

FOUNTAIN WARREN TOBACCO PREVENTION & CESSATION PROGRAM NEWSLETTER

DECEMBER
2017



INSIDE THIS ISSUE:

Vaping changes the brain 2

Red Ribbon Week & GASO 2

Tobacco Marketing & Local Info 3

Program Info 4



LIKE US ON
FACEBOOK

TOBACCO RETAILERS

There is an estimated 375,000 tobacco retailers in the U.S.—about 27 times more than McDonald's and 28 times more than Starbucks. The graph included with this article presents a visual of this startling statistic.

Measures to restrict tobacco retailer licensing and density are one way to combat the impact of tobacco retail marketing, also known as point-of-sale marketing. This kind of marketing is linked to *impulse purchases of tobacco products, increased youth initiation of tobacco use by young people, and decreased success for people attempting to quit smoking.*

Point-of-sale marketing, which includes advertisements and things like discounts and product displays behind check-out counters, is the tobacco industry's leading marketing strategy. Tobacco companies spent over \$8.6 billion on point-of-sale marketing in 2014 (most recent data available).

While no federal regulations exist concerning tobacco retailer licensing and density, the State of Indiana has laws that preempt local municipalities from enacting stronger policies regarding tobacco retailers.

Truth Initiative® America's largest non-profit public health organization dedicated to making tobacco use a thing of the past suggests the following:

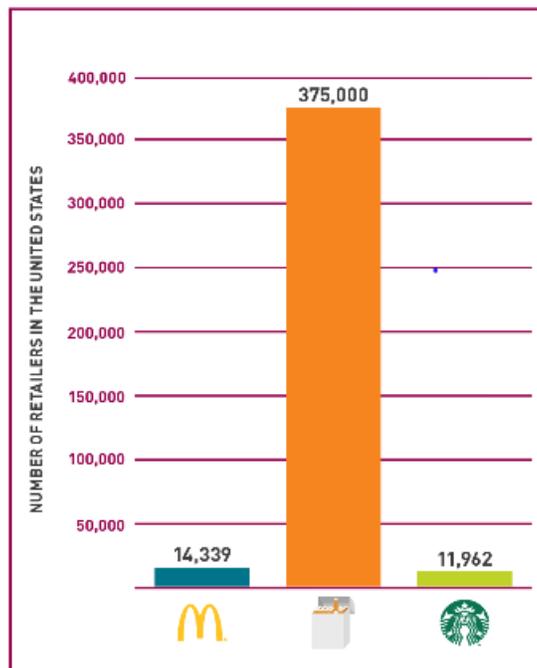
Controlling density— tobacco retailers are disproportionately located in communities with a greater number of racial and ethnic minorities and low-income populations.

Prohibiting tobacco retailers near schools—experimental smoking among youth is linked to the number of tobacco retailers in high school neighborhoods and in communities where youth live.

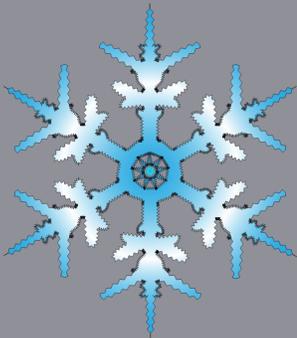
Banning tobacco product sales in pharmacies—In 2016, almost 54,000 pharmacies in the U.S. sold tobacco products.

Source: Truth Initiative

NUMBER OF TOBACCO RETAILERS VERSUS MCDONALD'S AND STARBUCKS IN THE U.S.



E-cigarette use is strongly associated with the use of other tobacco products among youth and young adults, including cigarettes and other burned tobacco products.



