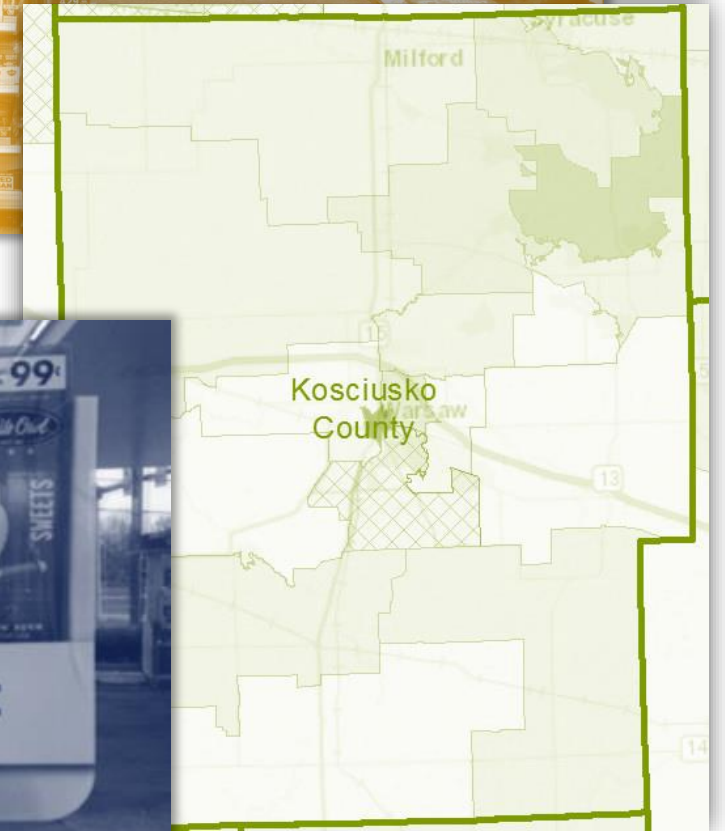
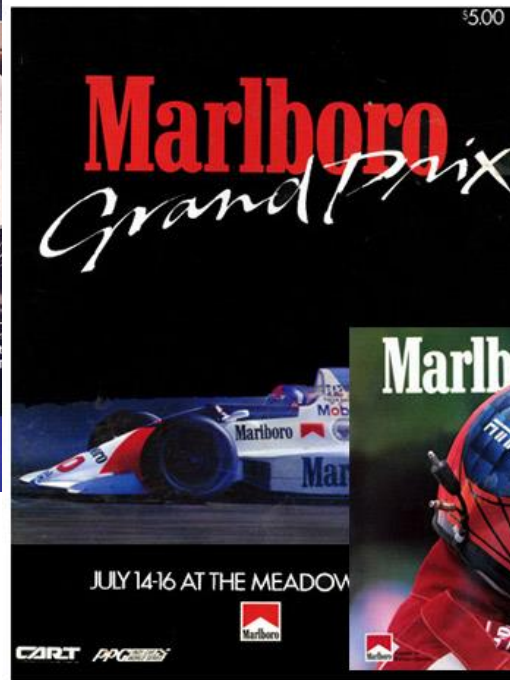


The Tobacco Retail Landscape in Kosciusko County



Changes in Tobacco Marketing Tactics

Then



Now



Image sources:
www.trinketsandtrash.org
www.countertobacco.org

What is Tobacco Point-of-Sale Marketing?

- Marketing of tobacco products to consumers at the point of purchase (i.e. retail stores)
- Includes:
 - Price promotions (discounts)
 - In-store product displays
 - Product placement
 - Retail advertising



Image source: CounterTobacco.org

Tobacco Industry Point-of-Sale Spending

United States¹

- **\$8.4 billion** spent on tobacco marketing in 2020
- Nearly one million dollars per hour
- **89%** (nearly \$7.5 billion) spent at point-of-sale

Indiana

- Estimated **\$284 million** spent on tobacco marketing each year²
- Equates to over **\$42 per Hoosier** annually

1) Federal Trade Commission. Cigarette and Smokeless Tobacco Reports for 2020. Issued 2021.

