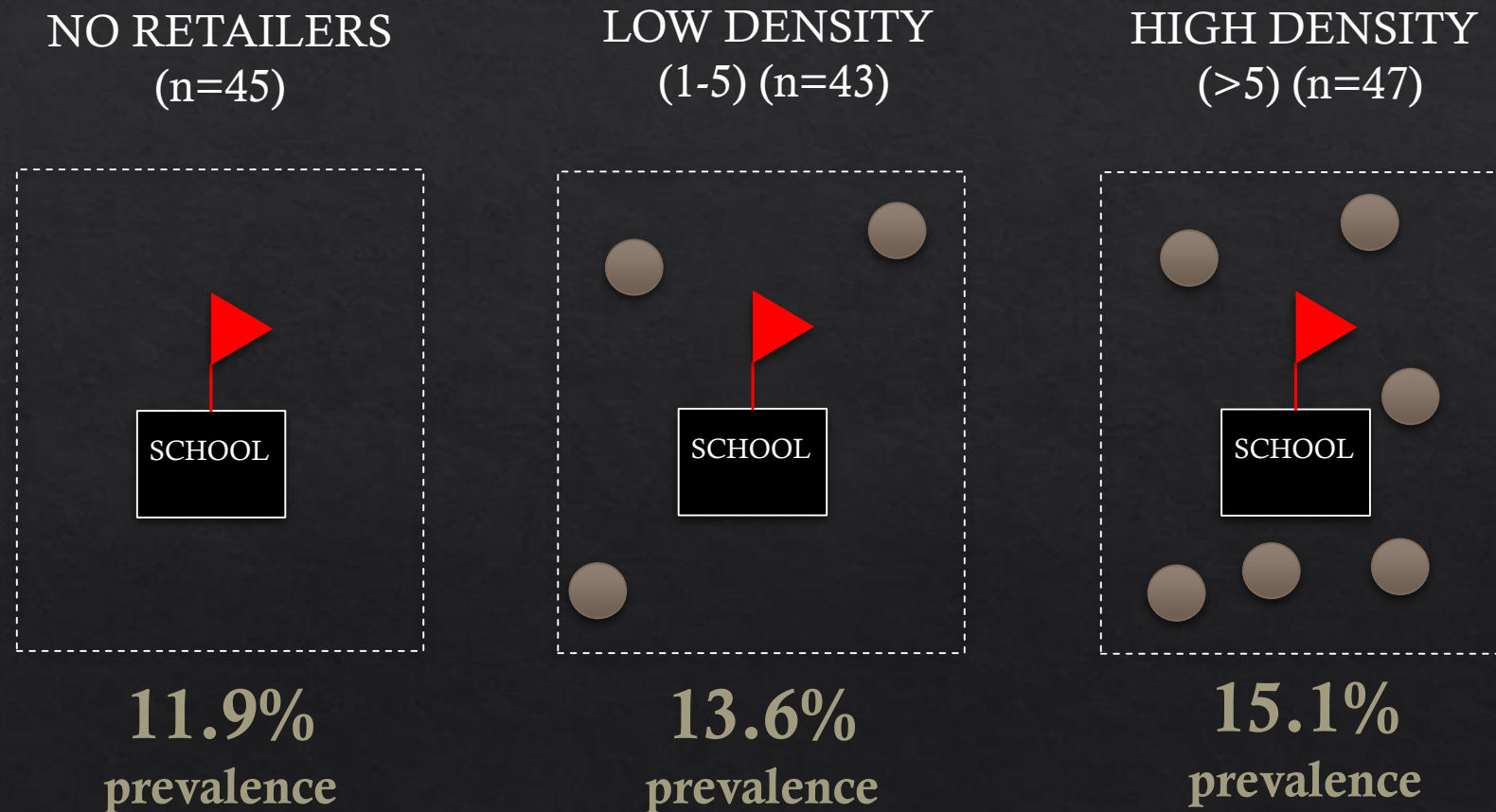
Cigarette displays prompt impulse purchases

