



## **Instrument ESSENTIALS for Retail Objectives**

### **TOPIC**

The aim of retail objectives is to prevent or limit the availability of tobacco or vape products being sold in retail outlets. The presence of tobacco products and advertising is everywhere, making it harder for current users to quit and exposing youth to images and messaging that promotes product uptake.

Tobacco control projects work to address this problem by imposing a variety of limitations on tobacco retailers through legislated policies (adopted by the city council or board of supervisors to cover the entire jurisdiction). Typically, this means passing a tobacco retail license law that may also include provisions that restrict: the sale of flavored products, limit pack size or price, tobacco/vape retailer density or zoning, sale of products in pharmacies, etc.

### **TERMINOLOGY**

- × E-liquids/vape liquids: The “juice” used to produce vapor comes in over 10,000 flavors and falls under the umbrella term of “tobacco product” even if it contains no tobacco or nicotine.
- × Flavored tobacco/vape products: Any flavored additive that changes the “taste” of tobacco or vape products, with the intent of making them appeal more to users. This includes all e-liquids as well as menthol. Although the FDA has banned the sale of flavored tobacco products, the industry is challenging this ruling in court. Local flavor bans can supersede federal law, however.
- × Healthy retail: Refers to the practice of offering incentives or promotion to retailers for agreeing to adopt healthy retail practices such as keeping tobacco or alcoholic products out of easy reach of children, separating unhealthy products from healthy products, having healthy checkout aisles, minimizing unhealthy marketing displays, etc.
- × Minimum pack size or price: Laws that set a minimum pack size or price (at a larger pack or higher price) makes tobacco products more expensive to buy, which can be a disincentive to would-be buyers—especially youth.
- × Tobacco marketing: Refers to the tobacco advertising displayed inside and outside of tobacco/vape retailers. Such marketing makes it harder for users to quit and exposes underage youth to images and messaging that increases the likelihood of product uptake.
- × Tobacco retail license (TRL): A requirement imposed by the jurisdiction for tobacco/vape retailers to obtain a license in order to sell tobacco or vape products (similar to requirements to sell alcohol). A TRL policy with funding to enforce the law helps ensure that retailers do not sell tobacco or vape products to youths under age 21 or risk fines or losing their license.
- × Tobacco retailer density: Refers to the saturation or number of tobacco retail outlets in a particular neighborhood or jurisdiction. The density of tobacco retailers tends to be higher in lower income areas or neighborhoods of color.

- × Tobacco retailer zoning: A provision that limits where tobacco retailers can be located. Zoning laws can be used to prohibit tobacco retailers from within a certain distance from schools or youth-serving locations such as parks, community centers, etc.
- × Tobacco/vape product: The generic term for any product made from tobacco or nicotine, including cigarettes, cigarillos, cigars, chewing tobacco, electronic cigarettes, vape liquids and the equipment to consume them.
- × Tobacco/vape retailer: Any retail outlet for tobacco or vape products, whether it is a tobacco or vape shop, grocery store, small market, donut shop, gas station, hookah bar, etc.
- × Young Adult Tobacco Purchase Survey (YATPS): A sting operation where youths attempt to buy tobacco or vape products as a means of checking if retailers are following the law not to sell products to minors.

## USES OF EVALUATION

**Store Observations** are used to:

- a. Track what products are being sold in a neighborhood or community
- b. Persuade decisionmakers of the need for a policy by documenting the extent of the problem (pre-intervention)
- c. Confirm compliance once a policy is adopted and implemented by comparing conditions before and after policy adoption

Measures

- The number of outside ads for tobacco/vape products
- % of glass windows and doors covered with ads or signage
- Placement of ads/marketing within the sightline of children (on the floor or within 3 feet)
- Types of tobacco/vape products available
- Presence of flavored tobacco/vape products
- Minimum pack size of products
- Minimum price of products
- Proximity of tobacco/vape products within reach of children or near candy or toys
- Placement of tobacco/vape products that can be directly accessed by customers (self-serve)
- Presence of tobacco products in pharmacies
- Availability (and variety) of healthy foods
- Healthy retail practices (e.g., child friendly aisles, proximity of unhealthy products near other beverages, etc.)
- Presence of tobacco 21 signage

**Young Adult Tobacco Purchase Surveys (YATPS)** are used to:

- a. Persuade decisionmakers of the need for a policy by documenting the extent of the problem of selling tobacco or vape products to underaged minors (pre-intervention)
- b. Confirm compliance once a policy is adopted and implemented by comparing conditions before and after policy adoption

Measures

- Whether the clerk is willing to sell tobacco/vape products to minor
- Whether the clerk asks for ID
- Store type
- Store name & address
- Presence of STAKE act signage
- Display of license to sell tobacco products
- Presence of certain products (e.g., vape products, flavored products, etc.)\* optional

**GIS Content Analysis** is used to:

- a. Assess social inequities with regard to retailer or product saturation, food deserts, etc.
- b. Persuade decisionmakers (and/or the public) of the need for a density/zoning policy by documenting the density of retailers in a community or the number of retailers within 1,000 feet of schools or youth-frequented locations (e.g., schools, parks, community centers, etc.)

Measures

- Number of tobacco/vape retailers within a particular area
- Number of tobacco/vape retailers located within 1,000 feet of schools or youth-frequented locations (e.g., schools, parks, community centers, etc.)
- Number of tobacco/vape retailers selling a particular type/flavor product

**Public Opinion Surveys** are used to:

- a. Persuade decisionmakers of the need for a policy by documenting the level of community support for a tobacco retail license (pre-intervention)

Measures

- Knowledge about the problem (ease of youth access to tobacco/vape products)
- Knowledge about tobacco industry tactics (marketing, product placement, flavors, pack size, density, proximity of retail outlets to youth-oriented spaces, etc.)
- Support for TRL/flavor ban/density or zoning restrictions/pack size limits/etc.
- Demographic questions about ethnicity, income or other low SES measures; #/% of individuals who live with underage youth or people who smoke or vape

**User Focus Groups** (youth, other priority populations) are used to:

- a. Inform project for education and outreach strategies and timing

Measures

- Ease of youth access to tobacco/vape products
- Whether clerks sell to youth or ask for ID
- Preferred products and flavors
- How price affects their ability/desire to purchase products
- Preferred pack size
- Exposure to tobacco/vape marketing/advertising
- Influence of tobacco/vape marketing/advertising on initiation/uptake/difficulty in quitting

(Once a policy has been implemented)

- Whether youth access is now more difficult
- Whether price or pack size has affected the amount they purchase
- Whether flavor ban has reduced the type/amount they purchase

**Owner/manager key informant interviews or surveys** are used to:

- a. Assess the need for education re: the harms of youth uptake of tobacco/vape products
- b. Assess the need for education re: compliance (& consequences)
- c. Understand readiness and/or support or opposition for a policy
- d. Interest in healthy retail practices
- e. Find out how well the policy is working once policy is implemented
- f. Demonstrate industry willingness for legislated policy to lawmakers

Measures

- Knowledge of the harms of youth uptake
- Understand tobacco industry marketing tactics/retailer support
- Support or opposition for policy
- How well the policy is working
- Need for technical assistance, 'no smoking' signage, healthy product marketing