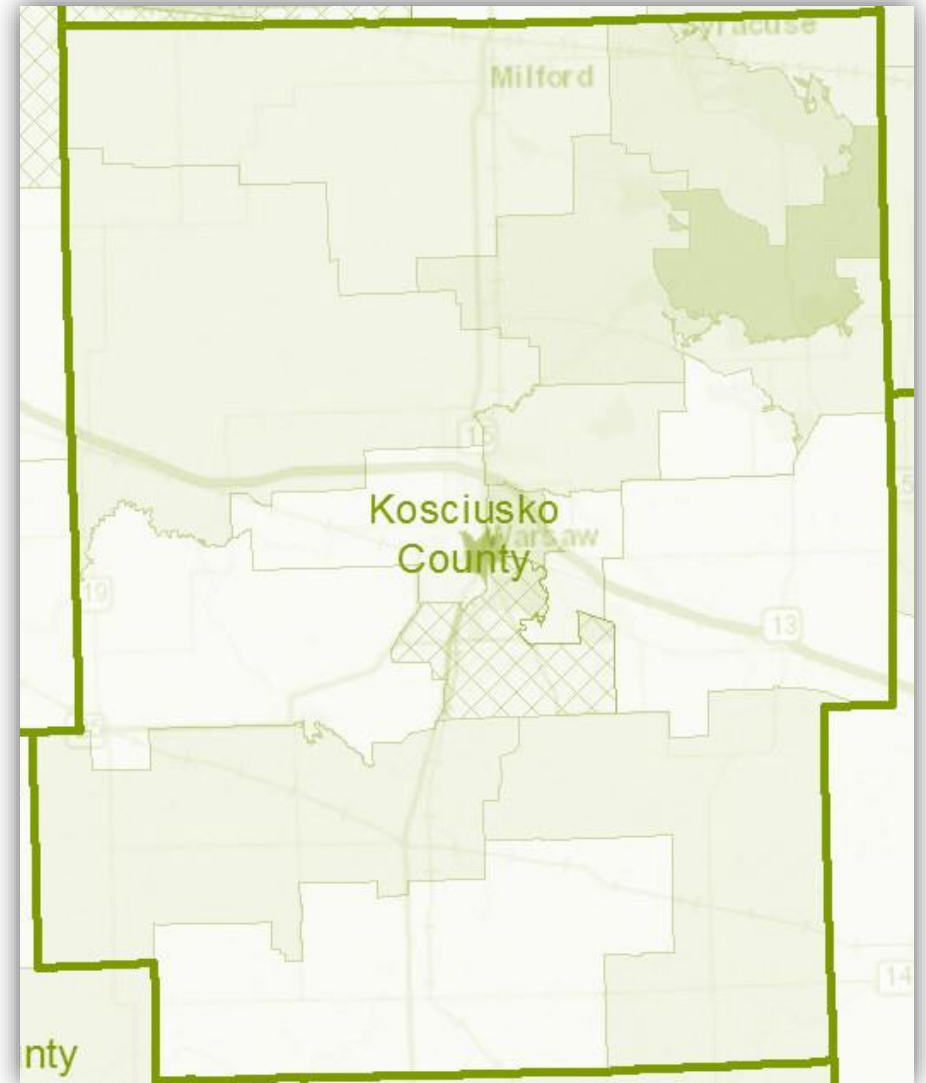
2) Campaign for Tobacco Free Kids. The Toll of Tobacco in Indiana. Accessed 08/02/2022.

Per capita costs calculated based Indiana's total population from the 2020 Census.

Why does point-of-sale matter?



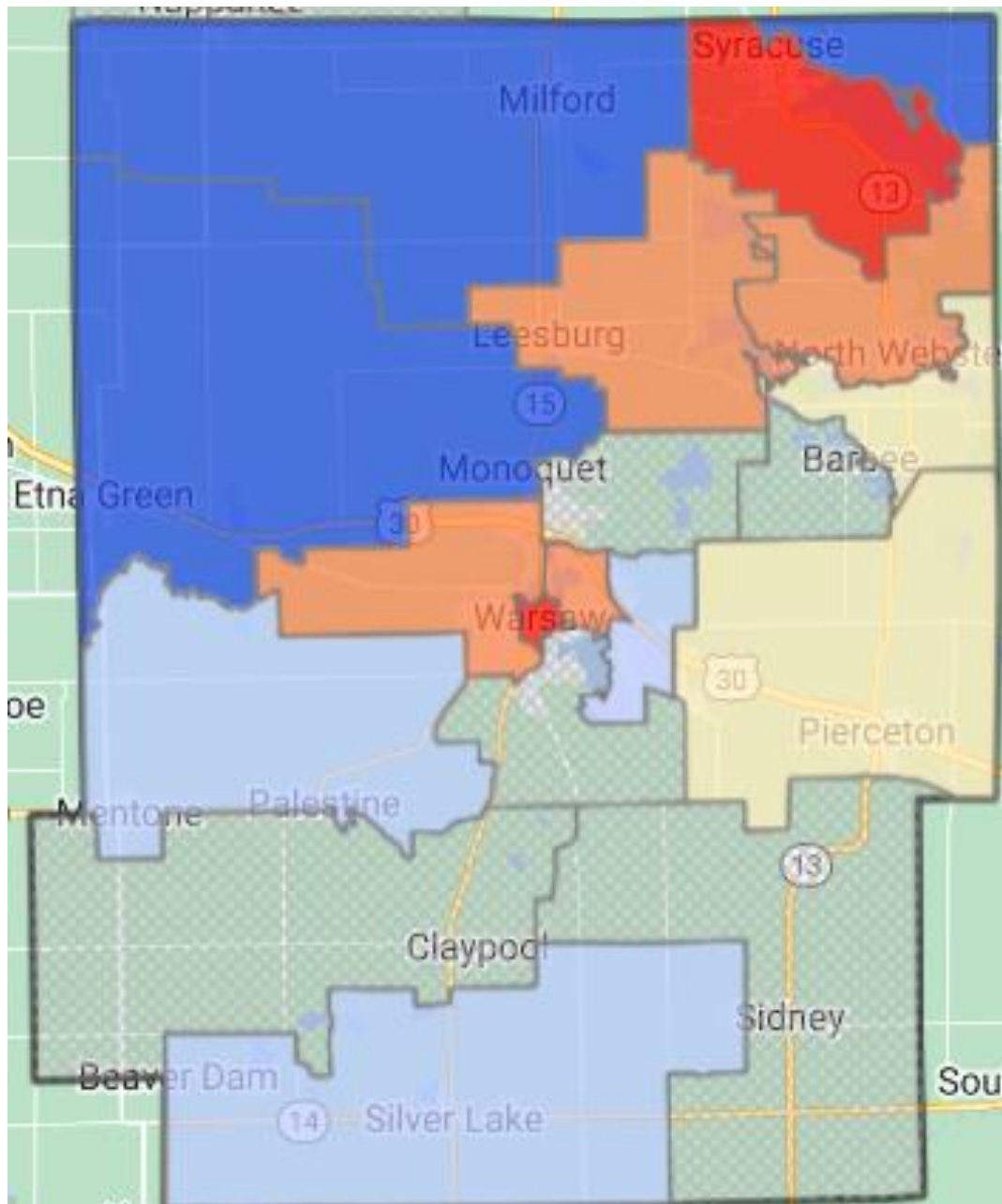
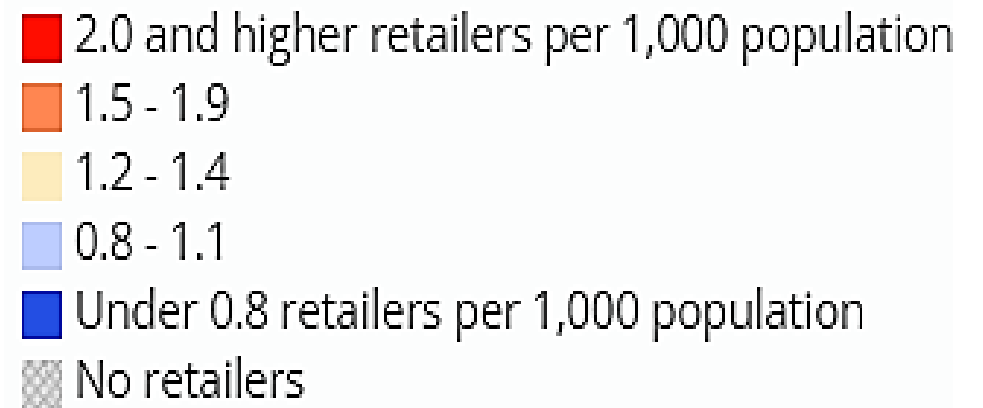
What does the tobacco retail environment look like in Kosciusko County?