# Close proximity associated with less long term quit success

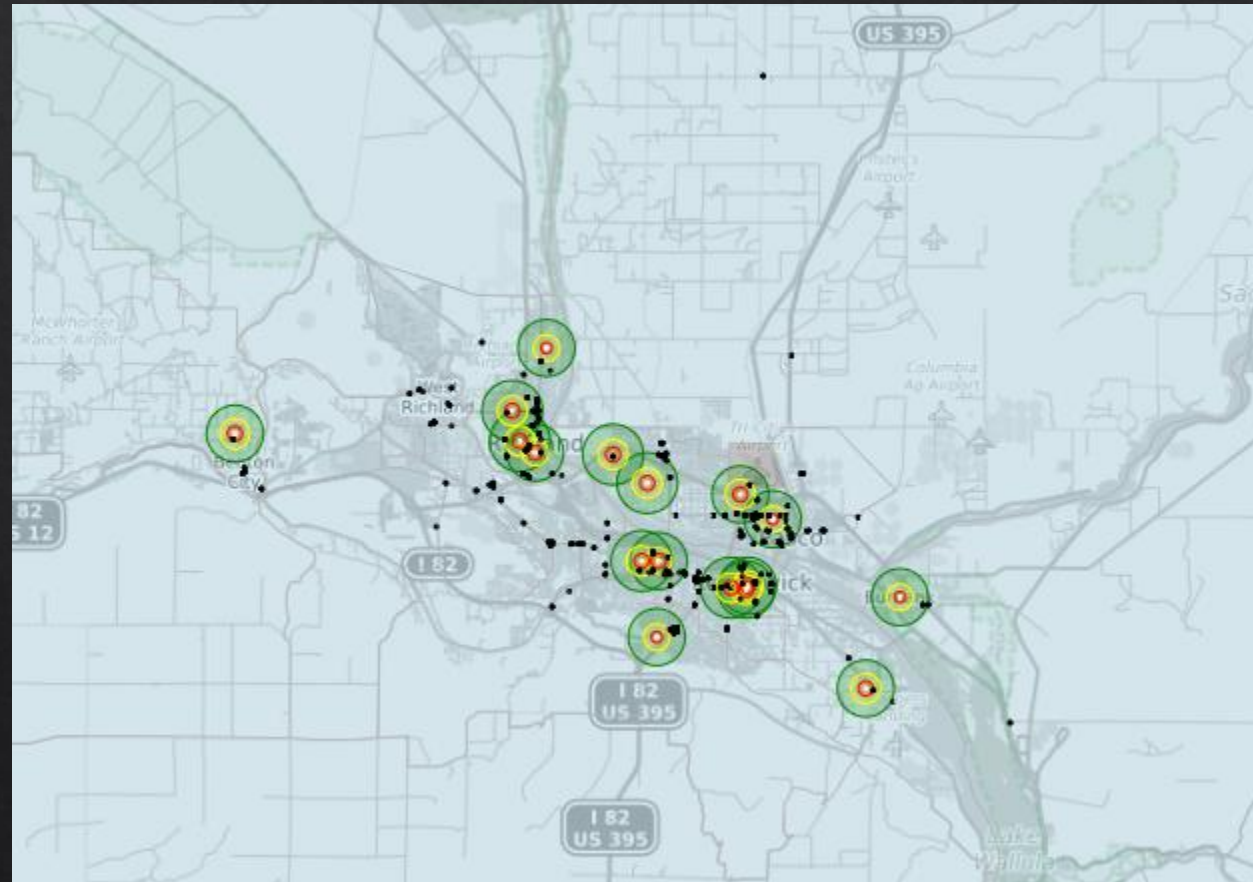




# Retailer density near schools linked higher smoking rates

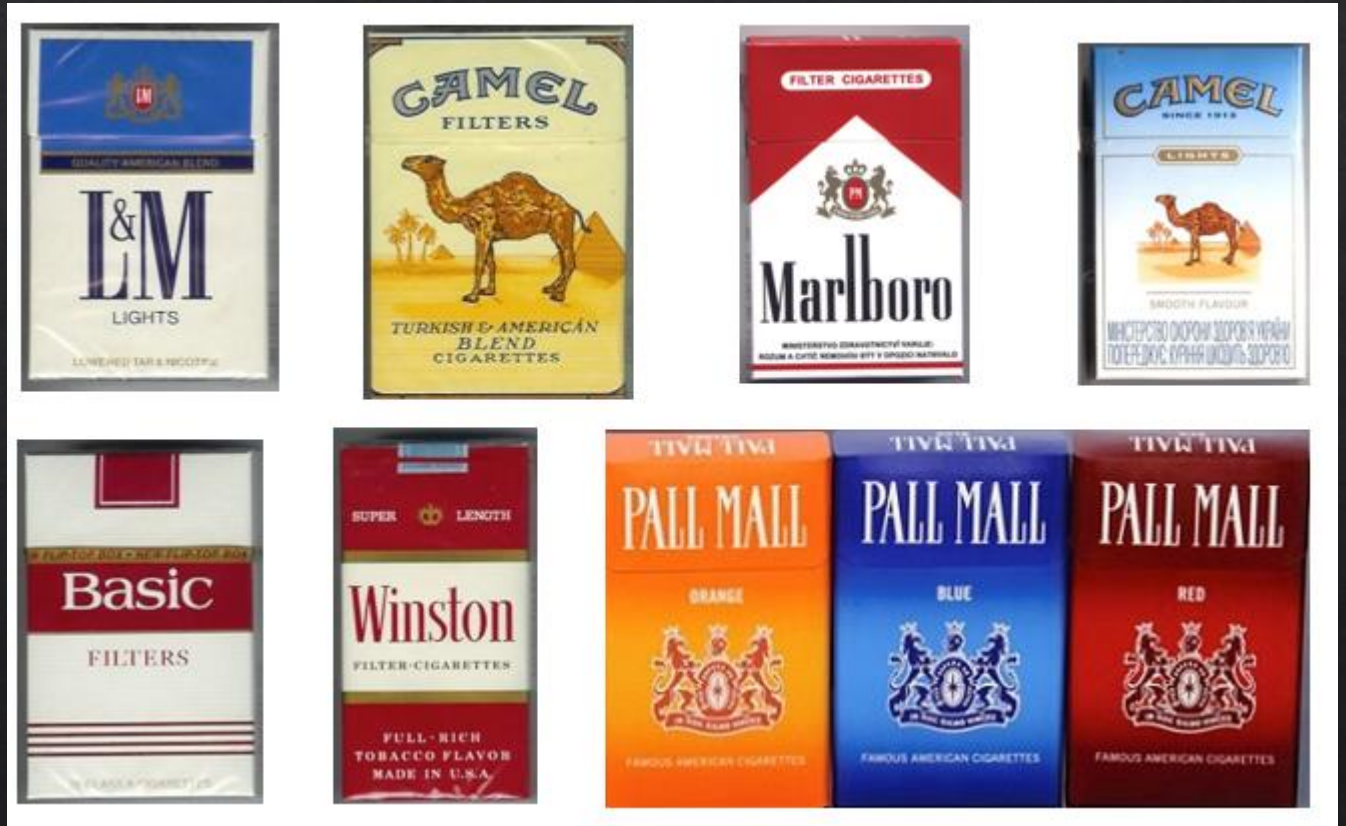


# What can communities do?



# Cigarettes

- Refer exclusively to tobacco cigarettes (does not include electronic cigarettes)
- Cigarettes may be menthol cigarettes or non-menthol





# Menthol cigarettes

- Menthol is the only flavored cigarette permitted by federal law
- Typically green packs but may come in other colors
- Menthol masks harshness of cigarettes and makes smoking initiation easier



# Smokeless Tobacco (chew, snuff, dip or snus)





# Cigarillos/Little Cigars

- Tobacco wrapped in a tobacco leaf (or a brown paper containing tobacco)
- Short (3-4 inches) or the size of a cigarette
  - Smaller than a large cigar
- May be sold individually, a few in a pack, or in a pack of 20 or more that looks like a cigarette pack





# Electronic Cigarettes or Vapor Products

- Battery-powered devices that produce aerosol
- Can be disposable or refillable
- E-cigs, vapes, vape pods, vape pens, mods, etc.







# Look-alike Products



Tobacco and vapor products may look similar to candy or gum. This makes them appear less harmful and more attractive to kids and teens



# Tobacco Power Wall



Large, prominent displays of tobacco products. Studies show that youth are more likely to try tobacco products after being exposed to Power Wall displays. These displays also make it harder for people trying to quit.



# Tobacco/Vapor products or ads near children's items or ads for children's items



Tobacco ads next to candy ads and ice cream



Tobacco products near candy



Tobacco ads near toys

# Tobacco or Vapor products or ads displayed on countertop or below counter level



- ◆ Look on door, near counter and around store entrance
- ◆ Products on counter or below counter level are in direct eyesight of young children



# Flavored Products



Flavored products are appealing to youth. The majority of youth who start smoking or vaping start with flavored products.

