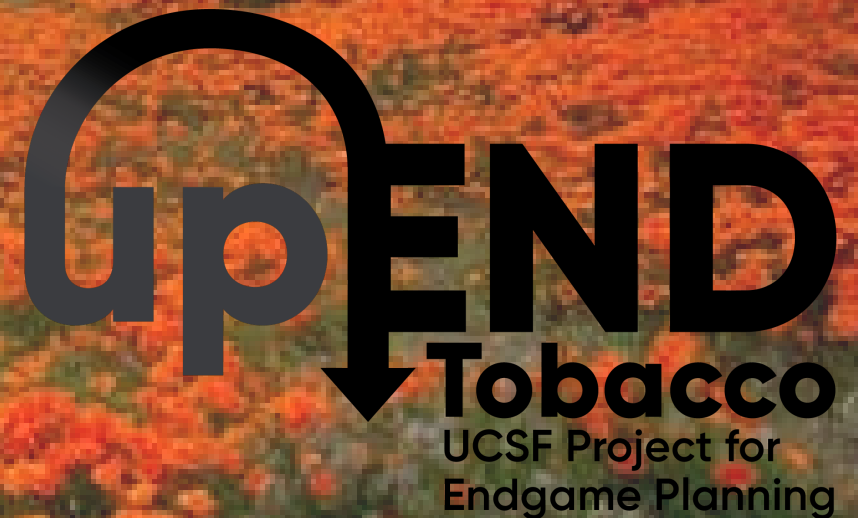


Evidence for the endgame

Patricia McDaniel
Libby Smith
Ruth Malone

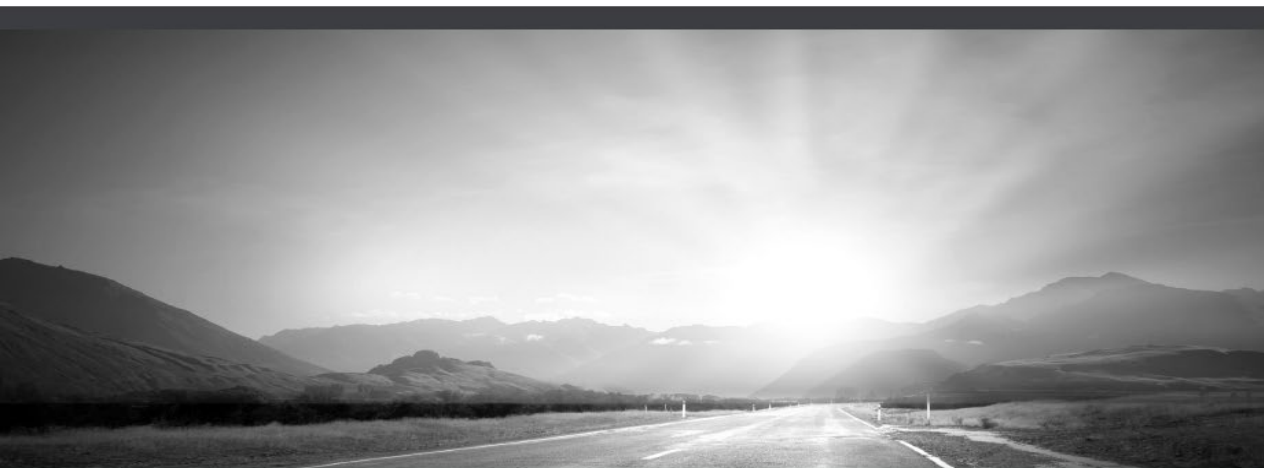
November 3, 2021





THE EVIDENCE FOR THE ENDGAME:

A WHITE PAPER



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Background

Endgame-oriented policies

Purpose

Adoption in California

Evidence of impact

Tobacco sales and sovereign tribes

Public opinion

Q & A



Tobacco Endgame

Initiatives designed to change or eliminate permanently the structural, political, and social dynamics that sustain the commercial tobacco epidemic, in order to end it within a specific time.

End the commercial tobacco epidemic by 2035

WELCOME TO CALIFORNIA
AMERICA'S LARGEST NON-SMOKING SECTION

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

© 2009 CDPH



Smokefree places

Retailer-based interventions



Smokefree places

Denormalize smoking

Reduce tobacco use

Reduce/minimize exposure to
secondhand smoke

A serene tropical beach scene at sunset. The sun is low on the horizon, casting a warm, golden glow across the sky and reflecting on the water. The sky is filled with soft, white and orange-tinted clouds. The ocean is a deep turquoise color, with white foam from the waves washing onto the sandy shore. In the distance, a line of palm trees is visible against the horizon. The overall atmosphere is peaceful and idyllic.