Tobacco Retailer Density and Proximity

	Indiana Statewide	Kosciusko County
Number of licensed tobacco retailers	6,131	76
Tobacco Retailer Density (number of tobacco retailers per 1,000 population)	0.9	1.0
Percentage of tobacco retailers within 1,000 feet of a school	4%	8%
Percentage of tobacco retailers within 500 feet of another tobacco retailer	46%	24%

Kosciusko County Tobacco Retailer Density by Census Tract

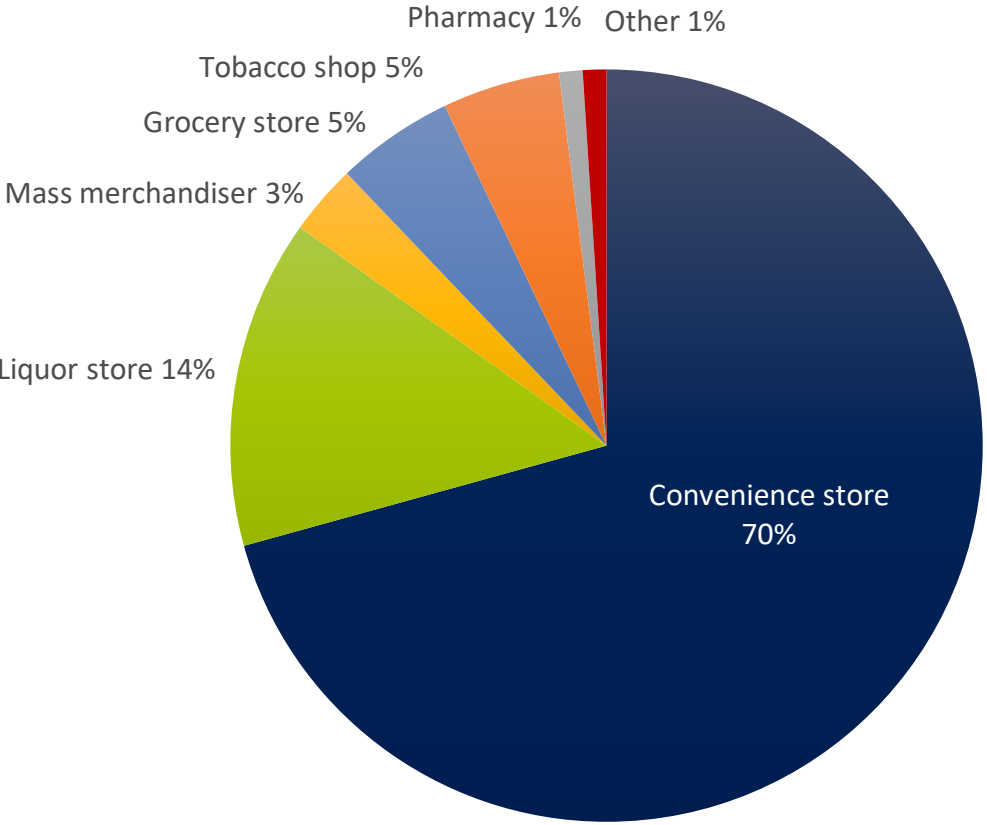


Tobacco Retail Environment Assessments

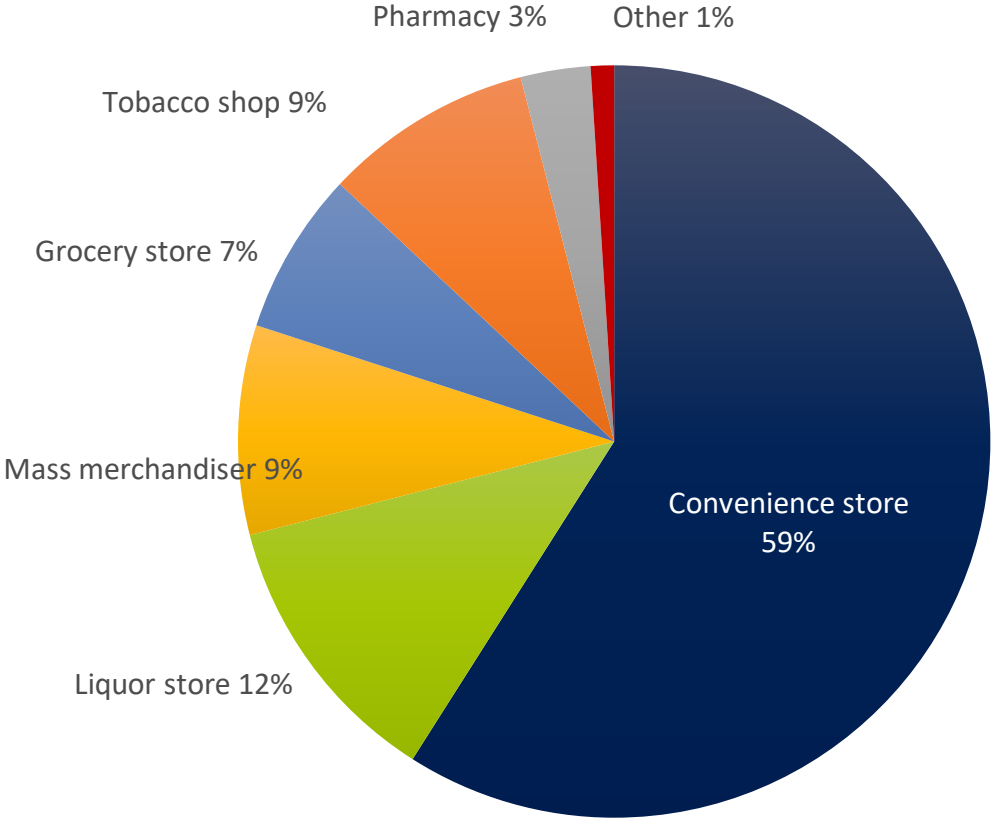
