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 . . .
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.
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.

<table>
<thead>
<tr>
<th>Year</th>
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<th>2017</th>
<th>2018</th>
<th>2019</th>
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<td>11.9%</td>
<td>10.2%</td>
<td>11.2%</td>
<td>6.9%</td>
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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
Where are retailers?

Near schools, parks, playgrounds? (Buffer zones)

Near other tobacco retailers? (Minimum distance policies)

In rural areas?
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
Addressing retailer opposition

Consider programs or incentives (business consultation, small grants programs, etc.)

Engage customers in outreach, especially youth coalitions

Understand that some retailers will lose some business
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 (CTCP) set a goal of ending the commercial tobacco epidemic in the state by 2035. This comes from years of dedication and a tobacco control program has been established by California communities. CTCP’s goal does not include limiting commercial tobacco use such as tobacco plants grown or harvested and used by American Indians and Alaska Natives for ceremonial or medicinal purposes. While strong policies may help advance toward the endgame goal, the resources below may serve as action guides to help support tobacco control initiatives in your community. Important to remember: Not all tobacco control initiatives, such as smoke-free laws, smoke-free policies, or smoke-free policies, are necessary to support the endgame goal. Of course, they may bring new challenges. Before all of the resources you may face and some potential resources.

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 disaster protection and antibiotics. On another angle, legal consumer products tend to be less regulated. A regular product (cigarette) that might cause children to choke, or contracted faults, sometimes even before harm has been incurred. Manufacturing of other products that may be sold are on a case-by-case. The tobacco industry, one of the legal consumer product that kills two-thirds of its regular uses,

What about the legal smoker?

There is no legal “right to smoke.” The U.S. constitution does not extend special protection to smokers. Furthermore, CTCP’s mission does not focus on individuals who smoke, but rather on sales of tobacco products. CTCP does not support their marketing or promotion, use, or possession of tobacco products.

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

Tobacco is not like products that can be sold safely in moderation. For example, products that burn and kill in small amounts — like cigarettes and burned gas. Like commercial tobacco, there are fundamentally addictive products, and very biased without affecting the sale of other/sugar products.

What about the smoking’s freedom of choice?

Many people don’t know that tobacco is their own, as a result of the commercial tobacco industry marketing. Not without fully understanding how addictive nicotine is.

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 sales in 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 commercial use by Native Americans.

Traditional Tobacco Products

- Commercial tobacco used by Native Americans (excluded from tobacco endgame policies).

TOBACCO ENDGAME POLICY EXAMPLES

Phase Out Tobacco Sales

- There are policies on the sale of tobacco products, without permitting possession, purchase, or use (i.e., there is no impact on the act of smoking).

Examples of policies already in place:

- Bombay Hills, CA - 2017
- Montclair, CA - 2021

Tobacco-Free Generation

- Permanently forbidding the sale of tobacco products to ensure been older than a certain date. It can also be seen as a sales tax with a grandfather clause (permitting sales to those currently enrolled), or in the current age of sale in one year, every year.

Examples of policies already in place:

- Brookline, MA - July 2021 (to be effective after January 1, 2022) on tobacco-free products
- idade City, in the Philippines, has parent eventing but is currently required to be removed due to a tobacco industry lawsuit.

Advancing Momentum for a Tobacco-Free California