Smokefree outdoor places



Adoption in California

Examples:

Alpine and Santa Cruz Counties

Mammoth Lakes (Mono County)

Fortuna

Turlock

Santa Monica



Evidence of impact

Vancouver, Canada: One year after the introduction of smokefree parks and beaches in 2010, observed smoking declined

A photograph of a multi-story apartment building with a light-colored facade and numerous windows, some with balconies. Several tall palm trees are in the foreground, partially obscuring the building. The sky is clear and blue. The text "Smokefree multi-unit housing" is overlaid in white. In the bottom right corner, a yellow sign with the word "Hertz" is visible.

Smokefree multi-unit housing

Adoption in California

Examples:

Belmont

Cotati

Crescent City (Del Norte County)

South Pasadena

Richmond





Evidence of impact

Residents living in affordable multi-unit housing report smoking less and quitting smoking at higher rates after their buildings went smokefree.



Considerations

Enforcement dependent
on engagement from
property managers and
residents

Should be paired with
cessation

Risk of housing insecurity



**Retailer-based
interventions**

Reduce affordability or availability
of tobacco products

Tobacco Retail Licensing (TRL)

The Sale of Tobacco Products to Persons **Under 21** Years
of Age is Prohibited by Law and Subject to Penalties
To Report an Unlawful Tobacco Sale Call
1-800-5 ASK-4-ID
U.S. Armed Forces active duty personnel with military ID must be at least 18 years old
Valid Identification May Be Required



Help enforce existing retailer laws

Enable future retailer-based enforcement

Reduce retailer density and youth smoking prevalence



Adoption in California

Examples:

Firebaugh

Fremont

Calexico

Oroville (Butte County)

Sebastopol

Los Angeles and Mendocino
Counties



Evidence of impact

Declines in retail sales to minors

High school students less likely to have ever smoked or to have smoked in last 30 days

E-cigarette initiation also less likely



Considerations

Communication path with
retailers

Control over sales of future
products

May be difficult to enforce



Minimum price laws



SWISHERSWEETS.COM

SURGEON GENERAL WARNING:
Cigars Are Not A Safe Alternative
To Cigarettes.