- Tobacco retailers randomly selected for assessment in 39 of 92 Indiana counties
- Store assessments completed using the Standardized Tobacco Assessment for Retail Settings (STARS)
- Data collected on:
 - Product availability
 - Price and promotions
 - Product advertising
- Assessments completed February-April 2022
- 2,985 assessments completed in 39 Indiana counties
- 74 assessments completed in Kosciusko County

Types of Stores Assessed

Kosciusko County



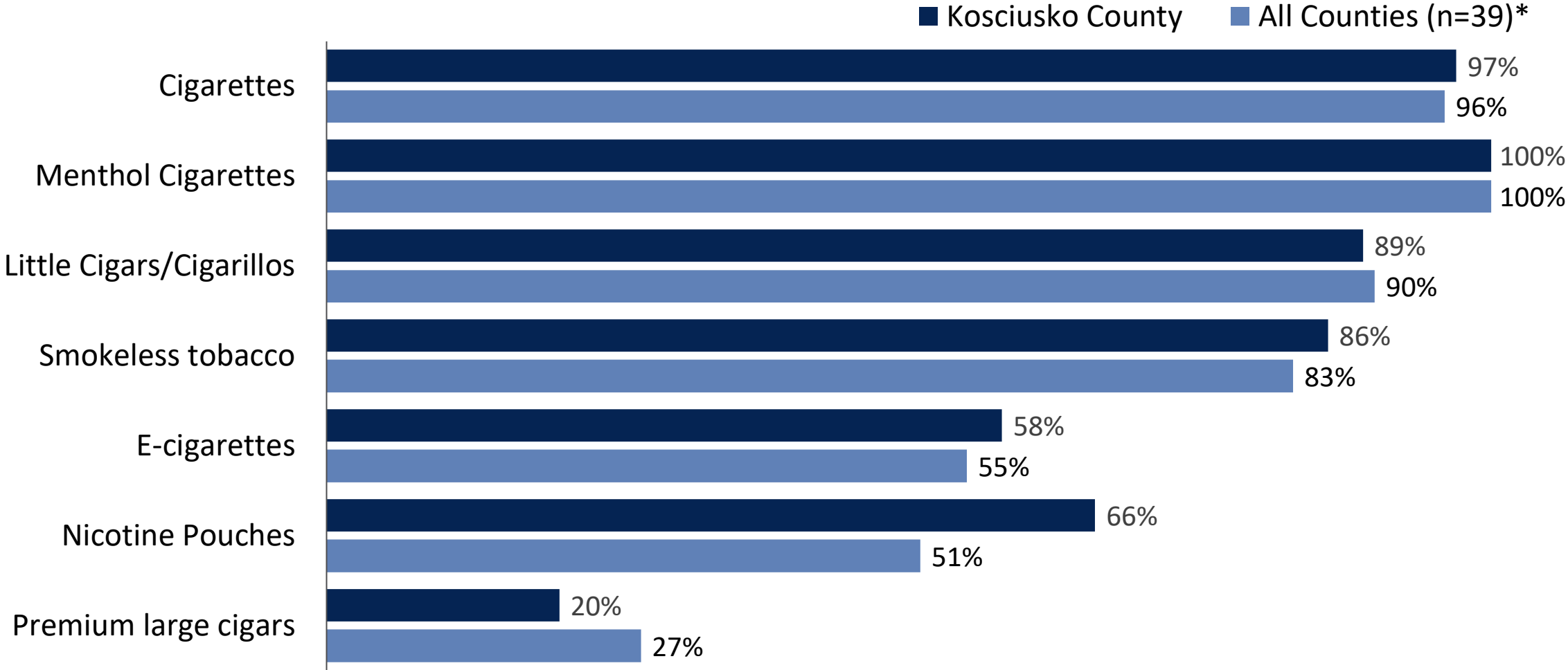
All Counties (n=39)



