

**TITLE:** Towards Tobacco Retailer Licensing in Oregon: Evidence for Action

**AUTHOR(S):** Allison E. Myers, PhD, MPH

**PRESENTER(S):** Allison E. Myers, PhD, MPH

**STUDENT SUBMISSION:** No

**TOPIC/TARGET AUDIENCE:** Public health professionals in local public health authorities or community-based organizations leading or interested in healthy communities, healthy neighborhoods, food access, or tobacco prevention and control efforts

**ABSTRACT:** Background. The tobacco industry spends ~\$8.5 billion annually to market tobacco products in US retail stores, a practice that causes children to start smoking and makes it harder for everyone to quit. Oregon localities have legal power to implement tailored Tobacco Retailer Licensing (TRL) policies to counter retail tobacco sales and marketing. Purpose. This talk reviews three published studies that can inform TRL policy development. Methods. Methods included (1) a phone survey of US adults; (2) observational assessments of US tobacco retail outlets; and, (3) spatial analyses of tobacco retail outlets. Results. (1) US adults are supportive of retail-focused policies to eliminate menthol, candy, or fruit flavored tobacco products. (2) Compared to stores who do not accept SNAP (a federal food benefit program for low-income families), SNAP-authorized tobacco outlets have greater odds of displaying interior tobacco price promotions and advertisements. (3) In a NC experiment, policies to prohibit sales of tobacco products in pharmacies and within 1,000 feet of schools reduced the number of outlets by ~30%. Implications. Local TRL policies could restrict the marketing and availability of menthol, candy, or fruit-flavored tobacco products, or eliminate tobacco sales altogether in stores that are pharmacies, near schools, or accept SNAP benefits.

**OBJECTIVE(S):** Describe findings from research studies to assess support for Tobacco Retailer Licensing policy provisions; understand the relationship between WIC and SNAP acceptance and tobacco sales and marketing in stores; and test the efficacy of policy provisions to reduce exposure to retail tobacco sales and marketing.

Identify policy provisions that could be implemented by communities within retail environments to promote health and prevent cancer and chronic disease.

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