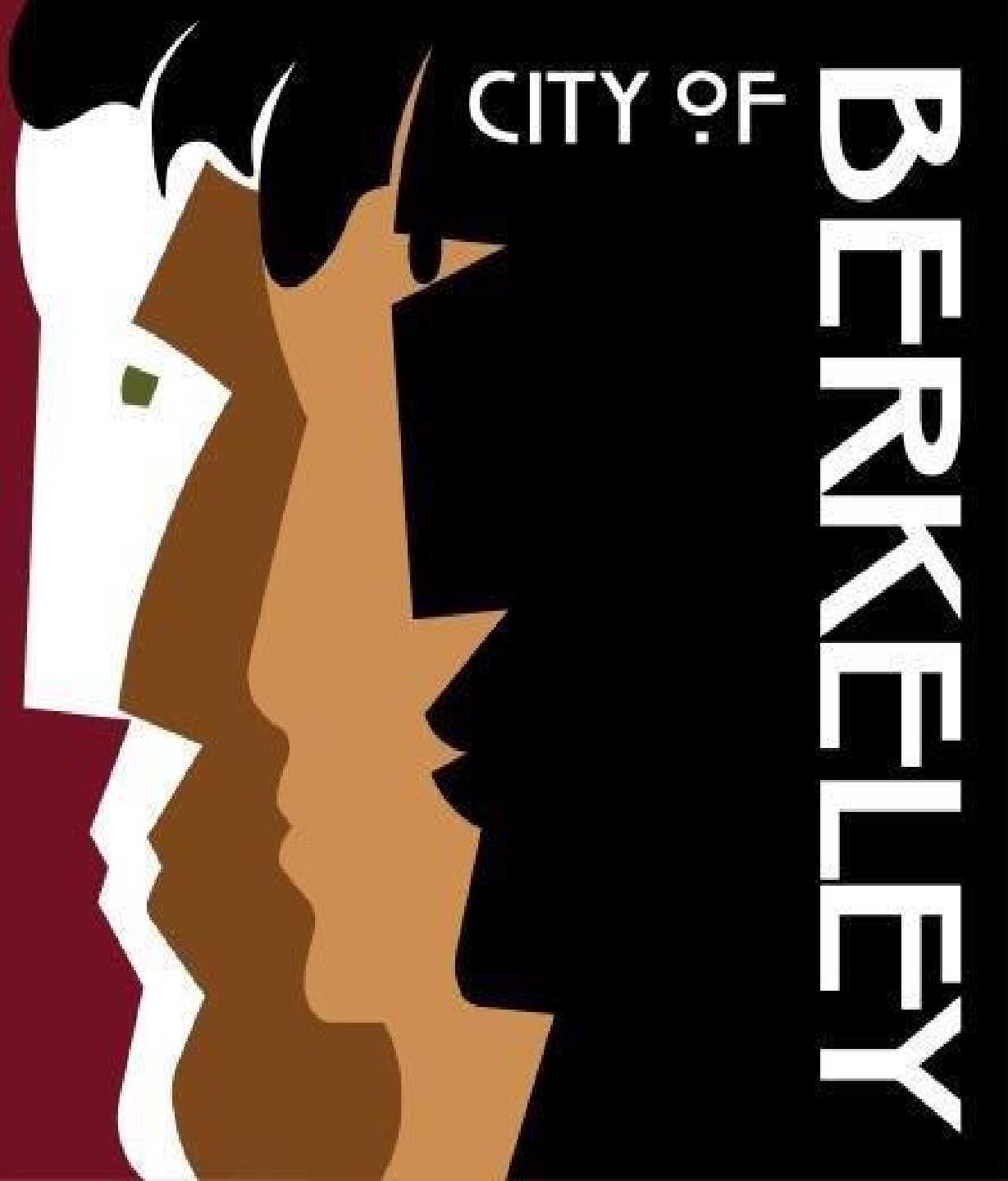
SAVE \$100

ON 2 PACKS OF SWISHER SWEETS CIGARILLOS!

VOID IF COPIED, SEE COMPLETE TERMS AND CONDITIONS ON THE OTHER SIDE.

SURGEON GENERAL WARNING:
Cigars Are Not A Safe Alternative
To Cigarettes.

**Raise tobacco prices to
reduce tobacco use**



Adoption in California

Examples:

Sonoma County

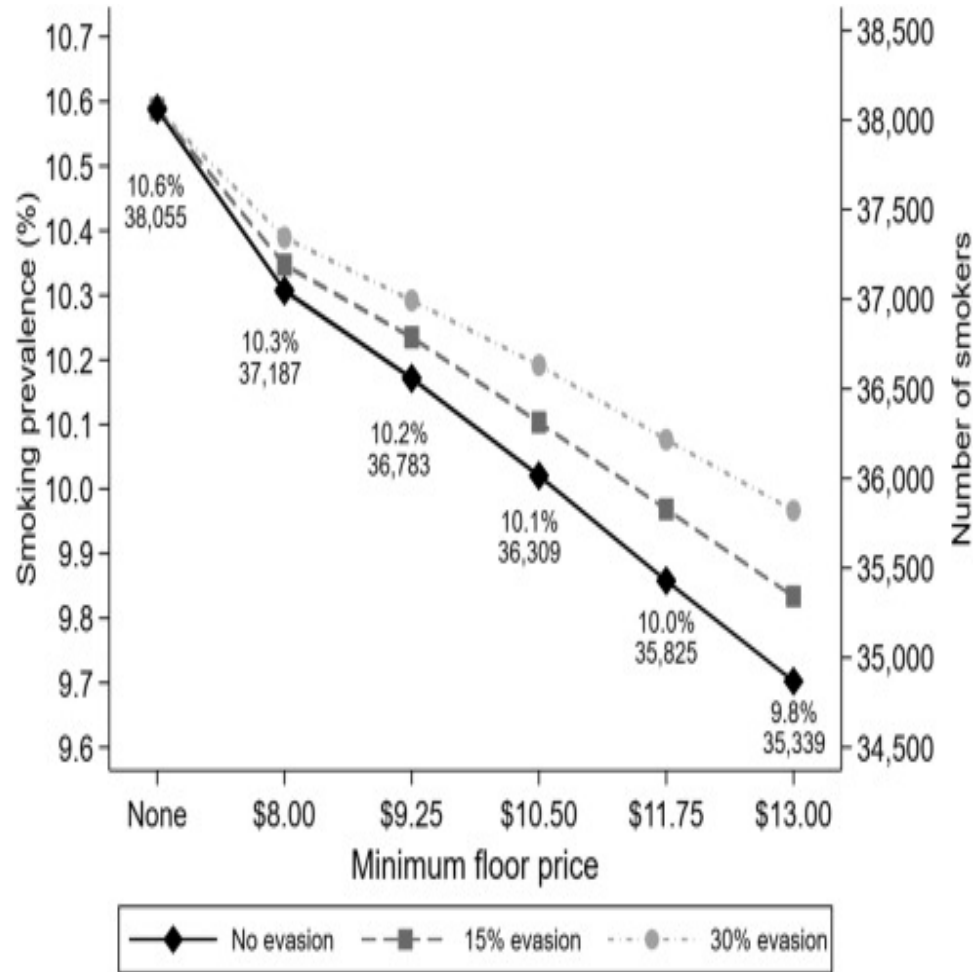
Fremont

Berkeley

Oakland

Evidence of impact

Models predict declines in smoking prevalence and consumption, particularly among those living in low-income households



Boettiger DC, White JS. Effects of a minimum floor price law on cigarette use in Oakland, California: A static microsimulation model. *Prev Med.* 2021;145:106444

Considerations

Most effective in conjunction with

- ban on coupons/discounts
- minimum pack size
- high tobacco taxes

May face less industry opposition

May be difficult in jurisdictions with high poverty rates



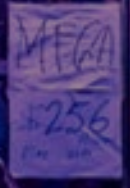
29 John St.

