



RETAILERS NEED TO QUIT TOBACCO

Individual cessation

Focus is on individuals

Voluntary

5 As of cessation





Endgame requires institutional cessation

The industry, the state, and retailers
need to quit

They won't do it unless compelled

Instead of the 5 As, we offer the 6 Es

The 6 Es of retailer cessation

Examine the policy options

Explore the retailer landscape

Explain why we need to end sales

Explode misconceptions

Empathize with retailers, but . .



E



Emphasize that the End is coming



Examine policy options



Endgame policies are legal

Local jurisdictions can determine what products may be sold and how.

Two cities have already passed ordinances ending tobacco sales.

Dozens of cities restrict the number, density or types of retailers permitted to sell tobacco.



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L.A. County prevails over R.J. Reynolds with its ban on flavored tobacco – 9th Circ

By Barbara Grzincic



Endgame policies are doable

California's smoking prevalence continues to drop.

2016	2017	2018	2019
11.9%	10.2%	11.2%	6.9%





Endgame policies are doable

As this trend continues, retailers will need to prepare and plan for the transition away from relying on tobacco sales.

Responsible government leaders can act now to encourage this.



Policy options for reducing...

Types of retailers (pharmacies, etc.)

Locations of retailers (buffer zones)

Density of retailers (caps, no new licenses)

Products (close loopholes in state flavor law)



Explore the retail landscape



Who are the retailers?

Big box/chain stores

Pharmacies

Gas stations

Convenience stores

Liquor stores

News agents

Tobacco-only/vape shops

A collection of vintage travel and photography items. In the center is a black camera lens with yellow and red markings. To its left is a white camera body with a black dial. Above the lens is a red fabric strap. To the right of the lens is a round analog compass with a white face and black markings. Below the compass is a rectangular digital watch with a black face and a metal link band. In the background, a green topographic map is visible. In the foreground, there is a brown leather wallet and a white card with the number '799 F' and some circular patterns.

Near other tobacco retailers?
(Minimum distance policies)

A collage of items including a brown leather wallet, a digital watch with a metal band, and a green topographic map. The watch has a black face with red and blue accents. The map shows a river and some text, including "Barro Colorado".



What relationships do you have with retailers?

Consider outreach surveys about types of resources or incentives that might enlist some retailers to support phasing out sales

Explain



Presence of stores selling tobacco

Increases chances of relapse among people trying to quit

Associated with youth and young adult initiation

Promotes adult tobacco use

Concentrated in certain neighborhoods

Normalizes the product as an ordinary consumer product



Explode Misconceptions



“Prohibition doesn’t work.”

Counterargument: Alcohol prohibition failed because social drinkers wanted to continue occasional use.

Tobacco is used by a shrinking minority of the population, most of whom want to quit.



“Tobacco is a legal product.”

Counterargument: we get to decide what's legal; we've decided other things aren't legal anymore.



“Restrictions on tobacco sales will lead to over-policing communities of color.”

