

DEVELOPING A STATEWIDE RETAIL AND PROMOTION ASSESSMENT SYSTEM FOR CANNABIS, TOBACCO, VAPOR, AND ALCOHOL

Washington Prevention Summit, 2022

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Liz Wilhelm, United General #304

Megan Moore, Kitsap Public Health District



AGENDA

- Retail assessment as a prevention tool
- Examples of assessment systems
- Exploring a coordinated retail and promotion assessment system in WA – hearing from you!

RETAIL-RELATED RISK FACTORS

Research Article

Youth's Proximity to Marijuana Retailers and Advertisements: Factors Associated with Washington State Adolescents' Intentions to Use Marijuana

Stacey J.T. Hust  , Jessica Fitts W
Pages 594-603 | Published online: 08 Oct 2022

- **Ease of access**
- **Perceived community tolerance/norms**
- **Positive expectations of substance use**

The Journal of adolescent health :
official publication of the Society for
Adolescent Medicine

HHS Public Access

ity and Initiation
to Product Use

PhD, Bonnie Halpern-
enriksen, PhD

Nicotine &

Recall of Point-of-Sale Marketing Predicts Cigar and E-Cigarette Use Among Texas Youth

Keryn E Pasch, MPH, PhD, Nicole E Nicksic, MPH,
PhD, [...], and Cheryl L Perry, PhD

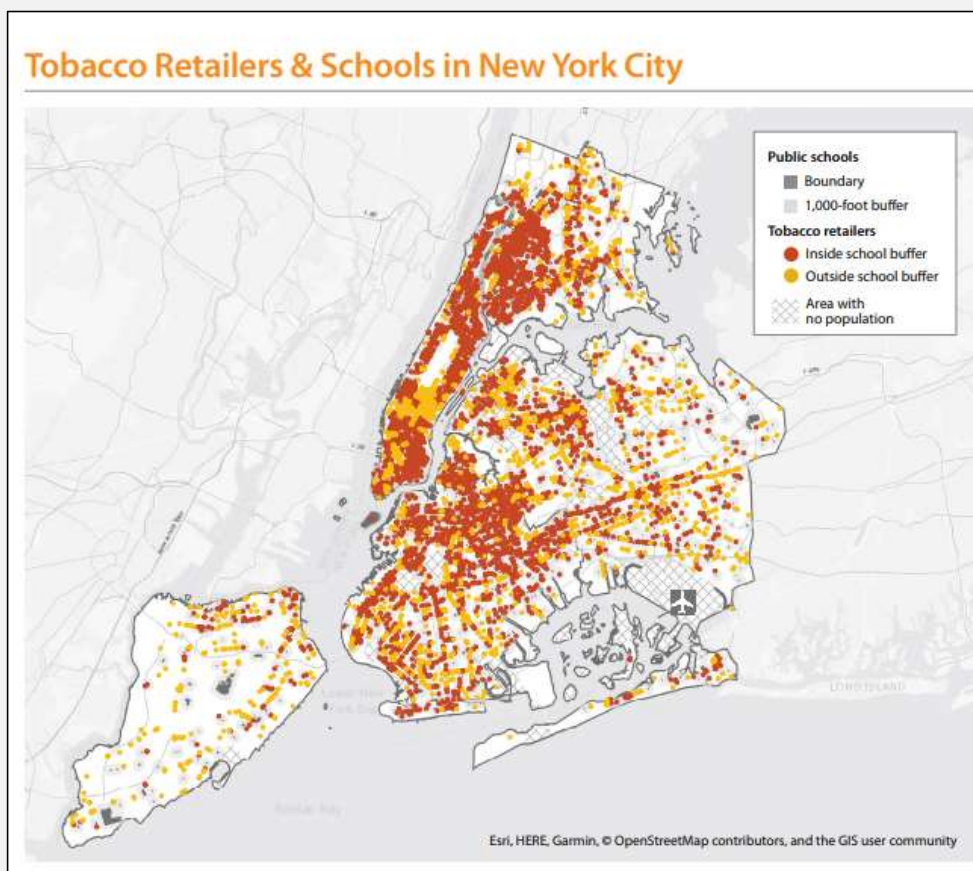
Research paper

Hiding the tobacco power wall reduces cigarette smoking risk in adolescents: using an experimental convenience store to assess tobacco regulatory options at retail point-of-sale

William G Shadel, Steven C Martino, Claude M Setodji, Deborah M Scharf,
Daniela Kusuke, Angela Sicker, Min Gong

ACCESS AND EXPOSURE: RETAIL LOCATION

- Exposure among vulnerable populations
 - By area
 - By population
 - Disparities in exposure
- Proximity to youth-use facilities
- Combined exposures between substances



Tobacco Retailer Density Fact Sheet for New York City, NY (May, 2020), Advancing Science & Practice in the Retail Environment (ASPIRE, aspirecenter.org), funded by the National Cancer Institute #P01-CA225597.

