



# Tailoring tobacco control policy resources to overcome the challenges of differential tobacco retail density in New York

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# Presenter Disclosures

**Emily Nink, M.S.**

**The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

**No relationships to disclose.**

***The information contained in this presentation is provided for educational purposes and is not a substitute for obtaining legal advice from an attorney. Additionally, nothing in this presentation is intended to reflect a view on specific legislation.***

# Presentation Outline

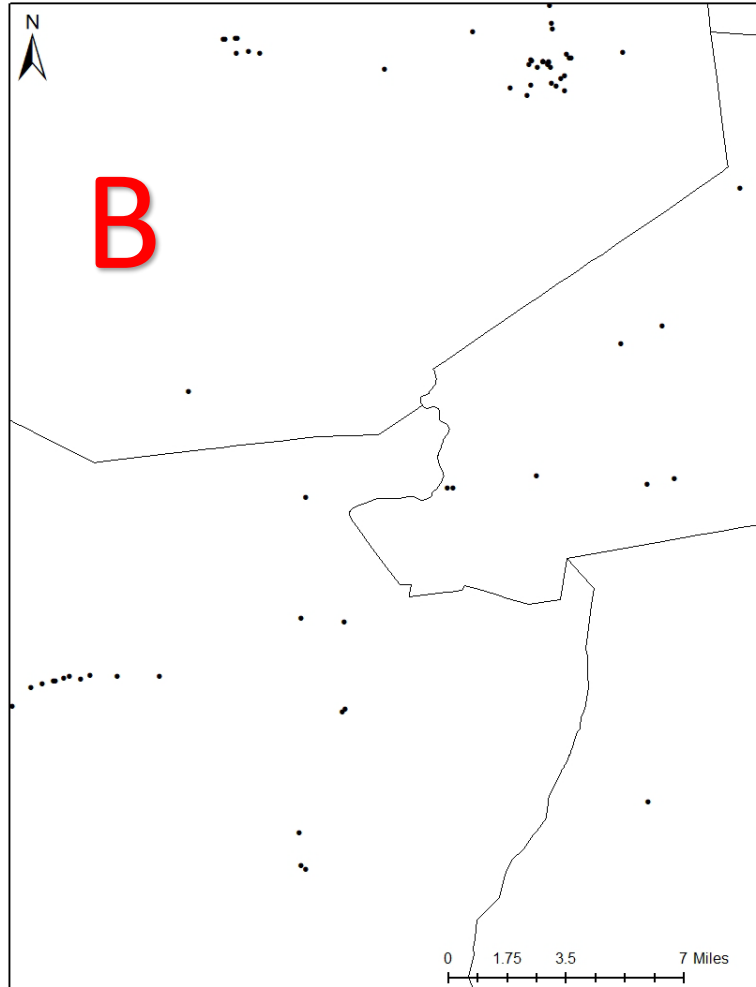
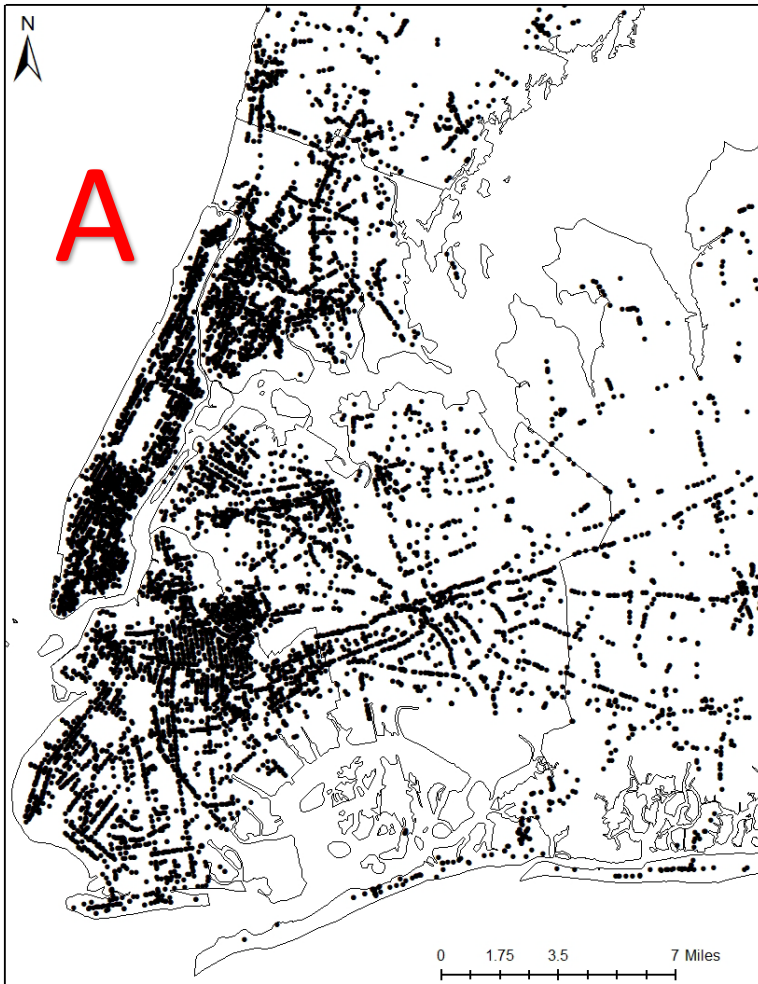
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What is Tobacco Retail Density?

Why is it a Problem?