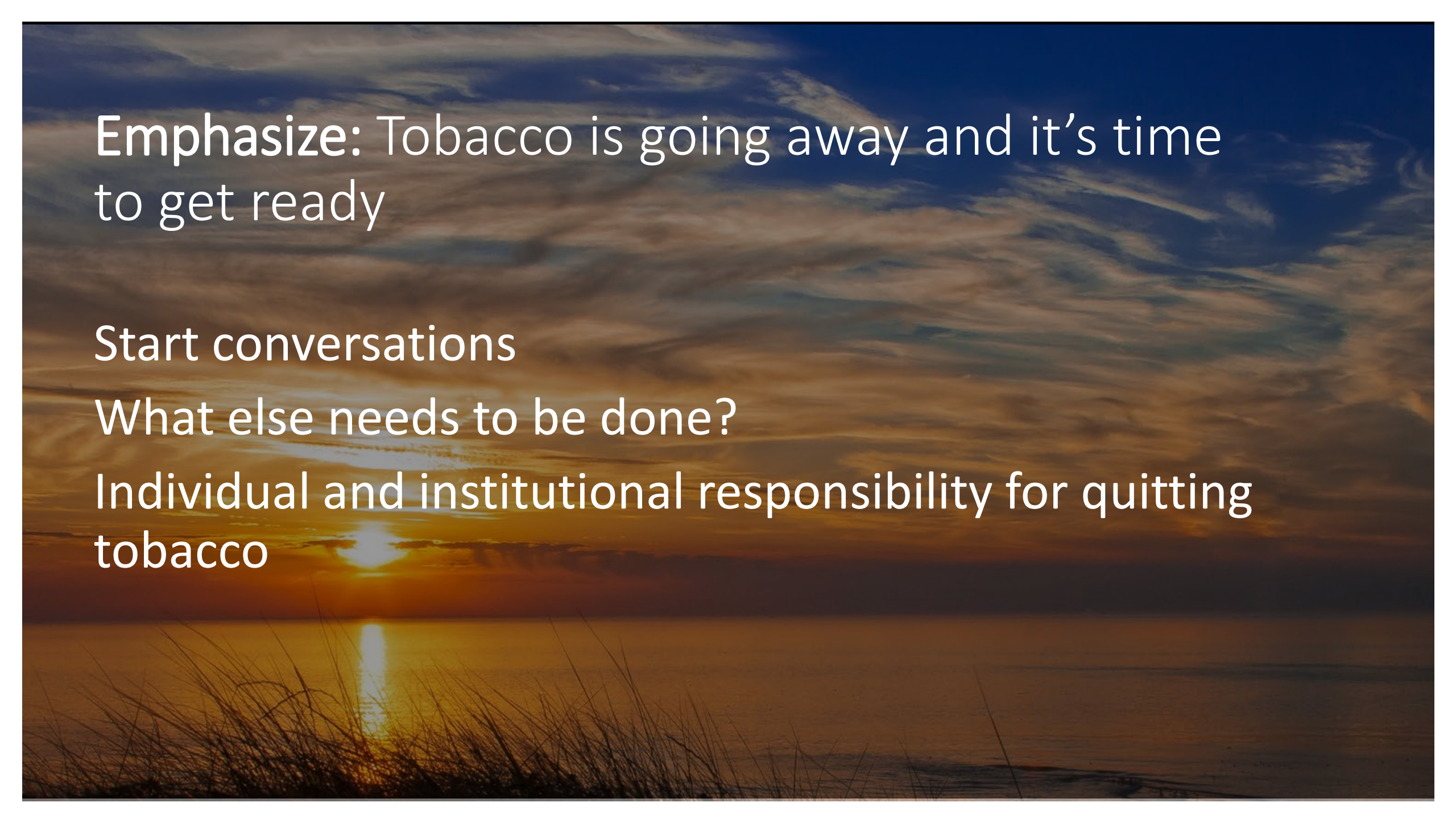
Counterargument: Sales restrictions do not criminalize smoking. Enforcement focuses on retailer.



Empathize

A collage of various hand-drawn paper hands with different messages and designs, such as 'HOPE', 'PEACE', 'LOVE', and '9/11', displayed against a background of colorful, abstract patterns. The hands are made of paper and feature a variety of drawings and text. Some hands have the word 'HOPE' written on them, while others have 'PEACE' or 'LOVE'. One hand features a drawing of a house with a cross and the word 'Ground'. Another hand has a drawing of a cactus with an American flag. A hand at the bottom has the date '9/11' and the text 'Never Forget'. The background is a dense, colorful pattern of various shapes and colors, including red, yellow, green, and blue. The overall theme is one of hope, peace, and remembrance.

Understand that some retailers
will lose some business

A sunset scene with a body of water and tall grass in the foreground. The sun is low on the horizon, creating a bright reflection on the water. The sky is filled with clouds, and the overall color palette is dominated by warm oranges, yellows, and blues.

Emphasize: Tobacco is going away and it's time to get ready

Start conversations


What else needs to be done?