ACCESS AND EXPOSURE: RETAIL CHARACTERISTICS



Gas station and mini-mart in Seattle's Central District

- Youth eye-height signs for tobacco and alcohol
- Links to Seahawks



Gas station and mini-mart in Kirkland

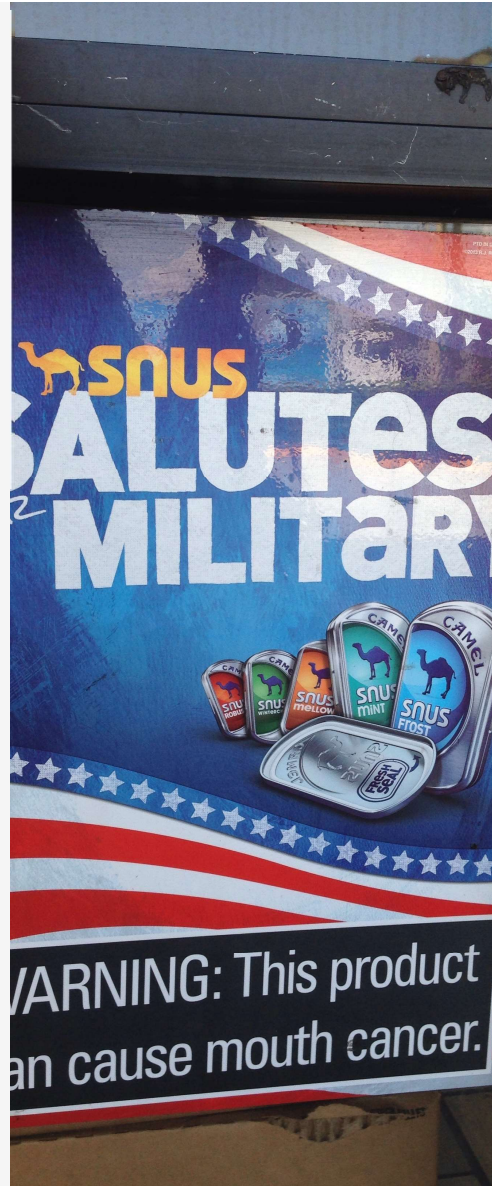
- Advertising for coffee and gas
- No window advertising

IDENTIFY RULE VIOLATIONS



Credit: Mike Graham-Squire SE Seattle PEACE Coalition

- LCB has notice-driven enforcement that relies on observers to report violations
 - <https://lcb.wa.gov/enforcement/report-violation>
- Trends in violations
 - Retail type
 - Seasonal
 - Regional



OBSERVE INDUSTRY TACTICS

- Marketing appeals
 - In or next to product promotion
- Youth appealing products
- Pricing strategies

IMAGES: [WASHINGTON POST](#), [COUNTER TOBACCO](#), [TOTAL WINE](#)

USING ASSESSMENT DATA

- Stakeholder engagement
 - What do findings mean to your communities?
 - How do communities want to be involved in data collection?
- Program development
 - Media/advertising literacy
 - Retailer engagement
- Policy development
 - Land use codes
 - Retail and promotion rules

EXAMPLES OF PREVIOUS AND CURRENT ASSESSMENT SYSTEMS

- MVAPE
 - Developed to track changes in access with COVID allowances
- Community Assessment of Neighborhood Stores (CANS)
 - Developed for youth to gather and analyze data
- Systems using big data
 - Geographic information systems
 - Google Streetview or similar image collections