Tailoring Messages for Urban and Rural Communities

# What is Tobacco Retail Density?



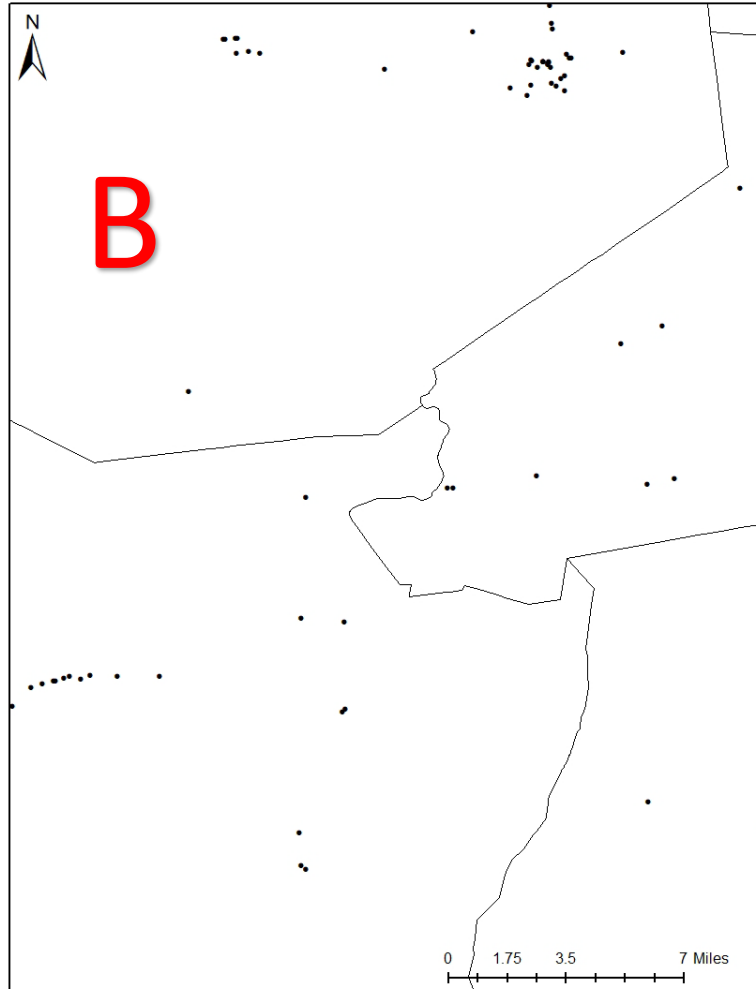
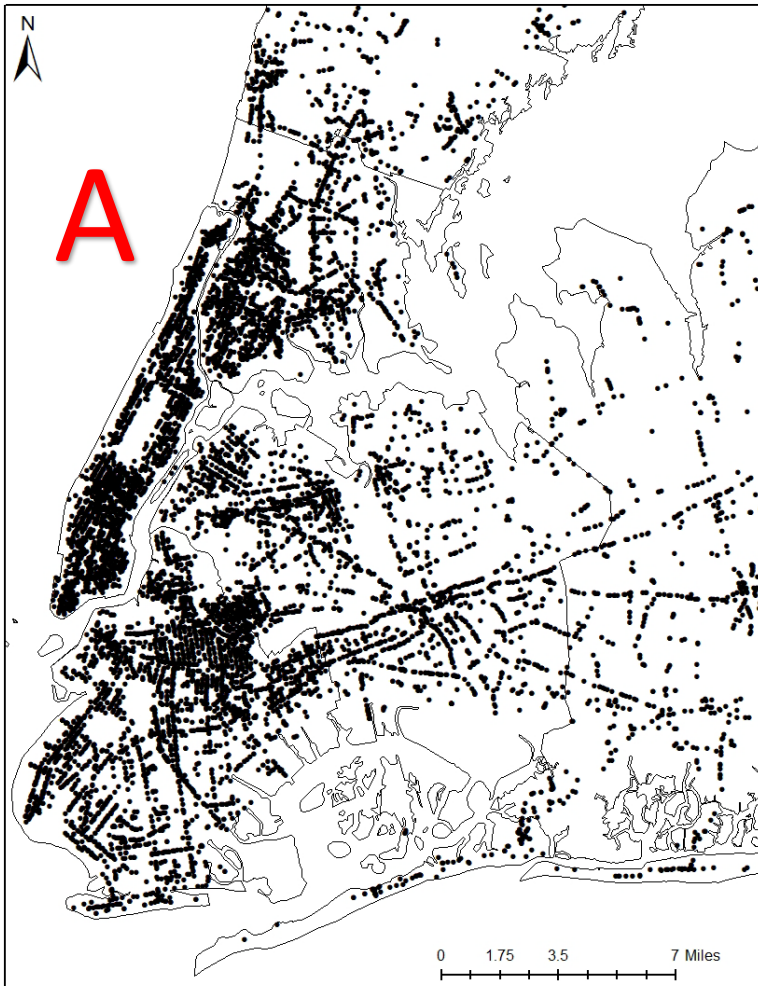
Data is from “Active Tobacco Retail Vendors,” (2017) available at [health.data.ny.gov](http://health.data.ny.gov).

Density is a **ratio**.

