Assessment of Stores for Tobacco and Healthy Foods

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Background

• Funding surprise – more TPEP $$!
• Tobacco use and obesity are the two leading preventable causes of death.
• Tobacco distributed through retail outlets such as convenience stores, groceries, and some specialty stores.
• Most food is purchased from convenience and grocery stores.
• Advertising in stores affects kids, even if they are not making purchases.
Background

• Large overlap between stores that sell tobacco and stores that sell food
• Efficiency in combining assessments for both tobacco and food
• Cross program collaboration!
• Purpose of study:
  – Identify areas for improvement
  – Baseline data to measure future changes
List of Stores

- Identified 275 tobacco outlets in the county
  - Synar list for Addictions & Mental Health Division
  - WIC - Women, Infant, and Children Program
  - SNAP - Supplemental Nutrition Assistance Program
  - Oregon Lottery Commission ("delis")
  - OLCC list of liquor stores
  - Internet (corporations, searches)
  - Observation
List of Stores

• Confirmed tobacco sales through phone calls
• 24 groceries did not sell tobacco including:
  – Dollar Tree*
  – Grocery Outlet Bargain Market
  – New Seasons, Trader Joe’s
  – Kmart, Target
Sampling of Stores

• Stores were mapped using GIS
  – Most stores are in the urbanized areas, close to Portland
  – Much of the land area is rural, 20% of stores
  – Most tobacco retailers are located within 1000 feet of a park or school.
• Included almost all stores in outlying areas
• Assured a distribution of store types and store brands
• Assessed 90 of 275 tobacco outlets
## Types of stores assessed

<table>
<thead>
<tr>
<th>Store type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimart</td>
<td>54</td>
</tr>
<tr>
<td>Large chain grocery</td>
<td>12</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>5</td>
</tr>
<tr>
<td>Tobacco shop</td>
<td>11</td>
</tr>
<tr>
<td>Liquor store</td>
<td>3</td>
</tr>
<tr>
<td>Deli-lottery</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>90</strong></td>
</tr>
</tbody>
</table>
Assessment Instrument

• Reviewed previous tobacco and food assessments, including formal studies and volunteer projects
• Pre-tested in five stores, and also made slight modifications during data collection
• 150 data elements
Assessing Stores

• Conducted between June 4-June 18, 2012
• Letters sent to stores in advance
• Introduced ourselves to store clerk
  – Most clerks were helpful with answering questions
• Assessment took an average of 15 minutes
  – Most assessments done with two people
• Data entered in Excel and analyzed in SPSS
10% of stores had a majority of windows covered with advertising
Other outdoor signs were not very common
20% of stores had ashtrays within ten feet of a doorway.
## Types of tobacco sold by convenience stores

<table>
<thead>
<tr>
<th>Type of Tobacco</th>
<th>Percentage of Stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td>100%</td>
</tr>
<tr>
<td>Chew tobacco</td>
<td>94%</td>
</tr>
<tr>
<td>Little cigars</td>
<td>89%</td>
</tr>
<tr>
<td>Roll your own</td>
<td>72%</td>
</tr>
<tr>
<td>Snus</td>
<td>61%</td>
</tr>
<tr>
<td>Cigars</td>
<td>43%</td>
</tr>
<tr>
<td>Electronic cigarettes</td>
<td>28%</td>
</tr>
<tr>
<td>Pipe tobacco</td>
<td>23%</td>
</tr>
<tr>
<td>Strips</td>
<td>2%</td>
</tr>
<tr>
<td>Orbs</td>
<td>2%</td>
</tr>
<tr>
<td>Sticks (dissolvable)</td>
<td>1%</td>
</tr>
<tr>
<td>Shisha for hookahs</td>
<td>0%</td>
</tr>
</tbody>
</table>
Little cigars are like cigarettes but can be sold as singles and are often flavored...
“Powerwalls” can be found in almost every convenience store
Well-placed advertising
Sale prices on two types of nicotine delivery devices
Summary

• Violations
  – Ash trays and smoking near doorways
  – “Light” cigarettes
  – Self service

• Other areas of concern
  – Advertising below 3 feet
  – Number of stores close to schools/parks
  – Flavored cigars sold as singles
Food

• Almost all grocery stores had all the fresh produce in our list and many varieties of canned and frozen produce
• Very few convenience stores have scales to weigh bulk produce
• Convenience stores did not have frozen produced, and little canned produce.
Most common produce in convenience stores were bananas (46%) and apples (35%)
Small grocery stores can have attractive, effective produce displays
Low fat milk is hard to find in single serving containers in convenience stores
Soda fountains in convenience stores

• What is a small soda? Smallest fountain cup size ranged from 16-32 ounces.
• The number of ounces in the cups was not listed in 40% of stores.
• In one store, you could refill a 100 ounce cup for $1.49.
Some convenience stores had a special cooler with fresh and often healthier foods

- Many of these coolers were part of Core-Mark’s Fresh Food Fast program
- Sales of Core-Mark’s fresh products increased 28% last year
- Core-Mark delivers fresh products to 30% of the stores they serve
Advertising of healthy foods is infrequent, even at grocery stores.
Conclusions

• Conducting an assessment of tobacco and food is an efficient use of resources.
• Tobacco is pervasive with many outlets and many types of tobacco being sold.
• Healthy food is growing in convenience stores, but there is a long way to go.
• Advertising is more common for tobacco, beer, energy drinks, and soda than for healthy food.
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