# Advertisements



- Intended to sell products
- Branded (name or logo)
- Displayed as a sign, poster, banner or neon light
  - With or without price
- Printed, not hand-written
  - Can have hand-written price information



# Price Promotions

- Signs or package labels that indicate sale (cents or dollar-off), discount, time-limited or trial offer



**Multi-pack discount:** An offer to purchase more than one item that results in a lower price (e.g., buy-one-get-one free, get 5 free when you buy 3, pay \$\_\_ when you buy more than one)

**Special price:** Indicated by terms such as “special value”, “discount”, “cents off”, “on sale”, “reduced price”, or “limited time offer”



# Self-service displays



# Tobacco or Vapor products or ads displayed on countertop or below counter level



- ◇ Look on door, near counter and around store entrance
- ◇ Products on counter or below counter level are in direct eyesight of young children



# Assessment Tools

## Standardized Tobacco Assessment for Retail Settings (STARS)

**FIELD NOTES**  
 This retail environment provides a great photo opportunity.

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1. Date of visit: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

2. Coder Name/ID: \_\_\_\_\_

3. Store Name/ID: \_\_\_\_\_  
 Store name matches assigned name

4. Store Address: \_\_\_\_\_  
 Actual address matches assigned address

5. Can you survey this store? [If not, then select an option below and STOP]  
 Yes, I can  
 No, store does not exist  
 No, store is closed  
 No, under 18 not allowed to enter  
 No, membership or fee required to enter  
 No, environment unsafe for me  
 No, asked to leave before completing the survey  
 Other (specify): \_\_\_\_\_

**EXTERIOR**

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

a. Cigarettes – non-menthol	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
b. Cigarettes – menthol	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
c. Cigarillos/little cigars	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
d. Large cigars	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
e. Chew, moist or dry snuff, dip or snus	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
f. E-cigarettes	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

**INTERIOR**


7. Store Type: (Choose one)  
 Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)  
 Drug store/pharmacy (e.g., Walgreens, Rite Aid, Duane Reade)  
 Beer, wine, or liquor store (e.g., ABC)  
 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertson's)  
 Mass merchandiser (e.g., Wal-Mart, Costco, BJS, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)  
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops)  
 Other (specify): \_\_\_\_\_ (e.g., donut shop, bait & tackle)

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)? (Choose one)  
 Yes and visible to customers  
 Yes but not visible to customers  
 No [STOP if focusing on tobacco retailers]

9. Does the store have a pharmacy counter?  
 Yes  No

10. Alcoholic beverages sold here?  
 Yes  No

11. Does store display a graphic health warning sign?  
 Yes  No

  
Health and Community Tobacco Control Research  
Version 1.0 (05/02/14)

## Standardized Tobacco Assessment for Retail Settings: Vape Shops (vSTARS)

1. Date of visit: \_\_\_\_\_ 2. STORE ID: \_\_\_\_\_ 3. CODER ID: \_\_\_\_\_

4. Store Name: Does the actual store name match the assigned store name?  
 Yes  
 No - Enter correct name: \_\_\_\_\_

5. Store Location: Does the actual store address match the assigned address?  
 Yes  
 No - Enter correct address: \_\_\_\_\_

6. Can you survey this store? [If not, then select an option below and STOP]  
 Yes, I can  
 No, store does not exist  
 No, store is closed  
 No, under 18 not allowed to enter  
 No, membership or fee required to enter  
 No, environment unsafe for me  
 No, asked to leave before completing the survey  
 Other (specify): \_\_\_\_\_

7. Does this store sell vape products?  
 Yes Continue  
 No Discontinue this survey and use STARS

8. When looking at vape products, does this store sell mostly cig-a-likes (Vuse/Blu/Njoy)?  
 Yes Discontinue this survey and use STARS  
 No Continue

**STORE DEMOGRAPHICS**

9. Is this store best categorized as:  
 Vape shop  
 Vape kiosk  
 Other (e.g., vape and smoke shop, head shop)  
 Specify: \_\_\_\_\_