## LEGEND

- Active Tobacco Retailers (2017)
- County Lines

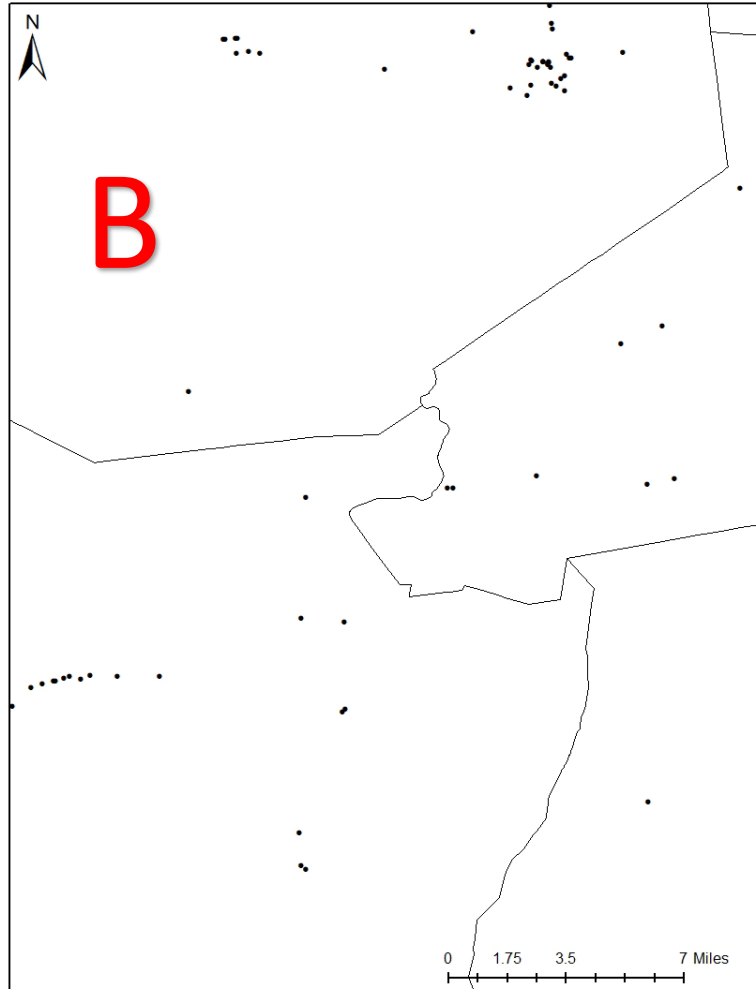
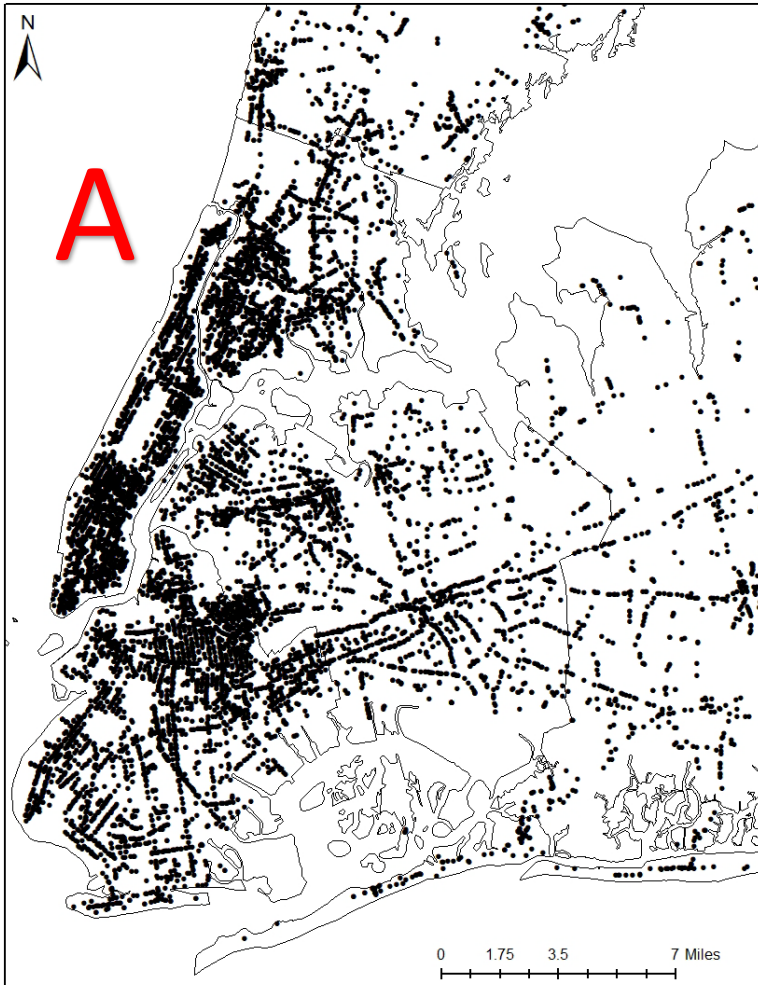
# What is Tobacco Retail Density?



