

Point of Sale Advertising

~

Window and Clear Glass Door Advertising

Waldi Helma, MPA
County of Mendocino / HHSA / Prevention
Substance Use Disorder Prevention
Tobacco Control Program

Content

- Point of Sale/Storefront Advertising
- Effects on Youth
- Solutions

Point of Sale Advertising

- Point-of-Sale advertising and signage
- Point-of-Sale product display
- Pricing and promotional incentives

Storefront Advertising

- Externally visible advertisements
- Placed on the retailer storefront or property
- Includes (but not limited to):
 - Permanent signs
 - Sandwich signs
 - Temporary signs

Why the focus?

- Tobacco industries spend about \$30 million a day (\$11.2 billion) on advertising
- Over last 15 yrs. tobacco advertising has moved almost entirely to point-of-sale
- 85% of marketing is spent on in-store promotion
- Cigarettes are more highly advertised in stores frequented by youth
- Focus increases on new products such as e-cigarettes and hookahs

Advertising and Youth

“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens” – Philip Morris

Cigarettes are highly advertised in stores frequented by youth

**TOBACCO ADS ARE MORE POWERFUL
THAN PEER PRESSURE**



**Stand up for our kids and protect them
from a lifetime of addiction**



© 2014 California Department of Public Health

Youth are highly susceptible to advertising - three times more likely influenced than adults (video)

- Video: : If Tobacco Walls could Talk - <https://www.youtube.com/watch?v=DnCcVuP4VTM>

Direct link between point of sale
advertising and increased youth
initiation to smoking



How our youth are influenced (video)

- Tobacco Marketing and Youth: The Evidence is Clear -

<https://www.youtube.com/watch?v=6HlSYTQM9xc>

Lee Law

- 1994 by State of California (California business and Professions Code § 25612.5)
- Limits advertising to no more than 33% on storefront windows
- Targets alcohol retailers

Solutions

- Education
 - Strengthen Lee Law to reduce window and clear door advertising to 20% or 10%
 - Disallow coupons for tobacco products
 - Flavors (cigarettes and e-cigarettes)
 - Minimum price and package size
- Focus on Healthy Retail
 - Collaborate with retailers
 - Educate community about healthy environment
 - Incentives

Questions / Comments