10. Door sign stating policy regarding minors entering the store?  
 Minimum age must be 18 or older to enter  
 Minors allowed only if accompanied by an adult  
 No minimum age posted  
 N/A - this store is a vape kiosk with no store entrance

11. Does the store sell:  
 a. Alcoholic beverages  
 Yes  No  
 b. Cannabis / Marijuana  
 Yes  No  
 c. Other psychoactive substances (e.g., kratom, K2 "spice", synthetic cannabinoids such as "herbal incense" or "Scooby Snax", etc.)  
 Yes  No

**TYPES OF PRODUCTS SOLD**

12. Are the following tobacco devices or products sold?

a. Cigarettes?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
b. Cigarillos/little cigars?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
c. Large Cigars?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
d. Chewing tobacco products?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
e. Bong(s)?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
f. Hookah pipes / Water pipes?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
g. Other?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

Start time: \_\_\_\_\_  
 End time: \_\_\_\_\_





# Tobacco Vapor 21 (TV21)

- Brain development is not complete until the 20's, and teen's developing brains are more susceptible to the effects of nicotine and addiction
- Teens are specifically targeted by the tobacco industry, and most smokers start in their teens
- Helps keep tobacco products out of High School classmates who can purchase legally (a primary source of tobacco products for underage smokers are their 18 to 20 year old peers)

**Effective January 1, 2020**

**21 IT'S THE LAW** 

**The sale of tobacco and vapor products to persons under age 21 is strictly prohibited by state law. Photo ID required upon request.**

**GET FREE HELP TO QUIT**  
Smartphone app: [doh.wa.gov/quit](https://doh.wa.gov/quit) Quitline: **1-800-QUIT-NOW**

 Washington State  
Liquor and Cannabis Board  Washington State Department of  
Health

For persons with disabilities, this document is available in other formats. Please call 800-525-0127 (TDD/TTY 711) or email [civil.rights@doh.wa.gov](mailto:civil.rights@doh.wa.gov).  
DOH 340-342 September 2019



# How can Store Assessments be Used?

## STARS Policy Crosswalk



The Standardized Tobacco Assessment for Retail Settings (STARS) was designed as a user-friendly and concise tool to facilitate data collection for evidence-based tobacco control policies. This table pairs items from STARS with relevant POS policies, and offers supplemental options from the six POS policy domains.

### Point-of-sale (POS) policy domains

- LD** licensing & density
- AD** advertising
- NT** non-tax price increases
- PP** product placement
- HW** health warning
- EC** e-cigarettes
- Misc** miscellaneous

Policy problem	STARS items	Relevant policies	Potential options
Outdoor ads	6a-f	restrict placement of outdoor ads implement content-neutral ad restrictions	AD, LD
Type of store selling tobacco products	7 9-10	ban sales at certain types of stores establish minimum distance between retailers	LD
Sale and display of tobacco products	8 12a-b	limit #/sq. footage of product displays ban product displays	PP
Graphic health warnings displayed	11	require posting of graphic health warnings require posting of quitline information	HW
Tobacco products/ads near youth items	12c-d 13-15e-f	ban self-service for OTPs limit placement of indoor ads	LD, AD, PP
Price promotions or cross-product promotions	12e-f 13-15b-i	ban price & multipack discounts ban redemption of coupons	NT
Cheap cigarette prices & ads	18-19a-c	establish minimum cigarette pack price ban price discounts	NT
Sale of OTPs	13-15a	establish minimum package laws for OTPs raise MLSA for tobacco products	LD, Misc
Sale of flavored OTPs	13-15b	ban flavored OTPs ban sales in youth locales	LD, Misc
Sale of single/cheap OTPs	13c-d	establish minimum package laws for OTPs ban price discounting	NT, Misc
Self-service sales of OTPs	13-14g	ban self-service for OTPs ban sales in youth locales	PP, LD
Sale of e-cigs & flavored e-cigs	16a-b	ban sales of e-cigs at certain types of stores require license to sell e-cigs	EC
E-cigs/ads near youth items	16e-f	ban sales of e-cigs at certain types of stores establish MLSA for e-cigs	EC
Self-service sale of e-cigs	16g	ban self-service of e-cigs require license to sell e-cigs	EC
E-cig price promotions or cross-product promotions	16h-i 20a-c	establish tax on e-cigs ban price discounts	EC, NT

