

Localities that most need retail tobacco policies may not see them adopted

The tobacco industry spends almost \$1 million an hour on marketing and promotion of tobacco in retail settings. Retail-focused tobacco policies that counter the industry's efforts are increasing, but limited research exists on the political, social, and demographic characteristics of early policy adopters.

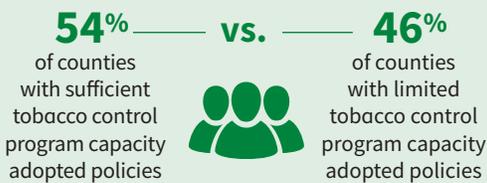
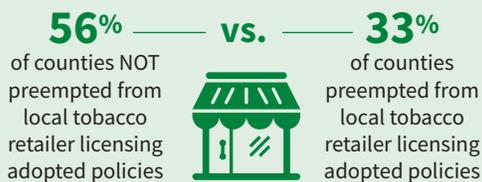
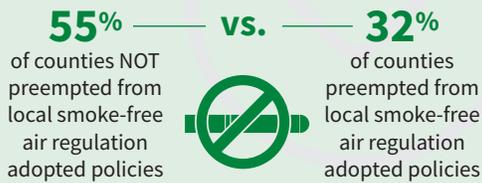
In this study, the authors interviewed managers of 80 county tobacco control programs from 24 states about their policy progress on 33 specific retail policies, along with other program characteristics. By combining these results with secondary data, the authors found that localities with more resources like program capacity, political will, or policy options were more likely to adopt policies by 2015, and those with higher smoking rates and priority populations were less likely to do so.



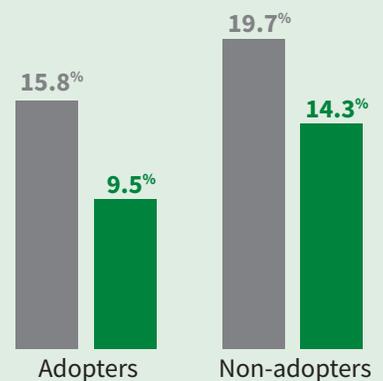
Photo credit: Counter Tobacco

KEY TAKEAWAYS FROM THE RESEARCH

Program & policy characteristics of counties



Republican counties with **more African Americans** and **higher smoking rates** were much less likely to have passed policies than their Democratic counterparts



DID YOU KNOW?

Policies that address the tobacco retail environment fall into the four categories of **Place, Price, Product, and Promotion** (sometimes called the **4 Ps**).

“As local retail policy work becomes more commonplace, only time will tell if this ‘rich-get-richer’ trend continues, or if the contexts in which retail policies are adopted diversify.**”**

Counties that adopted policies had lower smoking rates and fewer African Americans

Source: Combs, T. B., Brosi, D., Chaitan, V. L., He, E., Luke, D. A., & Henriksen, L. (2019). Local retail tobacco environment regulation: Early adoption in the United States. *Tobacco Regulatory Science*, 5(1), 76-86. <https://doi.org/10.18001/TRS.5.1.7>
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