

Assessment of Stores for Tobacco and Healthy Foods

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Background

- Funding surprise – more TPEP \$\$!
- Tobacco use and obesity are the two leading preventable causes of death.
- Tobacco distributed through retail outlets such as convenience stores, groceries, and some specialty stores.
- Most food is purchased from convenience and grocery stores.
- Advertising in stores affects kids, even if they are not making purchases.

Background

- Large overlap between stores that sell tobacco and stores that sell food
- Efficiency in combining assessments for both tobacco and food
- Cross program collaboration!
- Purpose of study:
 - Identify areas for improvement
 - Baseline data to measure future changes

List of Stores

- Identified 275 tobacco outlets in the county
 - Synar list for Addictions & Mental Health Division
 - WIC - Women, Infant, and Children Program
 - SNAP - Supplemental Nutrition Assistance Program
 - Oregon Lottery Commission (“delis”)
 - OLCC list of liquor stores
 - Internet (corporations, searches)
 - Observation

List of Stores

- Confirmed tobacco sales through phone calls
- 24 groceries did not sell tobacco including:
 - Dollar Tree*
 - Grocery Outlet Bargain Market
 - New Seasons, Trader Joe's
 - Kmart, Target

Sampling of Stores

- Stores were mapped using GIS
 - Most stores are in the urbanized areas, close to Portland
 - Much of the land area is rural, 20% of stores
 - Most tobacco retailers are located within 1000 feet of a park or school.
- Included almost all stores in outlying areas
- Assured a distribution of store types and store brands
- Assessed 90 of 275 tobacco outlets

Types of stores assessed

Store type	Number
Minimart	54
Large chain grocery	12
Pharmacy	5
Tobacco shop	11
Liquor store	3
Deli-lottery	2
Other	3
TOTAL	90

Assessment Instrument

- Reviewed previous tobacco and food assessments, including formal studies and volunteer projects
- Pre-tested in five stores, and also made slight modifications during data collection
- 150 data elements

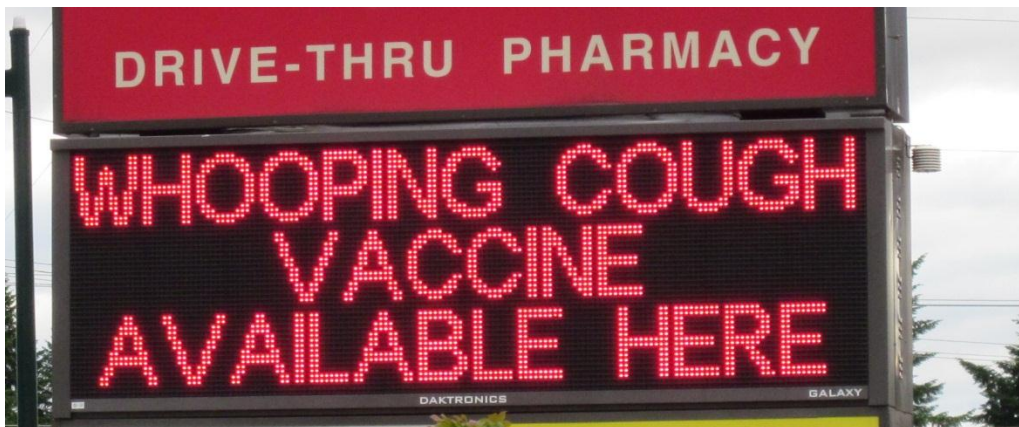
Assessing Stores

- Conducted between June 4-June 18, 2012
- Letters sent to stores in advance
- Introduced ourselves to store clerk
 - Most clerks were helpful with answering questions
- Assessment took an average of 15 minutes
 - Most assessments done with two people
- Data entered in Excel and analyzed in SPSS

10% of stores had a majority of windows covered with advertising



Other outdoor signs were not very common



20% of stores had ashtrays within ten feet of a doorway



Types of tobacco sold by convenience stores

Type of Tobacco	Percentage of Stores
Cigarettes	100%
Chew tobacco	94%
Little cigars	89%
Roll your own	72%
Snus	61%
Cigars	43%
Electronic cigarettes	28%
Pipe tobacco	23%
Strips	2%
Orbs	2%
Sticks (dissolvable)	1%
Shisha for hookahs	0%

