

Healthy Stores for a Healthy Community (HSHC) Campaign Key Informant Interview and Public Opinion Survey Statewide Summary Results of Menthol and Other Flavored Products



Introduction

In Spring 2014 Local Lead Agencies (LLAs) funded by the California Tobacco Control Program conducted public opinion polls and key informant interviews with policy makers and retailers to better understand public sentiment on their Healthy Stores for a Healthy Community retail objective. This data was collected by 61 LLAs on one or more of 10 retail indicators for the Healthy Stores for a Healthy Communities Campaign.

Table 1. HSHC Indicators

Indicator	Number of LLA's funded to obtain objectives in the 2014-27 funding cycle
1. Tobacco Retail Licensing (3.2.1)	21
2. Content Neutral Advertising on Storefronts (1.1.18)	13
3. Menthol and Other Flavored Products (3.2.9)	9
4. Tobacco Retailer Density/Zoning (3.2.2)	8
5. Tobacco Free Pharmacies and Health Care Providers (3.2.7)	4
6. Minimum package/Volume size (1.2.7)	3
7. Tobacco Product Definition Update (3.2.12)	3
8. Store Exterior Marketing (1.1.2)	2
9. Healthy retailer Licensing (1.2.9)	2
10. Healthy Community/Retailer Incentives (1.2.8)	1

This report summarizes the results from Indicator # 8: Store Exterior Marketing 1.1.2

Methods

The Tobacco Control Evaluation Center (TCEC) aggregated data from LLA's public intercept surveys (PIS) on each of these 10 indicators (not all LLA's asked questions related to these indicators). Survey data was pulled from TCEC's master account with Survey Analytics, which stores all data collected by LLAs using the SurveyPocket mobile data collection app. Because LLAs did not ask the same set of questions on demographics or smoking status, TCEC was unable to complete any sub-group analyses (i.e., comparison of support for retailer incentives among smokers and non-smokers).

The California Tobacco Control Program provided copies of the LLA progress reports which included summaries of key informant interviews (KIIs) conducted with policy makers and other local key informants. The summaries were loaded onto NVIVO, a qualitative analysis software package, and coded by the key indicators as well as related emerging themes. Progress report summaries varied in length, detail, and presentation, and so TCEC was not able to discern with any accuracy the various roles of the KII respondents. We can only report that KII respondents included a variety of local policy makers and leaders, including city council members, county board of supervisors, leaders of religious and non-profit organizations, and tobacco retail owners and managers.

TCEC analyzed the results of the POS and KIIs using a mixed methods approach, analyzing them jointly to answer the following research questions for each indicator:

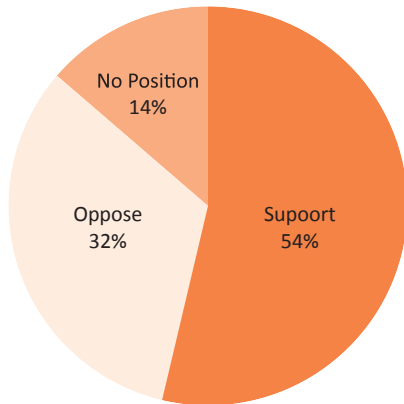
1. What are the opinions of the public and key informants about an incentive program?
2. Does public opinion coincide with the opinion of key informants, especially policy makers, on this indicator?

**HSHC: Campaign Key Informant Interview and Public Opinion Survey Statewide
Summary Results of Menthol and Other Flavored Products**

Results

During the summer and fall of 2014 40 Counties in California asked their resident’s questions regarding their stance in favor or opposition of banning the sale of flavored tobacco. The question was phrased in terms of the respondents support, opposition or no opinion; the question had 5,502 respondents throughout 40 counties in California. Of the 5502 Californians who responded to this question 2956 supported banning flavored tobacco products, 1769 opposed the ban and 777 did not know how to respond or had no opinion on the subject.

Table 2. Statewide support and opposition for flavored tobacco bans

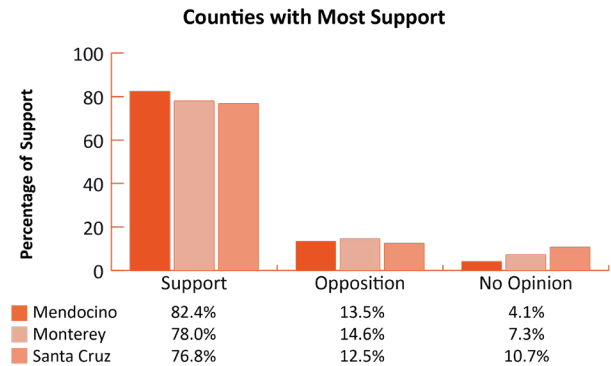


Mendocino, Monterey and Santa Cruz counties showed the largest numbers in support for a ban in Flavored Tobacco products. In Mendocino county 74 people answered the question regarding their position on a flavored tobacco ban; 61 (82%) of the respondents supported a ban, while only 10 (13%) opposed a ban and 3 (1%) had no opinion.

In Monterey county 82 people were polled, resulting in 64 or 78% respondents supporting a ban, 12 or 15% opposed and 6 or 7% with no stance.

Santa Cruz County polled 112 people their stance on the ban of flavored tobacco. The results were 86 or 77% in favor of a ban, 14 or 13% opposed to a ban and 12 or 10% had no stance.

Table 3. Counties with most support for flavors ban

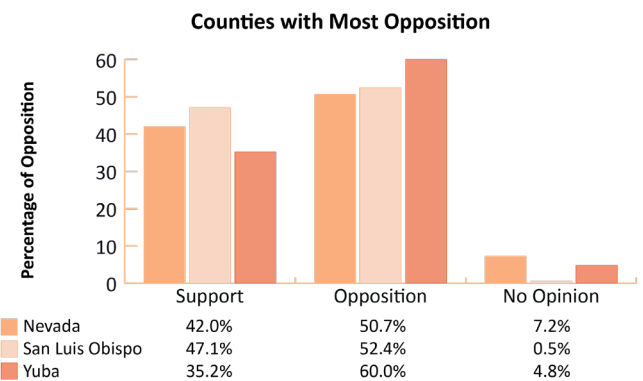


The counties that had most opposition for a ban on flavored tobacco were Nevada, San Luis Obispo and Yuba.

Nevada County posed the question on supporting of banning flavored tobacco products, to 69 people. 29 or 42% supported banning flavored tobacco products, 35 or 51% opposed a ban on flavored tobacco products and 5 or 7% had no stance on banning flavored tobacco products.

San Luis Obispo asked 187 individuals about their stance for or against a ban on flavored tobacco. 88 respondents or 47% were in favor of a ban on flavored tobacco products, 98 or 52% of respondents were against a ban, while 1 respondent had no opinion on the subject.

Table 4. California HSHC Indicators



Yuba County had the strongest opposition to the ban of flavored tobacco products. The question was posed to 125 people, with 44 or 35.2% in support of a ban, 75 or 60% opposing a ban and 6 or 4.8% with no opinion.

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There was a smaller pool of counties that included a “Menthol and Other Flavored Products” related question in their Key Informant Interview, only four counties in California included this question: Orange, Santa Cruz, San Luis Obispo and Santa Barbara.

Overall there is support for policies limiting or banning flavored tobacco products. Orange, Santa Cruz and Santa Barbara Counties appear to have some level of support for policies limiting flavored tobacco products. While San Luis Obispo and Alameda counties were less receptive to adopting a policy regarding flavored tobacco.

Orange County found seven out of nine of their key informants supporting regulation on types of tobacco products sold. The Santa Cruz Health officer voiced support for addressing tobacco products. While two of three informants from Alameda did not support policy on flavored tobacco sighting such a policy as unrealistic, three of the five informants in San Luis Obispo County did not feel they had enough education on the issue to form an opinion for or against such a policy.

Conclusions

While the statewide data shows support for a policy banning flavored tobacco products with 53.7% in support and 32.1% against, policy makers and community leaders are less enthusiastic about such policy. The most commonly sighted reason for not supporting a flavored tobacco ban is that it seen as “unrealistic” (Alameda County). Though key informant data is sparse on the subject, data shows that 25 counties in California support a ban on flavored tobacco products with over 50% acceptance, while only 3 counties in the state would strongly oppose (over 50%) a policy banning flavored tobacco products.

Limitations

The data available from public intercept surveys is limited to 40 counties, however this includes rural and urban counties with varied populations, and the data set includes 5,502 total surveys. The Key Informant Interviews varied in the way the question was asked; individuals questioned included mayors, health officers and other community leaders.

Key Informants	Public Opinion
Orange	Amador
Santa Cruz	Colusa
San Luis Obispo	El Dorado
Santa Barbara	Imperial
	Inyo
	Kern
	Lake
	Lassen
	Madera
	Mariposa
	Mendocino
	Modoc
	Monterey
	Nevada
	Orange
	Placer
	Plumas
	Riverside
	Sacramento
	San Benito
	San Bernardino
	San Diego
	San Francisco
	San Joaquin
	San Luis Obispo
	San Mateo
	Santa Barbara
	Santa Clara
	Santa Cruz
	Shasta
	Sierra
	Siskiyou
	Sonoma
	Tehama
	Tulare
	Yolo
	Yuba
	Berkeley
	Long Beach
	Pasadena