VAPING, CAN REWIRE YOUR BRAIN

In August 2017, the Food and Drug Administration (FDA) announced it would pursue a new, strategic public health education effort designed to prevent youth from using e-cigarettes and other electronic nicotine delivery systems (ENDS). In support of this goal, the agency expanded “The Real Cost” public education campaign in October 2017 to educate teens about the dangers of nicotine on the developing brain. The new campaign materials include digital images and online video and radio ads. Additionally, FDA is planning to launch a full-scale media campaign to prevent youth e-cigarette use in 2018. New messages focus specifically on how nicotine can rewire the developing brain to crave more nicotine. This is the first time the FDA will explicitly address youth use of e-cigarettes through campaign advertising. “The Real Cost” campaign, launched in February 2014, initially focused on reaching millions of 12-to-17-year-olds open to trying smoking or already experimenting with cigarettes. An FDA-supported study by an independent research firm has indicated that exposure to this award-winning campaign between 2014 and 2016 prevented an estimated 350,000 youth ages 11 to 18 from smoking. In light of this success, and considering that more than 2 million U.S. teens currently use e-cigarettes, FDA is expanding “The Real Cost” to explicitly address youth vaping. “Expanding our highly successful public education efforts to include messaging about the dangers of youth use of these products is a critical part of our work to keep all tobacco products out of the hands of kids,” said FDA Commissioner Scott Gottlieb, M.D. New campaign content such as video and radio ads began appearing Oct. 23 on YouTube, Hulu, and Spotify, as well as on the campaign’s website. FDA also plans to launch a full-scale campaign in 2018 focusing on youth use of e-cigarettes and other ENDS.

Red Ribbon Week—GASO Activities



During Red Ribbon Week and Great American Smoke Out our Program Director, Kathy Walker presented “Why Animals Don’t Smoke” to Head Start students in several counties and kindergarten students at Covington Elementary School. The materials use animals to discuss good reasons not to smoke and about the health impact of tobacco use. Take home materials were given to each student to take home to parents and other caretakers.

Special thanks to our Head Start teachers for asking us into their classrooms and to Yessi Girdler, Covington Community Schools for inviting us to the kindergarten classrooms.



LIKE US ON FACEBOOK

TOBACCO MARKETING: WHY AND WHERE?

Tobacco companies spent over \$8.47 billion on marketing in retail establishments, also called point-of-sale marketing, in 2015. There's a reason why 93 percent of tobacco displays and 85 percent of tobacco shelving units are in the counter zone of retail establishments — in most stores, the cashier counter or point-of-sale is the best place to encourage impulse purchases. Tobacco companies pay retailers to place their products and other items, such as branded signs, displays and shelving units, in highly visible locations around checkout counters, and in other easy-to-see spaces in retail environments. The tobacco industry spent almost \$646 million of its over \$8.9 billion marketing budget on these types of financial incentives to wholesalers and retailers in 2015, a sum that also includes money for volume discounts and free products retailers can later sell to consumers. The placement of tobacco products and ads can affect smoking behaviors in several ways. Tobacco ads make quitting more difficult for those making a quit attempt. The placement of tobacco marketing also affects young people. Many tobacco products come in youth-appealing flavors and may be placed on countertops, three feet from the floor and within a foot of candy. It's not just tobacco products being placed at the eye level of young children. Approximately one-third of retail tobacco outlets also have tobacco ads at eye-level of young children. Youth who are frequently exposed to point-of-sale tobacco marketing are twice as likely to try smoking as those who are not. In fact, about one-third of teenage experimentation with smoking can be directly attributed to tobacco marketing in retail environments.



In Indiana, tobacco companies are estimated to spend about \$284.5 million dollars marketing their products each year. This equates to nearly \$44 per Hoosier annually. Point-of-sale marketing disproportionately targets some communities. This type of marketing often targets communities with a high proportion of low-income and/or minority residents. These groups are already disparately affected by tobacco, so point-of-sale marketing contributes tobacco-related diseases. When we study the tobacco retail environment, we use terms such as density and proximity. Density is a measure of how many tobacco retailers there are in a particular location—we measure density as the number of retailers per 1,000 population. Proximity is a measure of how close a tobacco retailer is to another location, such as a school or other tobacco retailer. As of October 2016, there were 31 tobacco retailers in Fountain County and 8,392 statewide. This equates to 1.8 retailers per 1,000 population in Fountain County – somewhat higher than tobacco retailer density statewide. Over half of tobacco retailers in Fountain County, or 61%, were located within 500 feet of another retailer. In addition, it is important to look at the location of retailers relative to schools. Research has shown that youth smoking prevalence is higher in schools in areas with higher tobacco retailer density. Additionally, when retailers are located near schools, students may be more exposed to retail tobacco advertising. In Fountain County, about 29% of tobacco retailers are located within 1,000 feet of a school, which is significantly higher than the