Little cigars are like cigarettes but can be sold as singles and are often flavored



“Powerwalls” can be found in almost every convenience store



Well-placed advertising



Sale prices on two types of nicotine delivery devices



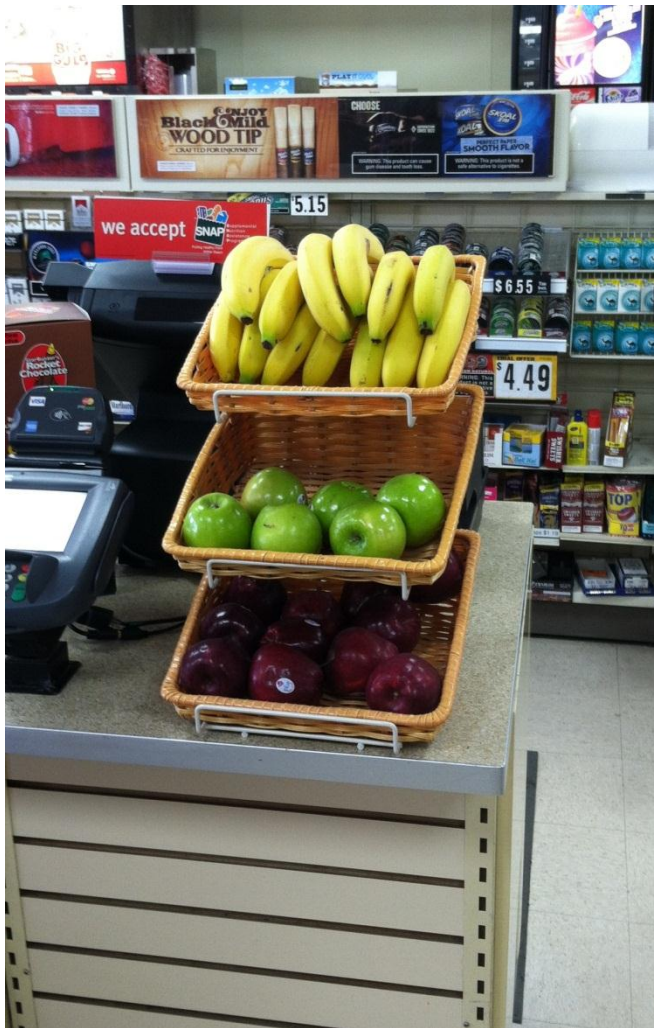
Summary

- Violations
 - Ash trays and smoking near doorways
 - “Light” cigarettes
 - Self service
- Other areas of concern
 - Advertising below 3 feet
 - Number of stores close to schools/parks
 - Flavored cigars sold as singles

Food

- Almost all grocery stores had all the fresh produce in our list and many varieties of canned and frozen produce
- Very few convenience stores have scales to weigh bulk produce
- Convenience stores did not have frozen produce, and little canned produce.