MY CONVENIENCE



ATM
INSIDE

29 John St.



MIKE'S
**BARBER
SHOP**

SAMSUN SPA
212-227-8700

Limit the number or types of retailers





Retailer limits

Reduce:

- youth access to tobacco products
- exposure to tobacco advertising
- tobacco retailer density

Increase:

- tobacco search & purchase costs

Denormalize the tobacco industry

Ban sales in pharmacies

To **help** a persistent cough go to aisle 8.



To **get** a persistent cough go to aisle 14.



**CIGARETTES &
PHARMACIES
DON'T MIX.**



**AMERICAN
LUNG
ASSOCIATION**



Adoption in California

Examples:

Clovis

Cloverdale

Hermosa Beach

San Francisco



Evidence of impact

Reduced tobacco retailer density in San Francisco and New York City

Decline in cigarette pack purchases and increase in quit attempts when CVS ended sales



**Ban sales in
other retail outlets**



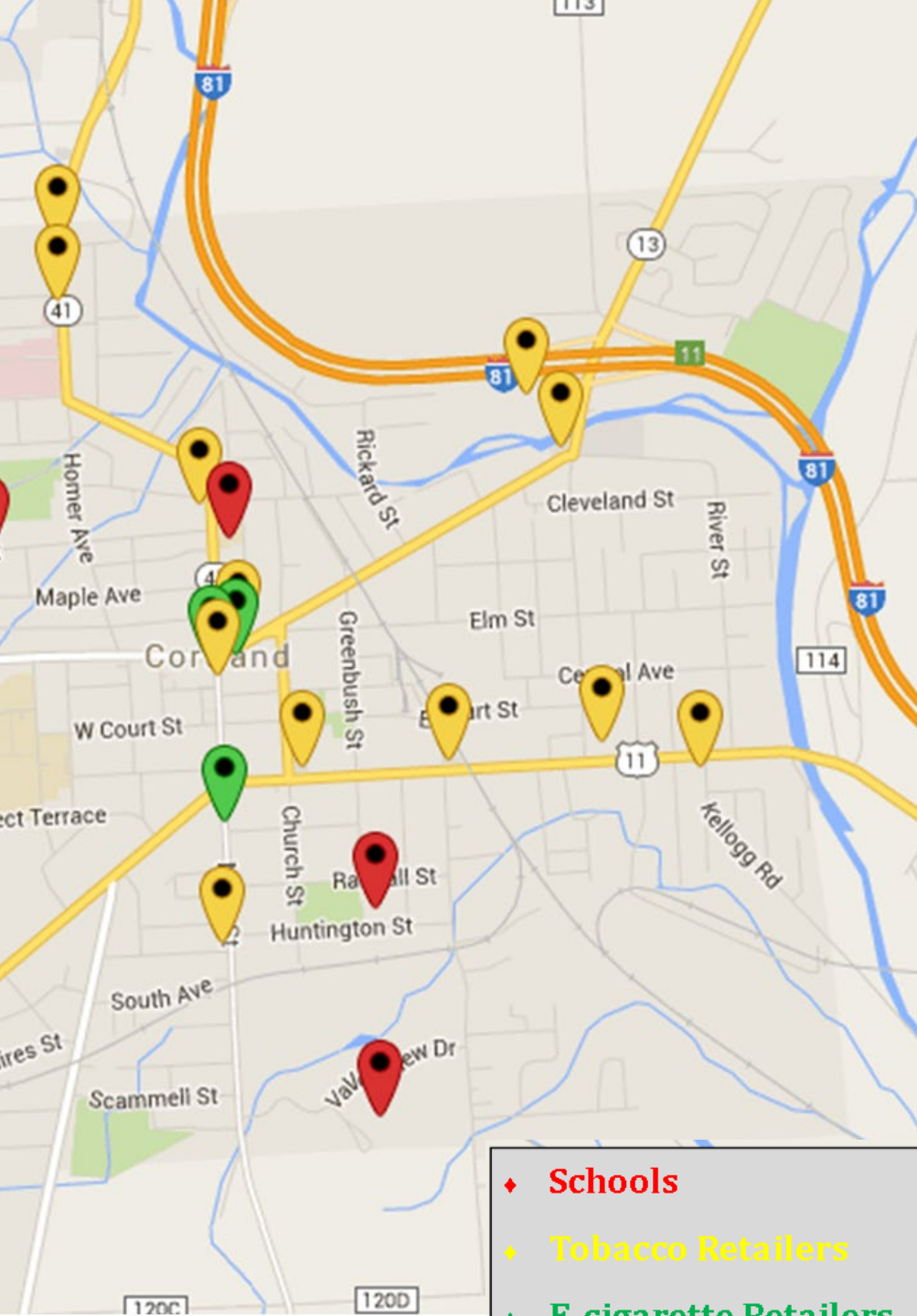
Adoption in California

Not yet!



Evidence of impact

Convenience store sales bans would reduce tobacco retailer density more than pharmacy sales bans



**Create retailer-free
buffer zones around
schools and other
youth-oriented spaces**

Adoption in California

Examples:

Benicia

Berkeley

Mendota

Riverbank

Cupertino





Evidence of impact

Philadelphia: buffer zones
reduced average number of
tobacco retailers near schools
by 22%



**Require minimum distance
between retailers**



Adoption in California

Examples:

Auburn

Los Gatos

Sacramento

Santa Maria



Evidence of impact

North Carolina: 500 ft minimum distance requirement reduces tobacco retailer density by 22%

Texas: 500 ft minimum distance requirement would reduce total tobacco advertising by 18%



**Restrict sales
to adult-only or
tobacco-only
stores**

Adoption in California

Flavored products only:

South San Francisco

Los Altos

Culver City

Compton

Redondo Beach

Burbank

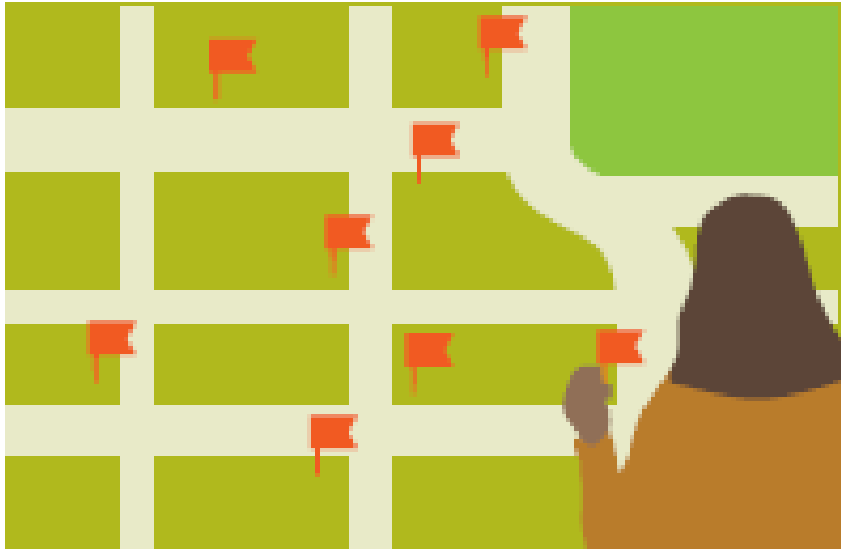