Number of Active  
Tobacco Retailers

Square Mile

# What is Tobacco Retail Density?

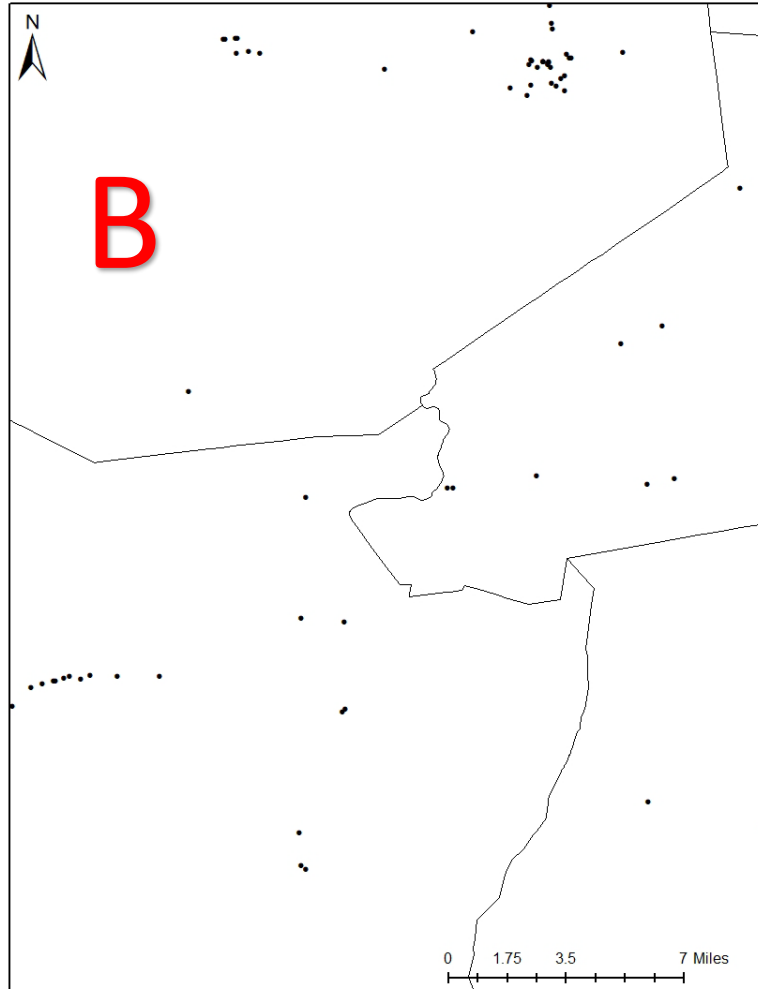


Number of Active  
Tobacco Retailers

Total Population



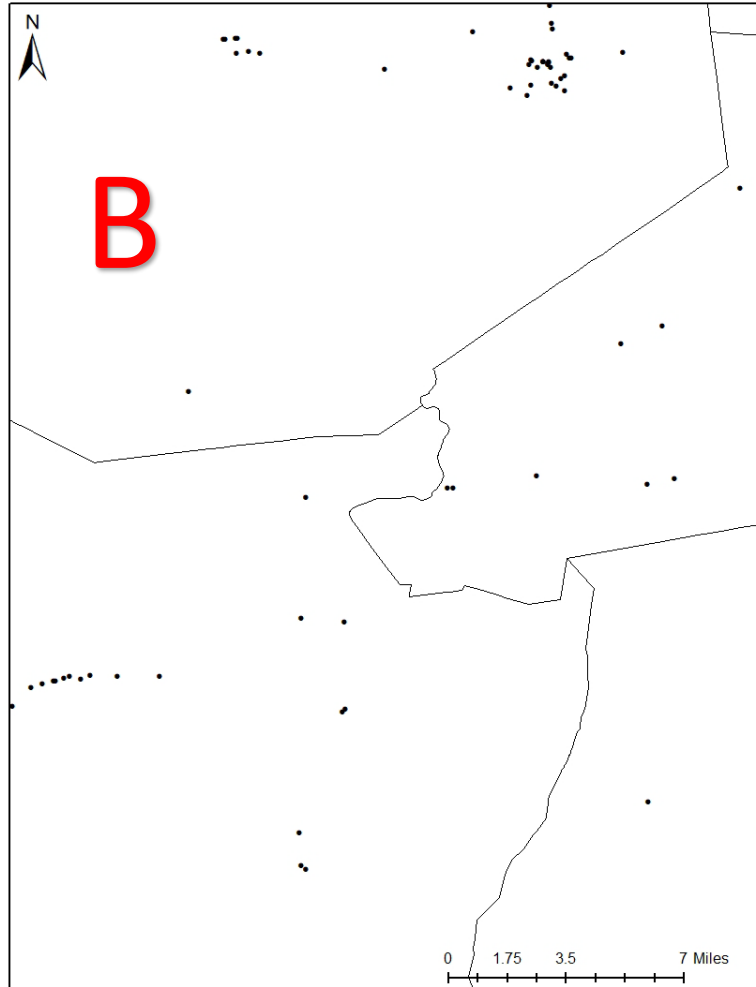
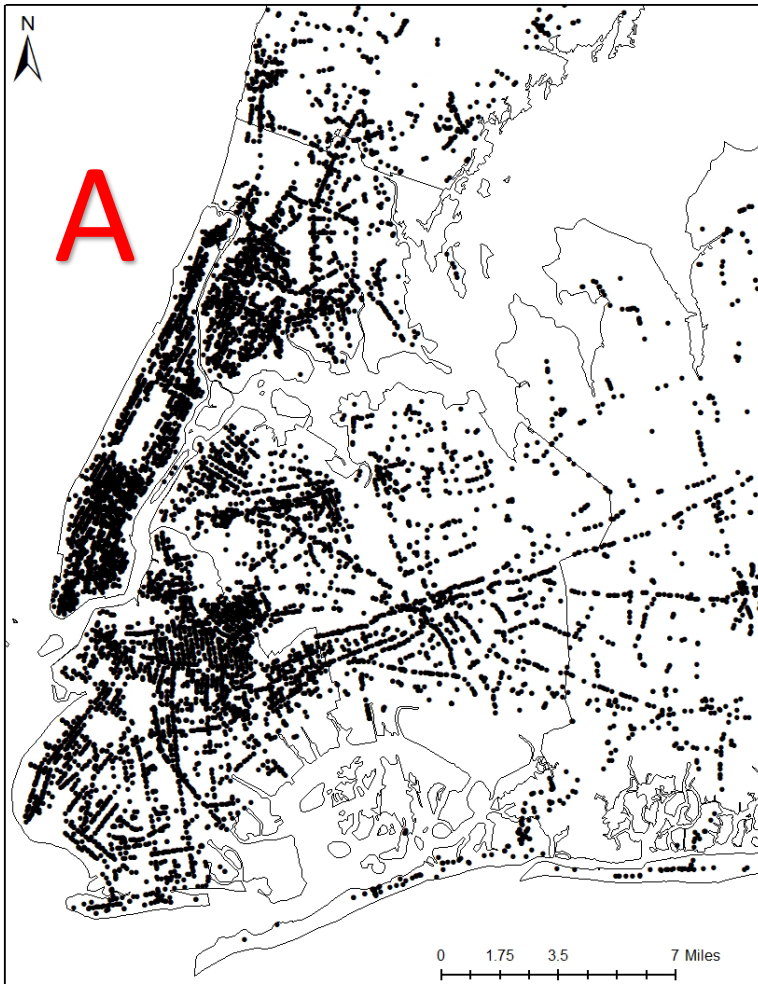
# What is Tobacco Retail Density?



