



# Tobacco Point of Sale at a Glance

## About this strategy

The intent of this strategy is to improve the tobacco retail environment by reducing the community's exposure to tobacco products and marketing. This can be accomplished through local ordinance changes. Grantees will pursue and implement evidence-based approaches leading to decreased youth access and exposure to tobacco marketing practices.

The goals of this strategy are to decrease tobacco exposure and use, reduce tobacco-related disparities, increase community awareness of tobacco industry practices, and improve enforcement and compliance with youth access and retail regulatory laws.

Grantees will work with the community to improve the local licensing ordinance and practices. Some communities will work to implement stronger ordinances such as increasing the age of sale to 21, restrict the availability of menthol and other flavors, increase the price of cheap cigars.

## What does the evidence say?

Sufficient empirical evidence exists that demonstrates the strong relationship between tobacco sales and marketing in retail stores and tobacco use behaviors. Exposure to tobacco POS marketing is harmful to health. Heavy POS marketing is associated with increases in tobacco product cravings and unplanned purchases, a reduction in successful quit attempts, an inflated perception of smoking prevalence and acceptance, and increased initiation and continuation of tobacco use, by youth in particular.

## Strategy overview

### Community Assessment

#### Objectives

- Assess community needs and retail environment
- Review licensing ordinances and practices
- Document and define the public health problem

## Strategy Direction and Planning

### Objectives

- Define community health issues and priorities through community participation
- Assess policy readiness based on community assets and needs
- Establish community education and engagement strategic plan

## Community Education and Engagement

### Objectives

- Inform and educate key community leaders and decision makers on assessment findings
- Work with the community and youth to develop community driven solutions based on best practices
- Mobilize community and youth and build support for policy change

## Policy Adoption and Implementation

### Objectives

- Collaborate and provide policy technical assistances and best practice recommendations to municipalities and enforcement agencies
- Inform the community on policy changes

## Priority populations

Segments of the population are disproportionately exposed to tobacco marketing in the retail setting, particularly communities of color and low-income communities. Industry tactics include targeted advertising of mentholated products to African-Americans, price promotions and discounts, and a greater density of retailers in poorer communities.

## Requirements

- At minimum, grantees are required to work on updating and strengthening local tobacco ordinances to comply with state and federal laws and best align with best practices for licensing, compliance and enforcement.
- Approach must include community education and engagement activities to build public support and awareness.
- Grant funds may not directly fund local compliance checks. Grant funds should be used for creating and promoting the adoption of adequate licensing fees to sustain the licensing program.
- As the local public health authority, a grantee will provide expertise and education assistance such as data and related resources for decision makers, specific stakeholders and the general community. Grant funds cannot be used to lobby.

## Resources

The [MDH POS Implementation Guide](#) has a comprehensive list of resources and research.

Local communities are strongly encouraged to work with their assigned technical assistance provider for further guidance and policy planning.

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