*Includes 39 counties with completed store assessments. Data are not representative of Indiana statewide.

Types of Products Sold

Percentage of Retailers Selling Tobacco Products



*Includes 39 counties with completed store assessments. Data are not representative of Indiana statewide.

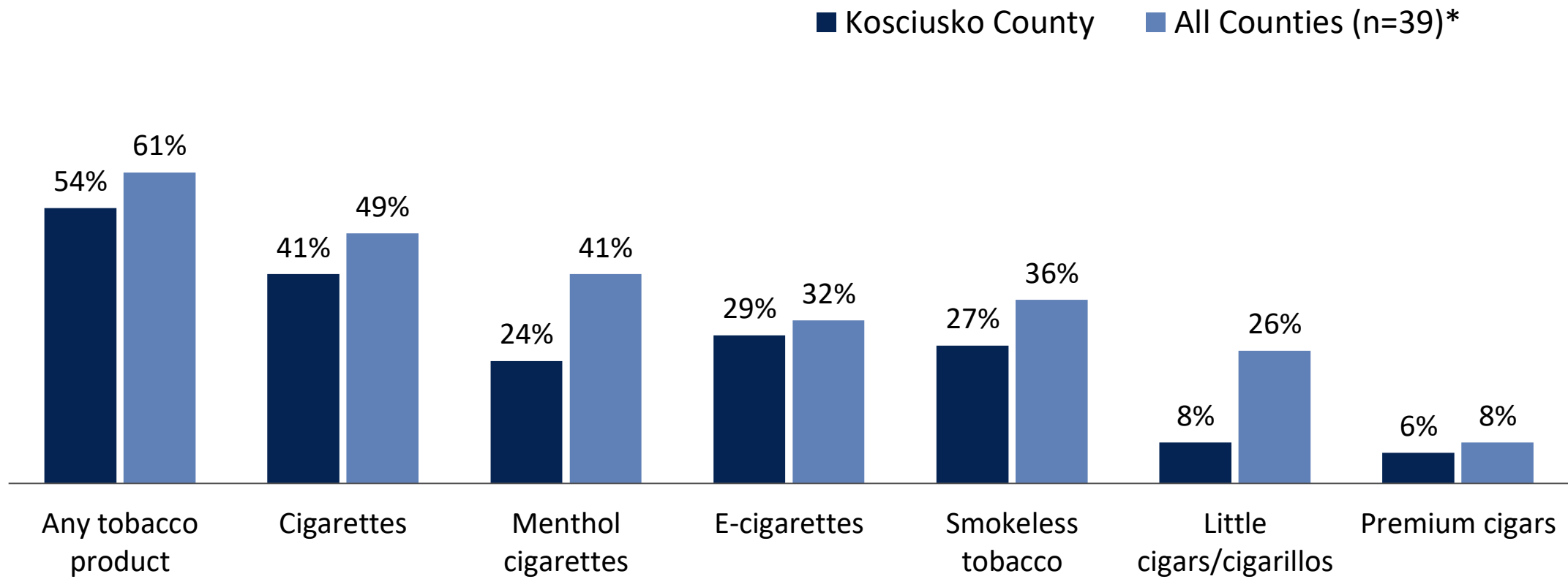
Exterior Tobacco Advertising



Image source: CounterTobacco.org

Exterior Tobacco Advertising

Percentage of Retailers with Exterior Tobacco Advertisements



*Includes 39 counties with completed store assessments. Data are not representative of Indiana statewide.