**Number of Active  
Tobacco Retailers**

**km of commercially-  
zoned streets**

# What is Tobacco Retail Density?



Data is from “Active Tobacco Retail Vendors,” (2017) available at [health.data.ny.gov](http://health.data.ny.gov).

## It Depends!

### LEGEND

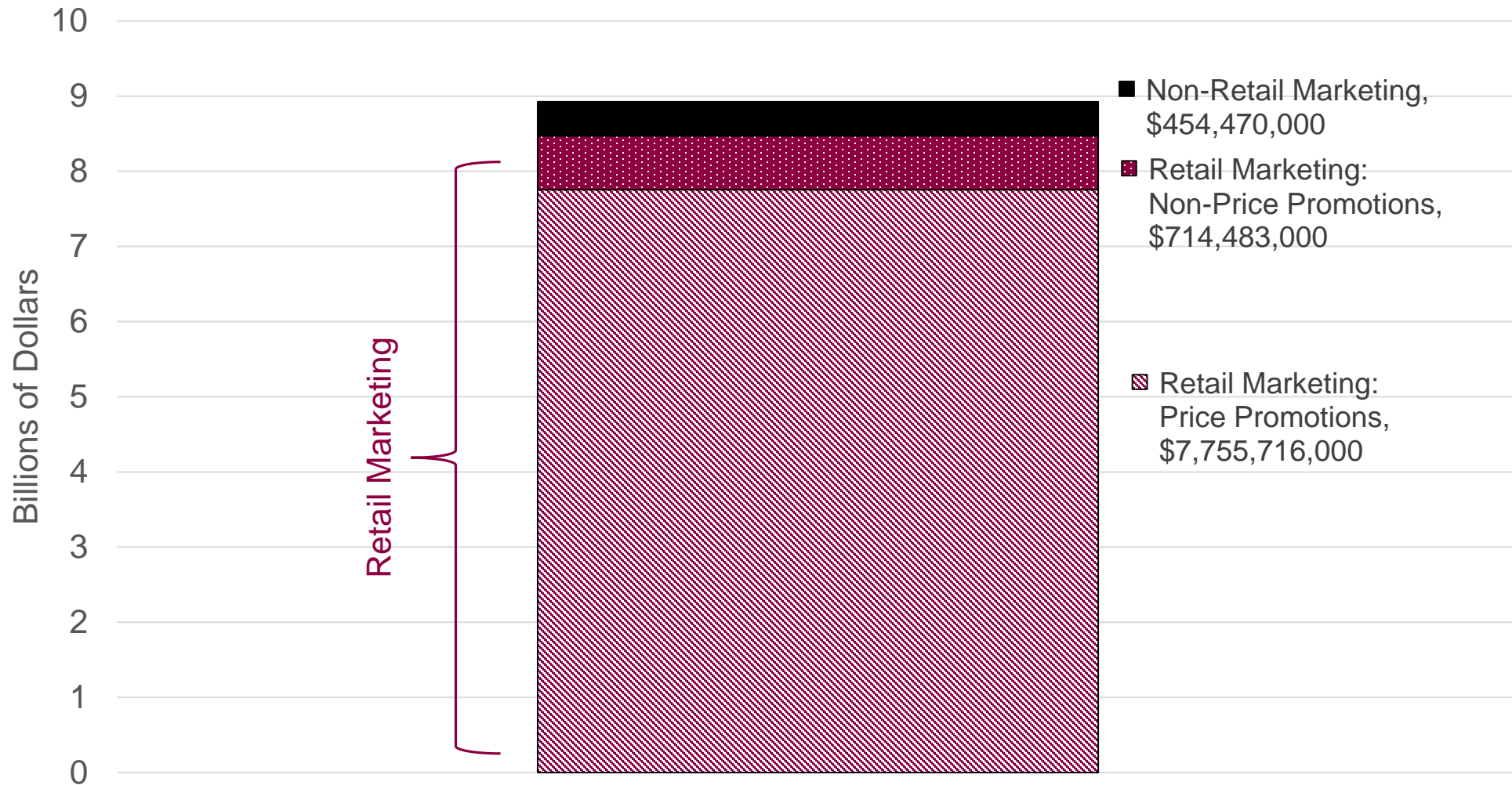
- Active Tobacco Retailers (2017)
- County Lines



# Tobacco Marketing is Concentrated in the Retail Environment



# Tobacco Industry Marketing Expenditures, 2015



# Tobacco Marketing is Concentrated in the Retail Environment





# Tobacco Marketing is Concentrated in the Retail Environment



## Legend

- County Retailer (n=319)