A vertical photograph on the left side of the slide shows the silhouettes of six people standing on a grassy hill. They are all making peace signs with their hands. The background is a bright, hazy sunset or sunrise with a large sun low on the horizon, creating a warm orange and yellow glow. The silhouettes are dark against the bright sky.

Evidence of impact

East Coast cities: policy reduces likelihood of teens ever trying a flavored tobacco product or ever using any tobacco product

Local Tobacco Retailers



**Limit the number
of licenses issued**

**Cap the number of retailers
in a geographic area**

Example: There can be no more
than 15 stores* per district.



Adoption in California

Examples:

Huntington Park

Lynwood

San Francisco

Oroville

Yolo County



Evidence of impact

San Francisco: 8% decline in number of tobacco licenses 10 months after implementation

Philadelphia: 20% decline in number of tobacco retailers 3 years after implementation



Considerations

Retailer objections

Political feasibility

Social justice implications



**Ban the sale of
particular types of
tobacco products**



Reduce tobacco
initiation

Increase successful
quit attempts

Reduce tobacco use
disparities



**Prohibit sale
of flavored tobacco
products**



Adoption in California

Examples:

Carpenteria

Delano

Imperial Beach

Paradise

Watsonville

Mono County



full-bodied
menthol

Evidence of impact

Ontario: Daily and occasional menthol smokers had higher rates of self-reported quitting one year later

US: 35-66% of current menthol smokers would quit if faced with ban

A photograph of a tobacco shop at night. The shop has a red neon sign that says "TOBACCO" above the entrance. The interior is visible through the glass doors, showing shelves stocked with various products. A car is parked on the right side of the street, and a street lamp is visible on the left. The overall scene is dimly lit, with the primary light source being the red neon sign.