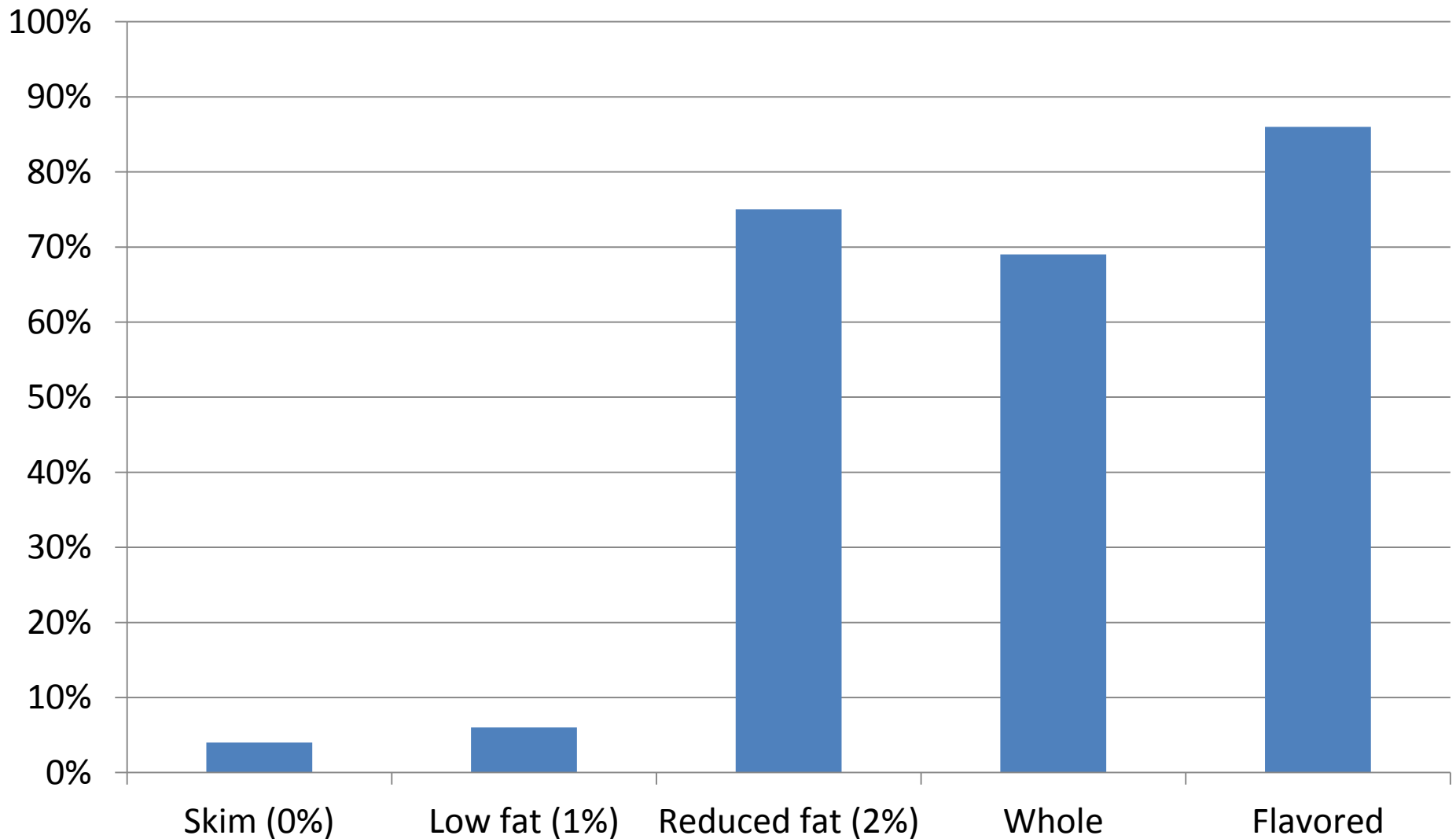
Most common produce in convenience stores were bananas (46%) and apples (35%)



Small grocery stores can have attractive, effective produce displays



Low fat milk is hard to find in single serving containers in convenience stores



Soda fountains in convenience stores

- What is a small soda? Smallest fountain cup size ranged from 16-32 ounces.
- The number of ounces in the cups was not listed in 40% of stores.
- In one store, you could refill a 100 ounce cup for \$1.49.

Some convenience stores had a special cooler with fresh and often healthier foods

- Many of these coolers were part of Core-Mark's Fresh Food Fast program
- Sales of Core-Mark's fresh products increased 28% last year
- Core-Mark delivers fresh products to 30% of the stores they serve



Advertising of healthy foods is infrequent,
even at grocery stores



Conclusions

- Conducting an assessment of tobacco and food is an efficient use of resources.
- Tobacco is pervasive with many outlets and many types of tobacco being sold.
- Healthy food is growing in convenience stores, but there is a long way to go.
- Advertising is more common for tobacco, beer, energy drinks, and soda than for healthy food

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