## Target Area 1 Census Tracts

### Median Household Income

■ \$26,888 - \$56,495

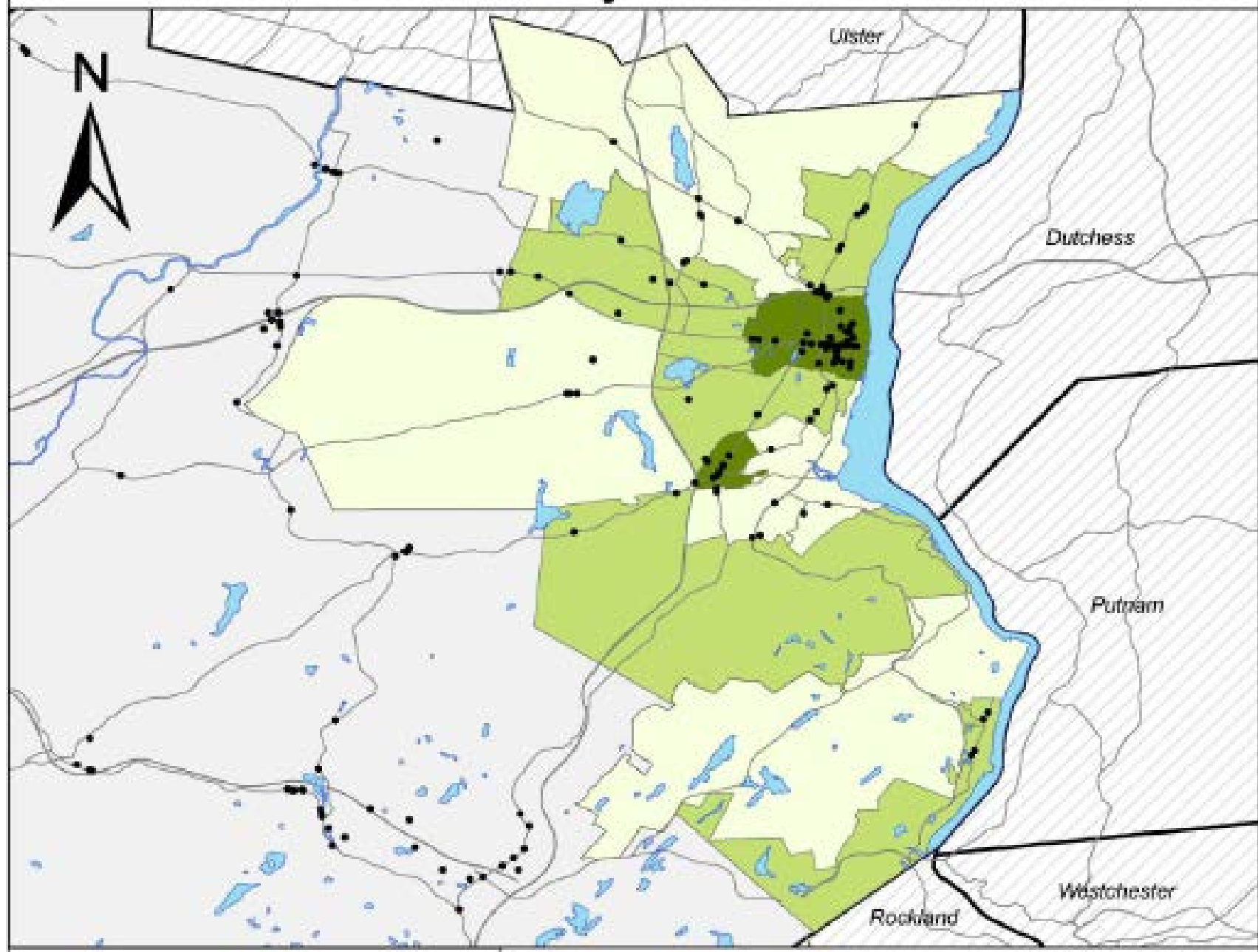
■ \$58,149 - \$76,336

■ \$77,600 - \$92,841

— Primary and Secondary roads

□ Orange County

▨ Surrounding Counties



## Data Findings, Newburgh, NY Area:

### Tobacco Retail Outlets per 10,000 Persons:

■ Low: 19.54 tobacco retail outlets per 10,000 persons

■ Mod: 9.66 tobacco retail outlets per 10,000 persons

■ High: 4.93 tobacco retail outlets per 10,000 persons

### Ratio: Comparing Low and Moderate to High Income Areas:

■ High : High = 1.00 (reference)

■ Mod : High = 1.96

■ Low : High = 3.93



Family Fare  
Helping You Get There!

First In Thirst!

MIDNIGHT **Marlboro** MENTHOL

**Marlboro** BOLD. UNIQUE. MENTHOL FLAVOR.

\$5.59 \$5.34

\$5.34 \$4.74

\$1.99 \$4.19 \$4.69

\$4.03 \$5.30

Special Blend \$4.54  
72's \$4.54

Newport pleasure! \$5.30

ASK LASTS LONGER \$4.95

Newport pleasure!

Winston \$4.95

Newport pleasure!

SALEM \$4.95

Newport pleasure!