TOBACCO

Prohibit the retail sale of tobacco products

Adoption in California

Beverly Hills



Manhattan Beach





Potential impact

Reduce initiation and use

Enhance cessation success

Eliminate point-of-sale displays

Denormalize smoking and the tobacco industry



Considerations

Political momentum for flavor bans

May set stage of phasing out tobacco sales

May require increased cessation tools

A photograph of a tobacco cultivation and curing facility. In the foreground, there are lush green tobacco plants with large, broad leaves. In the background, several wooden racks are visible, with long, thin strips of tobacco leaves hanging from them, likely in the process of curing. The scene is set outdoors or in a semi-enclosed structure with a wooden frame.

Tobacco sales and sovereign tribes



Key to endgame

Commercial vs. ritual use

Tax-free sales

High commercial tobacco use

history of genocidal practices

tobacco industry targeting

Cooperative agreements or compacts

The background of the image is a blurred photograph of a library interior. On the left, there are wooden bookshelves filled with books. The right side of the image shows a bright, out-of-focus area with warm, golden light, possibly from windows or ceiling lights, creating a bokeh effect. The overall atmosphere is warm and intellectual.

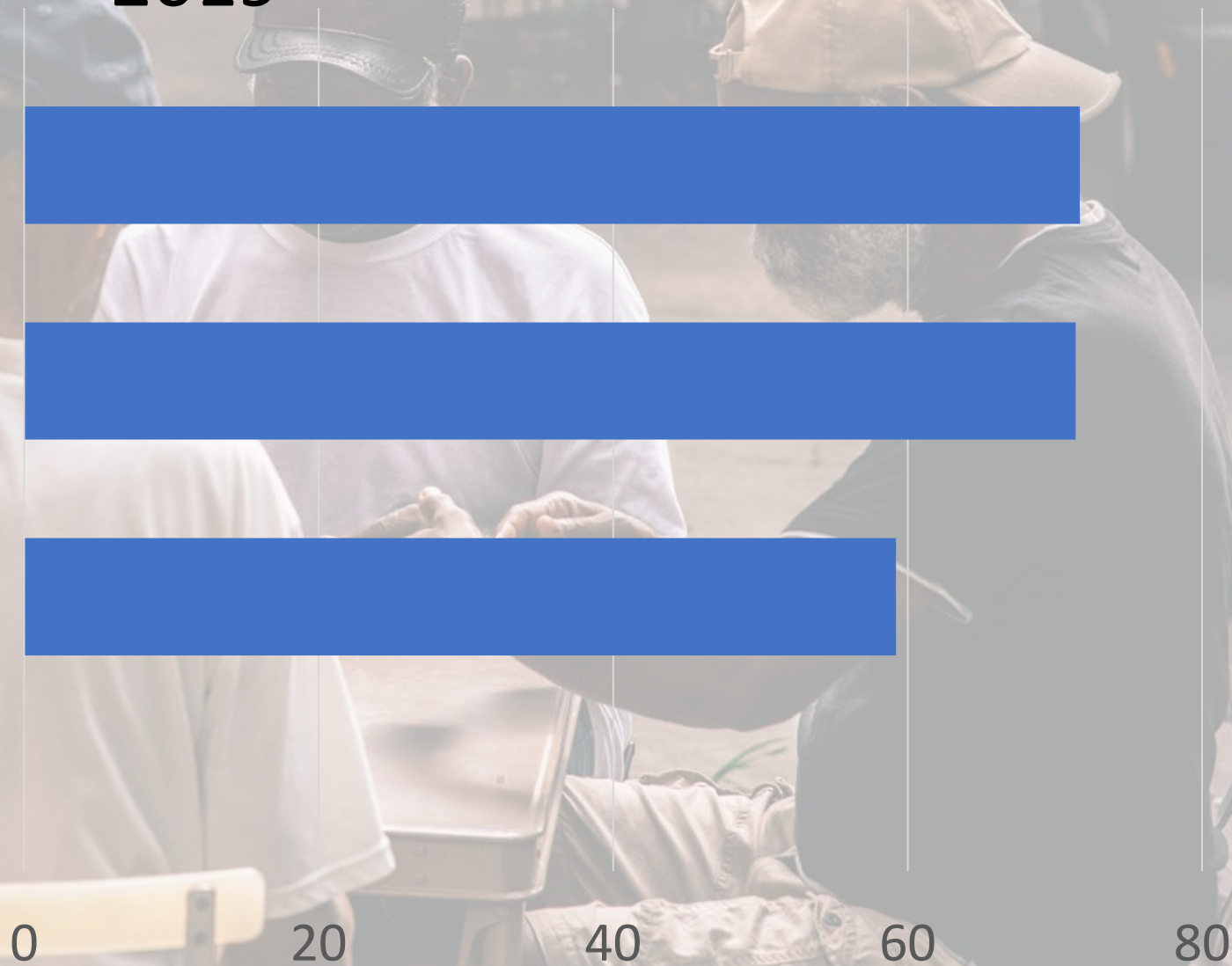
Public opinion

Adults in California support . . . 2019