Washington State Community Assessment of Neighborhood Stores (CANS) Inspection Record		
Store Name :	Date:	Start Time:
Street :	Initials of inspectors:	End Time:
City :	Store Type	
Nearby Landmark:	<input type="checkbox"/> Convenience <input type="checkbox"/> Grocery/Supermarket <input type="checkbox"/> Other:	
A. Community Environment		
Can you see any of these youth-friendly places when you are standing on the store property?	Check any situations that suggest young people "hang out" on store grounds:	
School	<input type="checkbox"/> Yes <input type="checkbox"/> No	2+ youth hanging out in front of store <input type="checkbox"/> Yes <input type="checkbox"/> No
Places of worship	<input type="checkbox"/> Yes <input type="checkbox"/> No	Graffiti or gang tagging <input type="checkbox"/> Yes <input type="checkbox"/> No
Parks, playground or sports fields	<input type="checkbox"/> Yes <input type="checkbox"/> No	Benches or picnic tables <input type="checkbox"/> Yes <input type="checkbox"/> No
Daycare or childcare center	<input type="checkbox"/> Yes <input type="checkbox"/> No	Bulletin boards/ads for youth events <input type="checkbox"/> Yes <input type="checkbox"/> No
Malls or youth-focused stores	<input type="checkbox"/> Yes <input type="checkbox"/> No	Bike racks <input type="checkbox"/> Yes <input type="checkbox"/> No
Other:	<input type="checkbox"/> Yes <input type="checkbox"/> No	Other: <input type="checkbox"/> Yes <input type="checkbox"/> No
B. Advertising		
Does the store have ads that appeal to youth outside the store?		
<input type="checkbox"/> Soda/sweetened drinks <input type="checkbox"/> Energy drinks <input type="checkbox"/> Candy or ice cream <input type="checkbox"/> School supplies <input type="checkbox"/> Sports teams (Mariners, Seahawks) <input type="checkbox"/> Other:		
Are there family-friendly ads outside the store? <input type="checkbox"/> "Let's Draw The Line" materials		
<input type="checkbox"/> Stickers/signs from local youth orgs <input type="checkbox"/> Stickers/signs for "family friendly" or similar <input type="checkbox"/> Other:		
Alcohol and Tobacco Advertising details	Tobacco Advertising	Alcohol Advertising
Total number of exterior ads: on windows/doors (facing out), building, gas pumps, sidewalk or border areas – with brands, prices, symbols. (if "0" skip questions below)	Number: _____ (not necessarily the total of the numbers below)	Number: _____ (not necessarily the total of the numbers below)
Neon or lighted ads	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Free-standing ads ("sandwich board signs")	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Offers for "buy one get one free"	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Offers for special prices or deals	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Offers for a free gift or prize	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Ads for menthol cigarettes	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ads for fruit, sweet or exotic-flavored tobacco	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ads for "e-cigarettes" or "electronic cigarettes"	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ads for "natural," "organic" or "additive free" tobacco	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ads for specialty products ("strips", "orbs" or "snus")	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Total number of interior ads: on windows/doors (facing inside) – with brands, prices, symbols. (if "0" skip questions below)	Number: _____ (not necessarily the total of the numbers below)	Number: _____ (not necessarily the total of the numbers below)
Free-standing ads ("sandwich board signs" or other)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Offers for "buy one get one free"	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Offers for special prices or deals	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Offers for a free gift or prize	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Ads for menthol cigarettes	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Questions?

STATEWIDE ASSESSMENT SYSTEM PROJECT STATEMENT

Based on previous work with CANS and MVAPE assessments, HCA, some DOH prevention contractors and prevention coalition leads are working on a proposal for a retail and promotion assessment system. This could mean assessment tools for retail locations and promotion as well as a database to collect and analyze data from around the state.

The overall goals of an assessment system is to know how retail and promotion practices look in different between communities and to be able to develop program and policy goals based on what is really taking place. We are currently thinking the assessment and data management system would cover cannabis, commercial tobacco, vapor products, and alcohol.

WHAT DO YOU THINK?

- Would the communities and programs you work with benefit from a cannabis, commercial tobacco and vaping, and alcohol retail and promotion assessment system? What benefits come to mind for you?
- What do you think your programs or communities will need to get those benefits? For instance, training, reports, presentations, or something else?
- Do you think people in communities you work with, including youth, would be part of collecting or analyzing the promotion and retailer data? What do you think your programs would need to engage local neighborhoods with data collection and analysis? For instance, training or stipends?
- Besides the goals in the project summary, what other goals should an assessment system accomplish or what other questions should it answer? Which of these are the most important to you?
- Overall, how important is it to you to have a statewide retail and promotional assessment system for cannabis, commercial tobacco, vaping, and alcohol?
- Can you think of any unintended consequences of an assessment system? If so, do you have ideas to avoid harmful outcomes?

GET INVOLVED

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