MAVERICK \$4.21 \$4.50

Newport \$4.11 \$4.99

359  
0.449  
0.359  
0.399  
0.339

\$3.39

ALL LOTTERY TRANSACTIONS ARE CASH ONLY

Closed

# WESTFORT CIGARS

\$9.99

\$1.19

A CARTON

A PACK



## LAKE REGION CONVENIENCE HI-VAL



\$39.99

A CARTON

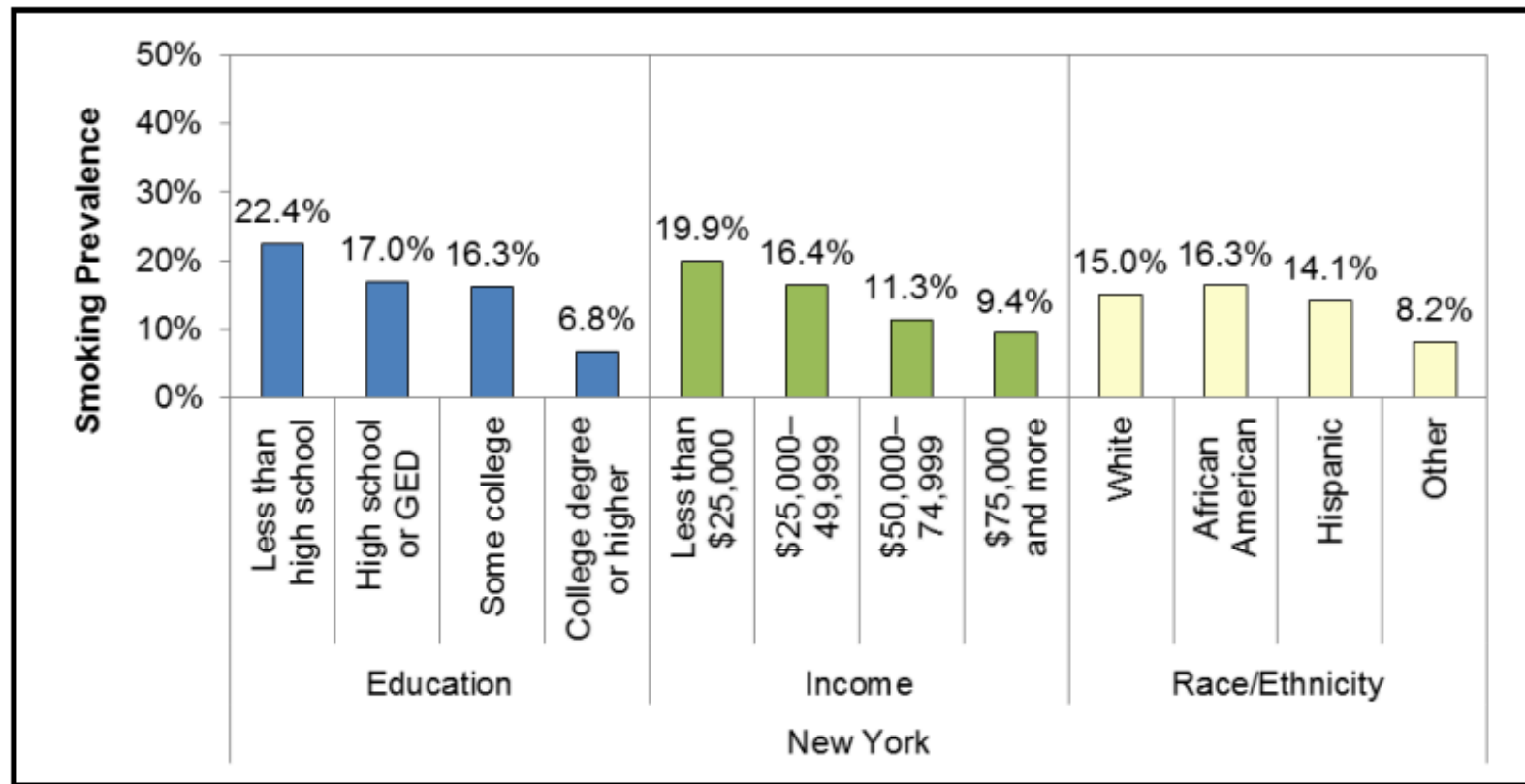
# LOWEST PRICE

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.



# Tobacco Use Disparities

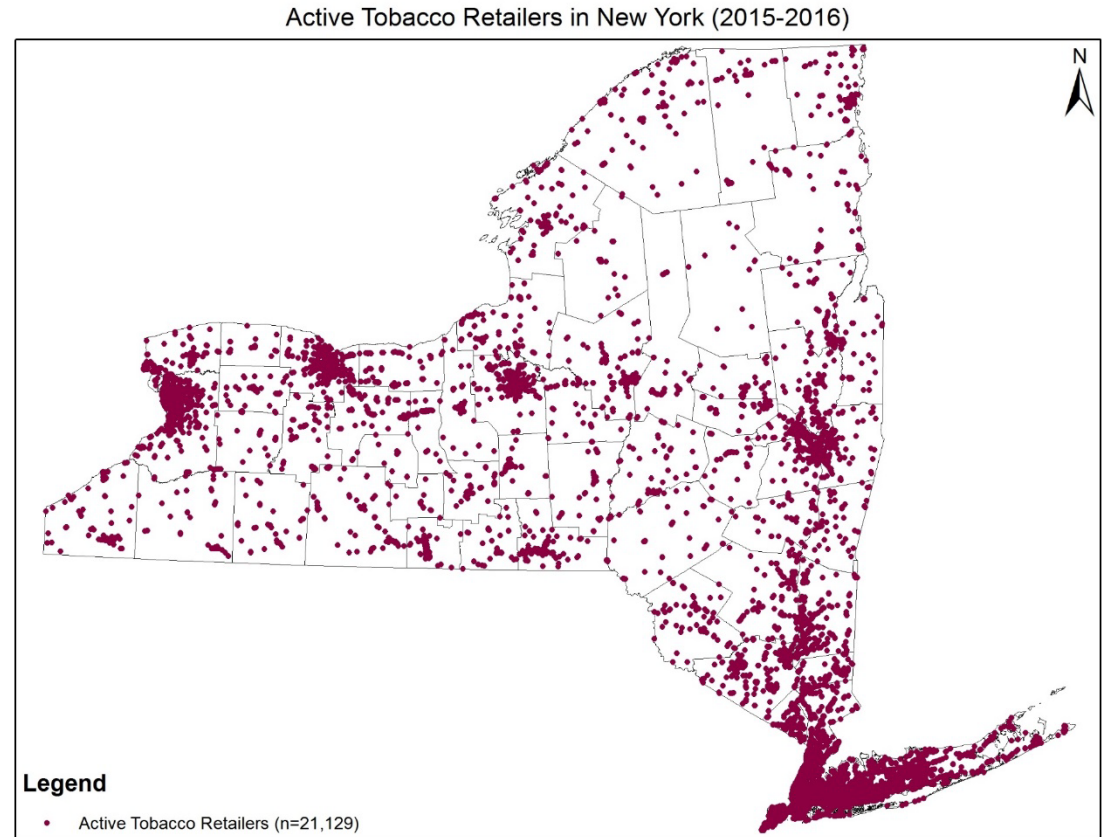
**Figure 5. Percentage of New York Adults Who Currently Smoke, by Education, Income, and Race/Ethnicity, Behavioral Risk Factor Surveillance System 2014**