Youth Targeting – Flavored Products

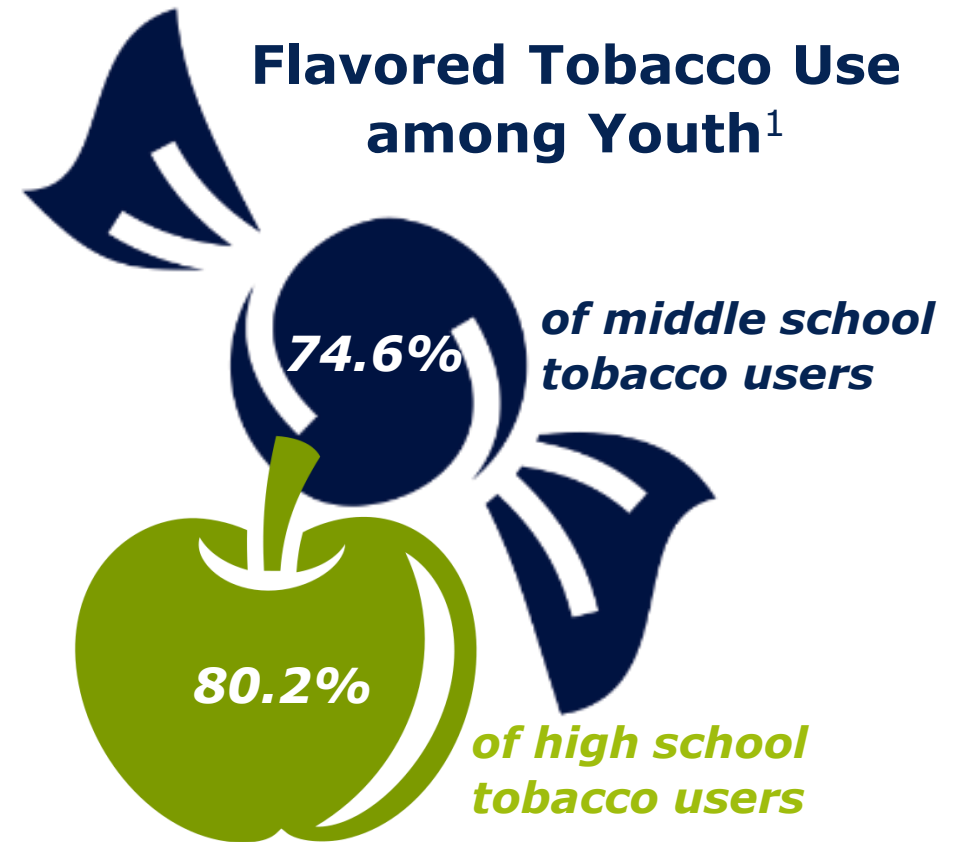


Youth Targeting – Flavored Products

95% of retailers in Kosciusko County sold any flavored tobacco products.

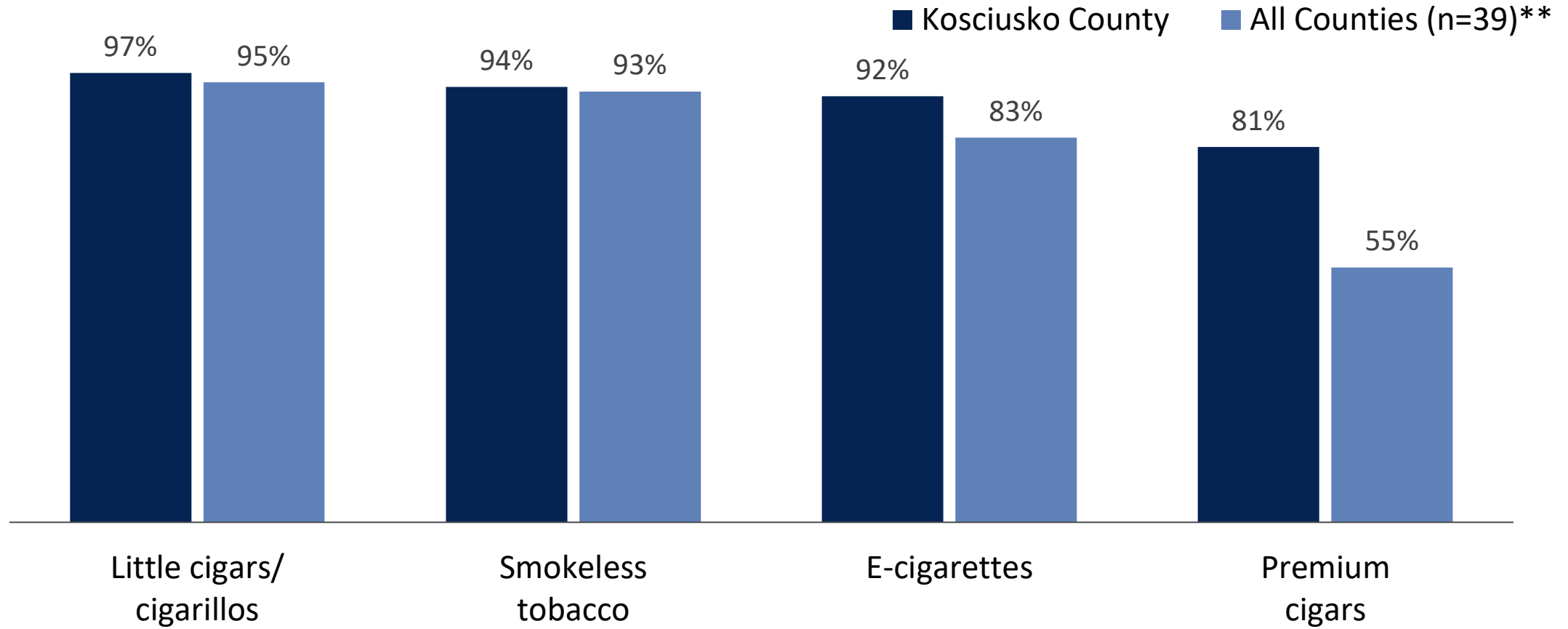
95% of retailers among all counties surveyed sold any flavored tobacco products.

In 2021, use of **flavored products** was quite common among both US high school and middle school students who currently use any tobacco product.