Smokefree beaches

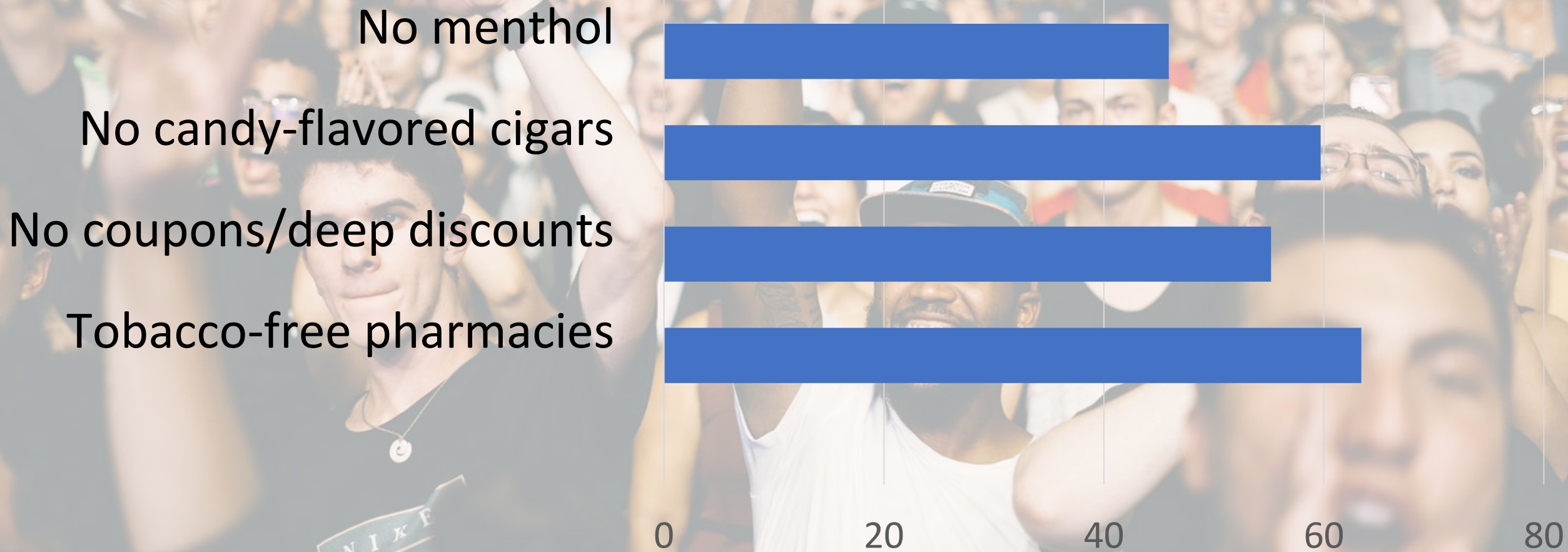
Smokefree parks

Smokefree rental units

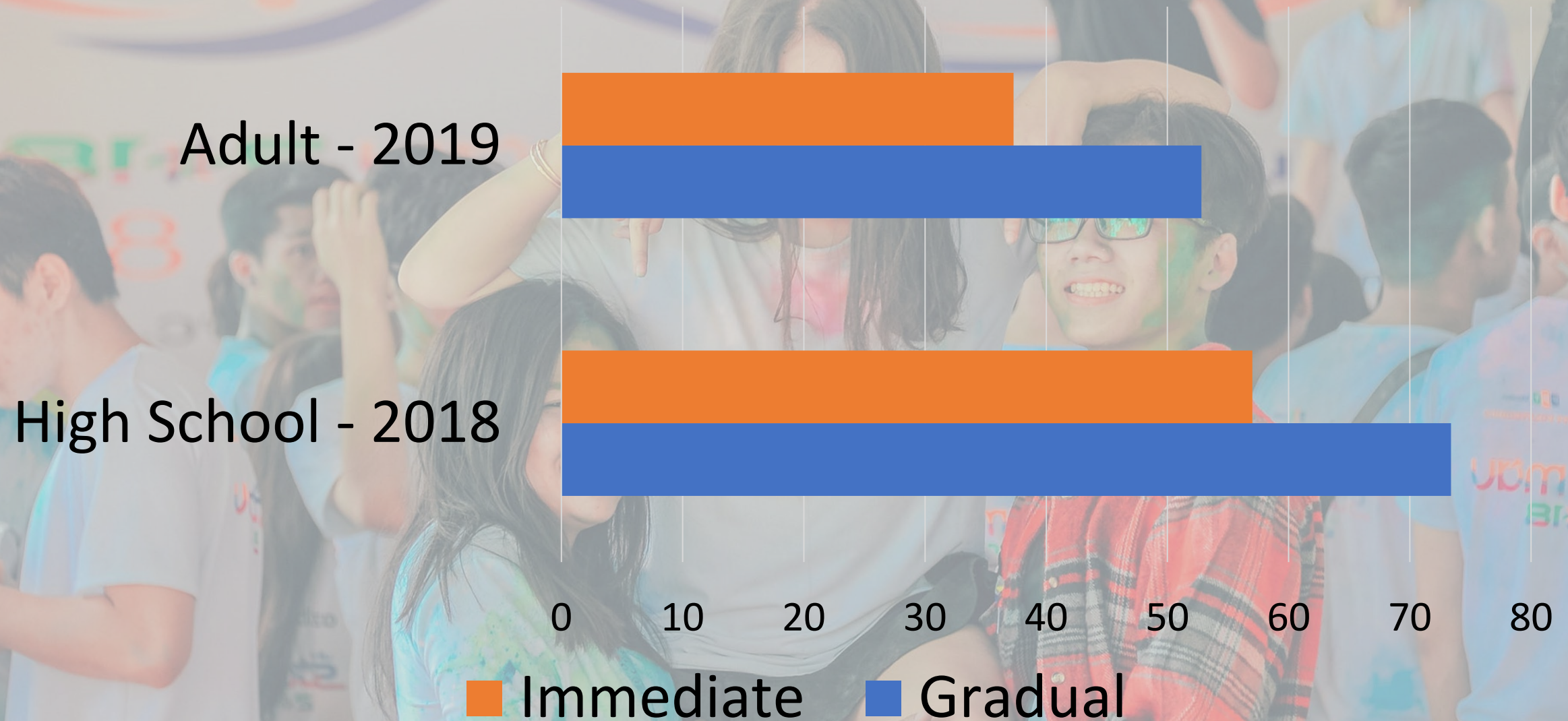


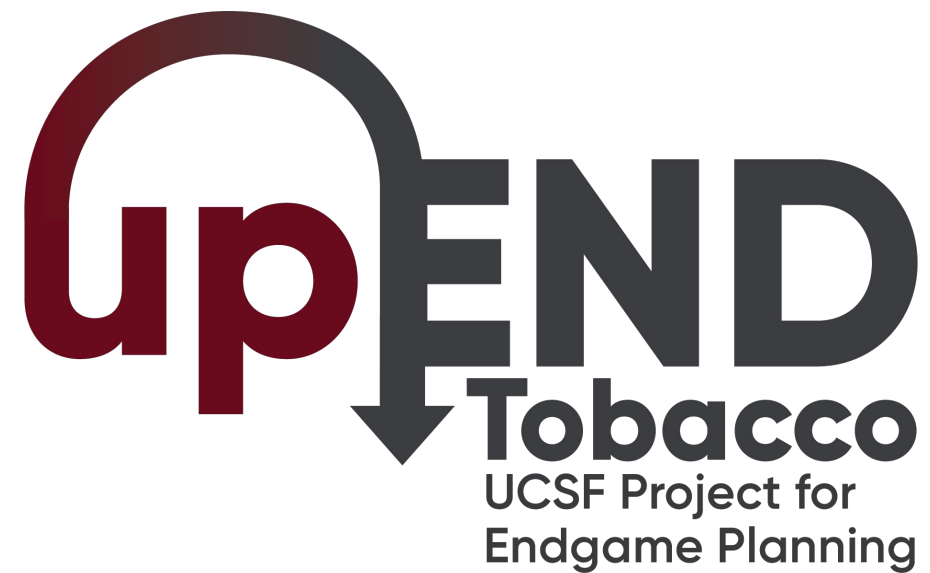
Adults in California support . . .

2019



Support for ending cigarette sales





Argumentation

Workshops

Consultation



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A wide-angle photograph of a vast field of orange poppies. The flowers are in full bloom, covering the ground in a dense carpet of bright orange. The field stretches out to a flat horizon under a sky filled with heavy, grey, and white clouds. The lighting is diffused, suggesting an overcast day. The overall mood is contemplative and serene.

Questions?