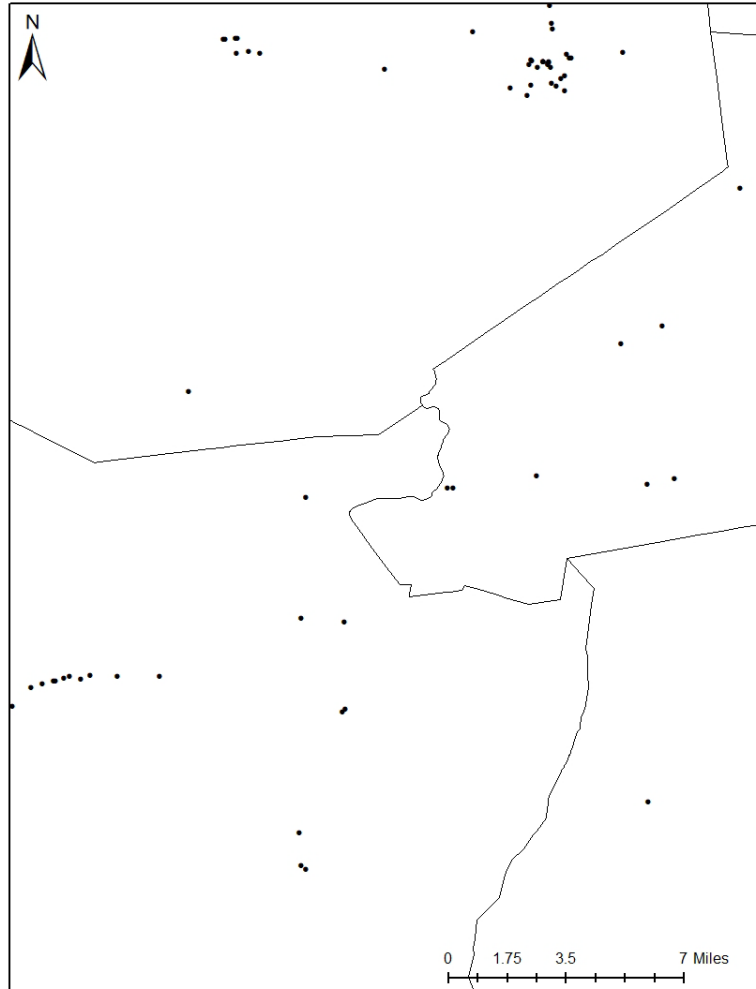
# Reducing Exposure to Tobacco Marketing

Local governments may enact policies to regulate:

- **Number** of tobacco retail outlets
- **Location** of tobacco retail outlets
- **Type** of retail outlet allowed to sell tobacco
- Use of **price** promotions



# Reducing Exposure to Tobacco Marketing



Data is from “Active Tobacco Retail Vendors,” (2017) available at [health.data.ny.gov](http://health.data.ny.gov).

## LEGEND

- Active Tobacco Retailers (2017)
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# Tailored Messages: Impact of Marketing

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## *URBAN:*

Our community is oversaturated with tobacco outlets. It seems like there is one on every corner, and each one is plastered with eye-catching tobacco marketing.

## *RURAL:*

There aren't enough places in our community where people can buy their basic goods without being confronted by tobacco marketing.

# Tailored Messages: Number of Outlets

## *URBAN:*

For every Starbucks store in our City, there are 27 stores that sell tobacco products. This high density creates an illusion that tobacco use is normal and nontoxic.

## *RURAL:*

I'm all for economic development in our community. But stores should be assets— they don't need to sell tobacco to be viable businesses. Instead, they should serve our community's needs.

# Tailored Messages: Location of Outlets

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## *URBAN:*

On my walk to school, I pass so many stores selling tobacco. I'm curious about the cigarettes and pipes shown in the glamorous advertisements.

## *RURAL:*

We're revitalizing our Main Street. Tobacco products are directly at odds with our community's mission to promote a healthy live-work environment in the revitalized commercial district.



# Tailored Messages: Type of Outlets

## *URBAN:*

Our community is oversaturated with tobacco outlets. We don't need pharmacies, which are in the business of health care, to sell tobacco products alongside cancer medications.

## *RURAL:*

It isn't fair that tobacco users who are trying to quit are confronted by tobacco marketing when they visit our only pharmacy for their cessation therapies.

# In Summary:

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- The majority of tobacco marketing is concentrated in the retail environment
- Density of tobacco sales and marketing is higher in disadvantaged communities
- Educational messages that illustrate this problem can be tailored to fit the context of urban and rural retail environments

# Thank you!

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<http://www.tobaccopolicycenter.org/documents/Disparities.pdf>