OTPs = other tobacco products, including cigars, cigarillos, little cigars, snuff, smokeless tobacco, loose tobacco, hookah; MLSA = minimum legal sales age; E-cigs = e-cigarettes, e-liquid, accessories; Youth locales = near schools, parks, libraries; Youth items = candy, soda, slushies, ice cream, toys

## Point-of-sale Policy Domains

Policy domain	Example policy options
<b>LD</b> licensing & density	<ul style="list-style-type: none"> <li>• establish or increase licensing fees</li> <li>• limit or cap total number of licenses in a specific area</li> <li>• prohibit tobacco sales in youth locales</li> <li>• restrict retailers from operating within a certain distance of other retailers</li> <li>• restrict retailers in certain zones (e.g., residential zones)</li> <li>• prohibit tobacco sales in certain types of retailers (e.g., pharmacies)</li> <li>• limit number of hours or days for sales</li> </ul>
<b>AD</b> advertising	<ul style="list-style-type: none"> <li>• limit the times (of day) when advertising is permitted</li> <li>• limit placement of ads at certain store locations (e.g., near youth locales)</li> <li>• limit placement of ads inside stores (e.g., near cash registers)</li> <li>• limit placement of outdoor ads</li> <li>• ban certain manners of advertising (e.g., outdoor sandwich board-style ads)</li> <li>• establish content-neutral advertising restrictions (e.g., 15% of window space)</li> </ul>
<b>NT</b> non-tax price increases	<ul style="list-style-type: none"> <li>• establish cigarette minimum price laws</li> <li>• ban price discounting (e.g., specials, multipack options)</li> <li>• ban redemption and/or distribution of coupons</li> <li>• require disclosure of manufacturer incentives for retailers (i.e., sunshine law)</li> <li>• establish mitigation fees (e.g., to clean up cigarette litter, to cover cessation services)</li> </ul>
<b>PP</b> product placement	<ul style="list-style-type: none"> <li>• ban product displays (i.e., require products to be stored out of view)</li> <li>• ban self-service displays for OTPs</li> <li>• restrict the number of products that can be displayed (e.g., one sample of each)</li> <li>• limit times during which product displays are visible (e.g., after school hours)</li> </ul>
<b>HW</b> health warning	<ul style="list-style-type: none"> <li>• require posting of graphic health warnings at POS</li> <li>• require posting of quitline information at POS</li> </ul>
<b>EC</b> e-cigarettes	<ul style="list-style-type: none"> <li>• establish MLSA for e-cigs</li> <li>• limit where e-cigs can be sold (e.g., near youth locales, at certain types of retailers)</li> <li>• ban self-service displays for e-cigs</li> <li>• establish tax on e-cigs</li> <li>• require licensing for e-cig retailers</li> </ul>
<b>Misc</b> miscellaneous	<ul style="list-style-type: none"> <li>• ban flavored OTPs (e.g., cigarillos, little cigars)</li> <li>• require minimum pack size for OTPs (e.g., no single or two-pack cigarillos)</li> <li>• raise the MLSA for tobacco products (e.g., from 18 to 21)</li> </ul>

To learn about four states' experiences, check out the CPHSS report, *Assessing Retail Environments with STARS*, available at <http://bit.ly/1MUFuP>.

### MORE INFORMATION:

STARS <http://www.sctcresearch.org/blog/standardized-tobacco-assessment-for-retail-setting>  
 POS Policy <http://cphss.wustl.edu/Projects/Pages/ASPIRE-Products.aspx>  
<http://cphss.wustl.edu/Projects/Pages/Tobacco-Control-Guides.aspx>  
<http://publichealthlawcenter.org>



Funded by grant number U01-CA154281 from the National Cancer Institute at the National Institutes of Health.

# How can Store Assessments be Used?

## Licensing and Density

- Prohibit tobacco sales near schools or youth-serving organizations
- Prohibit tobacco sales in certain types of retailers (pharmacies, etc.)
- Limit total number of retail licenses in a specific area (around schools)

## Advertising

- Limit placement of ads at certain store locations (near children's items, candy, etc.)
- Limit placement of outdoor ads
- Establish advertisement restrictions (e.g. only 15% of window space)

## Product Placement

- Restrict number of products that can be displayed
- Ban product displays (require products to be stored out of view)

## Products

- Ban flavored products (cigarillos, little cigars)