Sale of Flavored Tobacco Products

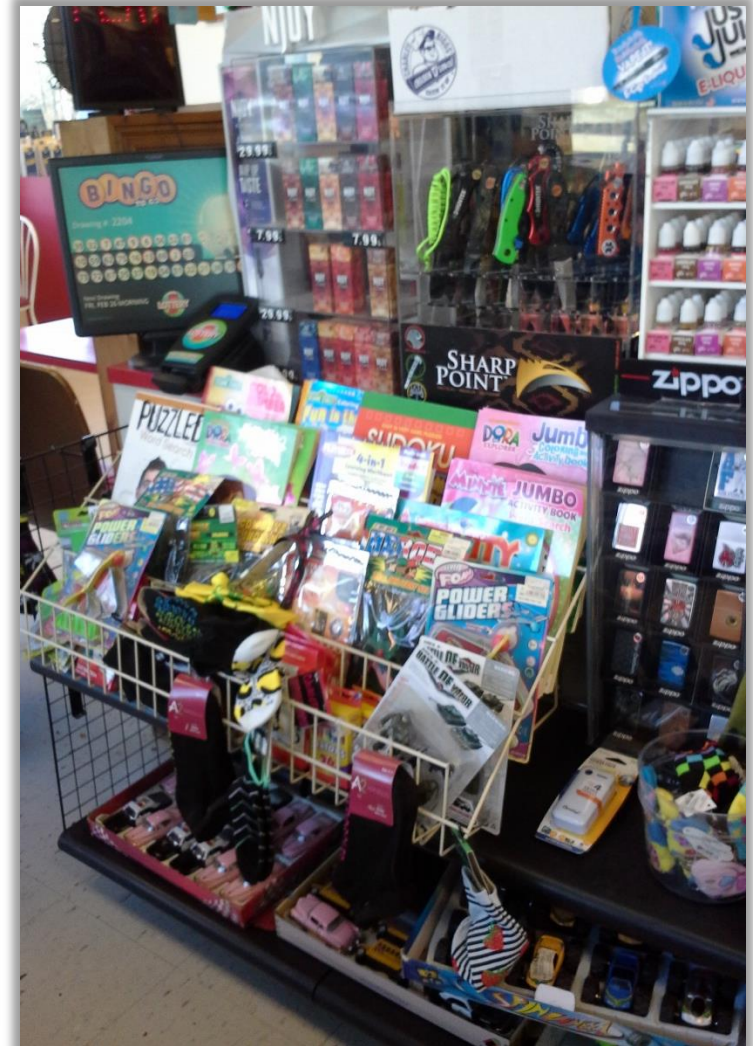
Percentage of Retailers Selling Flavored Tobacco Products*



*Among retailers selling each type of tobacco product.

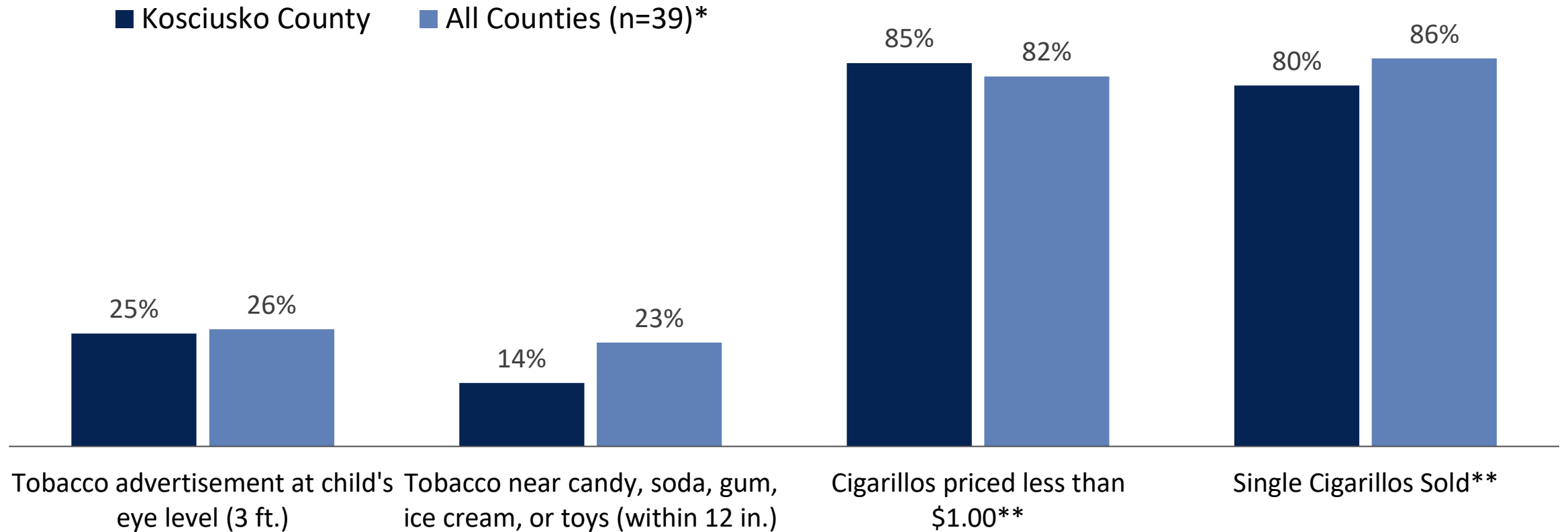
**Includes 39 counties with completed store assessments. Data are not representative of Indiana statewide.