Individual and institutional responsibility for quitting tobacco

Resources

<https://endtobaccoca.ash.org/fact-sheets/>

<https://endtobaccoca.ash.org/ash-resources/>



How to Talk about Ending the Sale of Tobacco Products

The California Tobacco Control Program's (CTCP) new goal of ending the commercial tobacco epidemic in the state by 2035 comes from years of discussion and debate in tobacco control and is built on policy advances achieved by California communities. (CTCP's goal does not include limiting traditional tobacco use such as tobacco plants grown or harvested and used by American Indians and Alaska Natives for ceremonial or medicinal purposes.) While many policies may help advance toward the endgame goal, the ultimate endgame policy is phasing out sales of tobacco products. Some may find this idea implausible, but it's important to remember that many tobacco control achievements, such as smoke-free bars, once also seemed unlikely. Policy innovations in support of this new goal may bring up new objections. Below are some of the arguments you may hear and some potential responses.

Tobacco is a "legal product."

We, as a society, get to decide what products are legal to be sold. Harmful products have been taken off the market before, such as leaded gasoline and asbestos. On a smaller scale, legal consumer products found to be hazardous are regularly pulled from the market, such as toys that might cause children to choke, or contaminated foods, sometimes even before harms have occurred. Manufacturers of other products have to ensure that they are safe to use or consume. The tobacco industry, seller of the only legal consumer product that kills two-thirds of its regular users,^{1,2} shouldn't be an exception.

What about the right to smoke?


There is no legal "right to smoke."³ The U.S. constitution does not extend special protection to smokers. Furthermore, CTCP's vision does not focus on individuals who smoke, but rather on sales of tobacco products. CTCP does not support laws that criminalize purchase, use, or possession of tobacco products.

Prohibiting tobacco sales will lead to prohibitions on other products (sugar, meat, etc.)

Tobacco is not like products that can be used safely in moderation. It is more similar to products that harm and kill in even small amounts – like asbestos and leaded gas. Like commercial tobacco, these are fundamentally defective products, and were banned without affecting the sale of other/safer products.

What about freedom of choice?

Most people start using tobacco in their teens,⁴ as a result of persistent and pervasive tobacco industry marketing,⁵ without fully understanding how addictive nicotine is.^{6,7} Although young people may decide to smoke their first cigarette, they don't understand that this decision may lead to years of smoking.^{8,9} They also overestimate their ability to quit when they want to.^{10,11} Thus, most tobacco users do not make a free choice. Ninety percent of smokers regret that they started smoking,¹² and 70% want to quit.¹³ The widespread availability and marketing of tobacco makes it much harder to quit,^{14,15} prolonging addiction and thus diminishing rather than expanding freedom.



Prepared by upEND Tobacco, UCSF Project for Endgame Planning, December 2021



TOBACCO ENDGAME BASICS

DEFINITIONS


Tobacco Endgame Policies	Initiatives designed to change permanently the structural, political, and social dynamics that sustain the tobacco epidemic, to end it within a specific time.
Commercial Tobacco Products	Manufactured nicotine products (other than those deemed nicotine replacement therapy by the U.S. Food and Drug Administration). This does not include tobacco grown for ceremonial use by Native Americans.
Traditional Tobacco Products	Ceremonial tobacco used by Native Americans (excluded from tobacco endgame policies).

TOBACCO ENDGAME POLICY EXAMPLES


Phase Out Tobacco Sales	<p>These policies center on the sale of tobacco products, without penalizing possession, purchase, or use (i.e., there is no impact on the act of smoking).</p> <p>Examples of policies already in place:</p> <ul style="list-style-type: none">Beverly Hills, CA – 2021Manhattan Beach, CA – 2021
Tobacco-Free Generation	<p>Permanently forbidding the sale of tobacco products to anyone born after a certain date. It can also be seen as a sales ban with a grandfather clause (permitting sales to those currently of age), or as raising the minimum age of sale one year, every year.</p> <p>Examples of policies already in place:</p> <ul style="list-style-type: none">Brookline, MA – July 2021 (no one born on or after January 1, 2000 can ever be sold tobacco products).Balanga City, in the Philippines, has passed a similar law, but it is currently enjoined from enforcement due to a tobacco industry lawsuit.

Advancing Momentum for a Tobacco-Free California





THE EVIDENCE FOR THE ENDGAME: A WHITE PAPER



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