statewide rate of 18%. The largest proportion of stores that were assessed both in Fountain County and across all counties surveyed were convenience stores. In Indiana there is preemption on regulating tobacco retail at the local level. That means that only the state general assembly can regulate the sale, distribution, or display of tobacco products, and local governments cannot enact their own regulations on how tobacco is sold, distributed, or displayed. Our program is working to increase awareness and build support for change. To learn more contact our Program Director, Kathy Walker by email at kwalker@capwi.org or by phone at 765-793-4881.

Tobacco Retailer Density and Proximity

	Indiana Statewide	Fountain County
Number of licensed tobacco retailers	8,392	31
Tobacco Retailer Density (number of tobacco retailers per 1,000 population)	1.3	1.8
Percentage of tobacco retailers within 1,000 feet of a school	18%	29%
Percentage of tobacco retailers within 500 feet of another tobacco retailer	59%	61%

Join the efforts of the Fountain/Warren Co. Tobacco Prevention & Cessation Program

Meetings are held on the second Wednesday of every other month at:



Community Action Program, Inc. of Western Indiana

418 Washington Street

Covington, IN 47932

Contact Kathy Walker, Program Coordinator

Phone: 765-793-4881

Email: kwalker@capwi.org

Community Action Program, Inc. of Western Indiana administers the Fountain/Warren Tobacco Prevention & Cessation Program. All services are provided without regard to race, age, color, religion, sex, disability, national origin, ancestry, or status as a veteran.

FREEDOM FROM SMOKING (FFS) IS A PROGRAM WITH A POSITIVE FOCUS. IT EMPHASIZES THE BENEFITS OF

FREEDOM FROM SMOKING CLINICS

BETTER HEALTH AND IMPROVED LIFESTYLE HABITS AS WELL AS MASTERY OF ONE'S OWN LIFE. ANYONE CAN STOP SMOKING! STAYING QUIT IS THE DIFFICULT PART! FFS INCLUDES MAINTENANCE STRATEGIES! THE PROGRAM HELPS YOU QUIT AND STAY QUIT!

OFFERED TO RESIDENTS OF FOUNTAIN OR WARREN COUNTIES

COST: \$30 PER PERSON

**INCLUDES EIGHT SESSIONS, WORKBOOK, RELAXATION CD,
2 WEEKS OF NICOTINE REPLACEMENT THERAPY,
AND ONGOING SUPPORT.**

REGISTRATION IS REQUIRED.

PAYMENT IS DUE AT FIRST CLASS SESSION.



TO REGISTER AND/OR TO GET MORE INFORMATION, CONTACT

KATHY WALKER, FFS FACILITATOR AT

765-793-4881 OR VIA EMAIL AT KWALKER@CAPWI.ORG



WHEN YOU CALL THE INDIANA TOBACCO QUITLINE YOU WILL RECEIVE ONE-ON-ONE PROACTIVE TELEPHONE COUNSELING WITH A QUIT COACH AND ACCESS TO 24-HOUR WEBCOACH. THERE'S NEVER BEEN A BETTER TIME TO QUIT! IT'S FREE AND CONFIDENTIAL! SERVICES ARE AVAILABLE IN ENGLISH AND SPANISH. TTY SERVICES ARE AVAILABLE FOR THE HEARING IMPAIRED. CALL 24 HOURS A DAY, 7 DAYS A WEEK. VISIT QUITNOWINDIANA.COM FOR MORE INFORMATION. AVAILABLE TO ANYONE AGE 13 AND ABOVE.