Youth Targeting – Price and Placement



Youth Targeting and Youth Appeal

Percentage of Retailers with Child-Targeted Advertising and Youth-Appealing Products



*Includes 39 counties with completed store assessments. Data are not representative of Indiana statewide.

**Among retailers selling cigarillos.

Price Promotions



Price Promotions

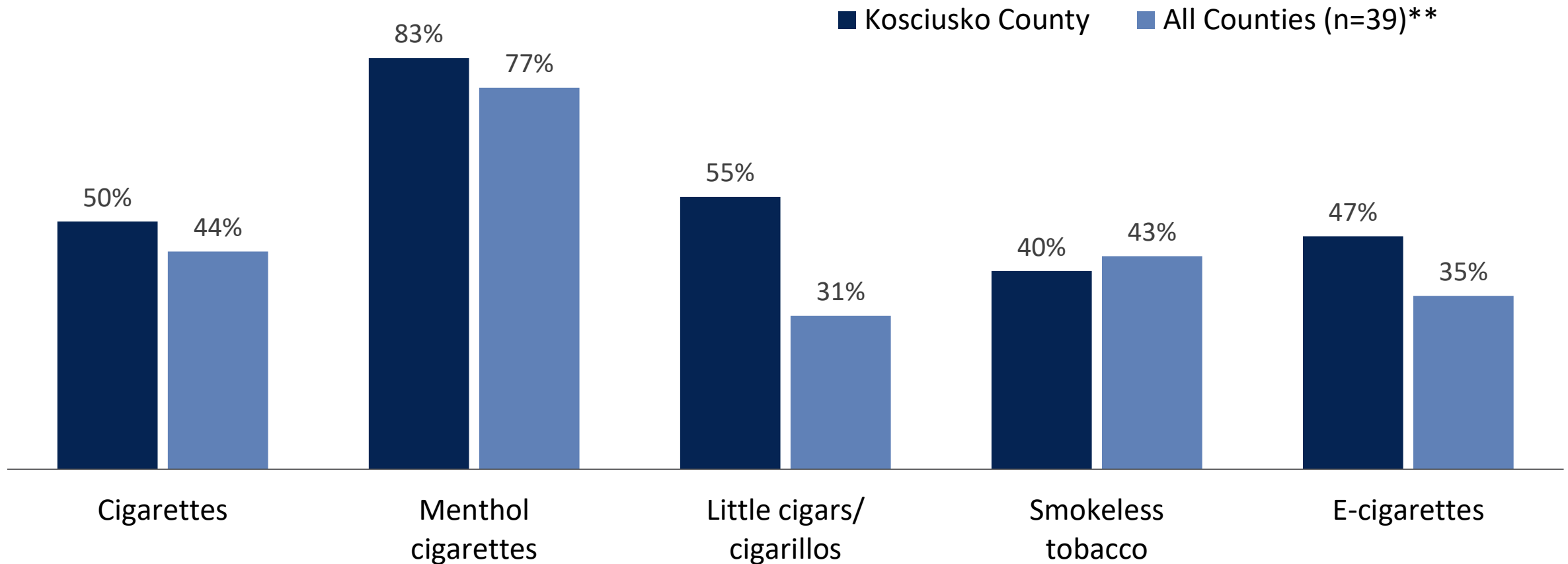
62% of retailers in Kosciusko County offered any tobacco price promotions.

59% of retailers among all counties surveyed offered any tobacco price promotions.



Price Promotions on Tobacco Products

Percentage of Retailers with Price Promotions on Tobacco Products*



*Among retailers selling each type of tobacco product.

**Includes 39 counties with completed store assessments. Data are not representative of Indiana statewide.

Average Price of Tobacco Products

Tobacco Product	All counties* (n=39)	Kosciusko County
Cheapest cigarette pack	\$4.85	\$5.14
Newport menthol cigarette pack	\$8.34	\$8.37
Cheapest Disposable E-cigarette	\$9.22	\$9.38
Cheapest Disposable Menthol E-cigarette	\$10.20	\$10.06
Nicotine Pouches	\$3.92	\$3.55

*Includes 39 counties with completed store assessments. Data are not representative of Indiana statewide.

Key Takeaways

- The tobacco industry relies heavily on point-of-sale tactics to market their products.
- Point-of-sale marketing:
 - Encourages youth to start using tobacco
 - Makes quitting more difficult
 - Disproportionately targets some communities
- A high proportion of tobacco retailers in Kosciusko County engage in point-of-sale tobacco marketing tactics, including:
 - Displaying tobacco advertisements
 - Engaging in price promotions
 - Promoting cheap, flavored, youth-appealing products

Improving the Comprehensive Approach to Tobacco Prevention

Recognizing the Role of the Retail Environment in Addressing Tobacco Use and Disparities

- Components of **comprehensive tobacco prevention work** includes evidence-based population-level strategies that reduce tobacco-related death and disease.
 - Smoke-Free Policies
 - Tobacco Price Increases
 - Hard Hitting Media Campaigns
 - Cessation Access
- **The Retail Environment is now described as one of those key components**, highlighting the importance of incorporating Tobacco Point-of-Sale strategies as part of a comprehensive approach to commercial tobacco prevention and control.

What you can do...

- Help raise awareness
 - Share this information with others in our community
 - Join our coalition
 - Stay connected and up-to-date about local and statewide tobacco control issues
- Partner with others to encourage healthier community environments
 - Neighborhood associations
 - Local schools and parent organizations
 - Youth-serving organizations
 - Faith community

Thank you!

Questions?

Contact Information: