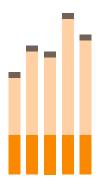


Evaluating implementation of Chicago's city ordinance restricting sales of flavored tobacco products near schools

Sandy Slater, PhD, MS Dianne C. Barker, MHS Anita Bontu, MPH Frank Chaloupka, PhD

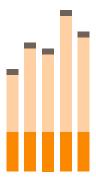




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No industry funding was received

No off-label medication uses are discussed



Background

Flavored Tobacco Use Among Youth

- •Almost three-quarters (70.0%) of all current U.S. youth tobacco users attending middle and high school had used at least one flavored cigarette product in the last 30 days:
 - 63.3% used flavored e-cigarette
 - 60.6% used flavored hookah tobacco
 - 63.5% used flavored cigar
 - 58.8% used flavored smokeless tobacco,
 - 53.6% used menthol cigarettes
 - 42.3% used tobacco in pipes.
- This represents 3.26 million youth or 12% of the student population. Among all high school students, 17.9% had currently used at least one flavored product compared to only 5.8% who had only used nonflavored tobacco products.

(2014 NYTS, MMWR / October 2, 2015 / Vol. 64 / No. 38)



The Chicago Flavor Ban

The City of Chicago passed a policy banning the sale of flavored tobacco products from all retail establishments located within 500 feet of all schools.

The policy includes:

- Menthol Tobacco Products
- All Flavored Tobacco Products (e.g., cigarettes, cigars, cigarillos, vapor products, smokeless products)
- E-cigarettes (a vapor product)

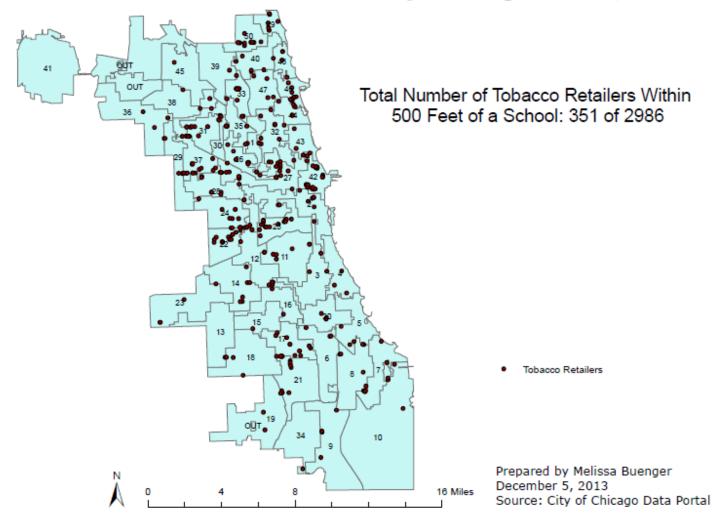


Flavored Tobacco Definition:

"Flavored tobacco product" means any tobacco product that contains a constituent that imparts a characterizing flavor. As used in this definition, the term "characterizing flavor" means a distinguishable taste or aroma, other than the taste or aroma of tobacco, imparted either prior to or during consumption of a tobacco product, including, but not limited to. tastes or aromas of menthol, mint, wintergreen, chocolate, vanilla, honey, cocoa, any candy, any dessert, any alcoholic beverage, any fruit, any herb, and any spice; provided, however, that no tobacco product shall be determined to have a characterizing flavor solely because of the use of additives or flavorings or the provision of ingredient information. A public statement or claim made or disseminated by the manufacturer of a tobacco product, or by any person authorized or permitted by the manufacturer to make or disseminate such statements, that a tobacco product has or produces a characterizing flavor shall establish that the tobacco product is a flavored tobacco product."

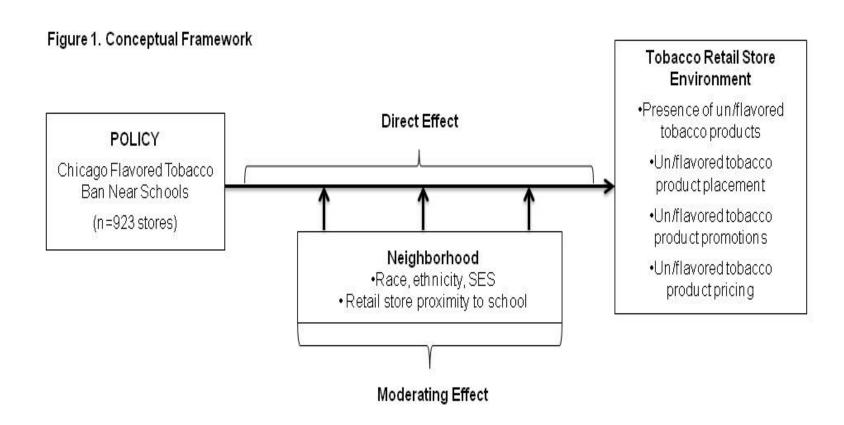


Licensed Tobacco Retailers Within 500 Feet of Public and Private Schools by Chicago Ward, 2013





Conceptual Framework





Study Aims

Aim 1: Using data collected from retail store observation audits, determine whether product availability, placement, promotion, and price of all tobacco products has been affected by the ban on the sales of flavored tobacco products within 500 feet of schools.

- a. Are there differences between licensed tobacco retail outlets affected by the ban located within 500 feet of schools (n=454), licensed tobacco retail outlets located within 501-1000 feet of schools (n=273), and licensed tobacco retail outlets located beyond 1000 feet of schools (n=273)?
- b. Do these differences change over time?

Secondary Aim 1a: Determine whether the ban has affected the retail market for tobacco products in general.

- a. Has the policy led to store closures or any relocation of affected licensed retail outlets beyond the 500 feet boundary?
- b. Has the policy led to any reduction in the number of licenses issued or not renewed?
- c. Has there been any voluntary implementation of the flavored tobacco product ban among licensed retail outlets among those located beyond 500 feet of schools?



Study Design Cont'd

- ✓ We plan to evaluate the impact of the new policy by collecting data on flavored tobacco product availability, placement, promotion and price at different time points:
- Initial pre-policy implementation (baseline): April-May;
 December 2014
- Second pre-policy implementation (baseline): June-August, 2015
- Post-implementation: (May-June, 2016)



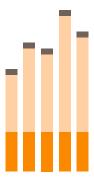
		1. a. Date o	f visit:	_//_	c. St	art Time:	:	_ am/pm	
SCTC State and Community Tobacco Control Research		b. CODE	R ID:	_/	d. E	nd Time:	:	_ am/pm	
		2. STORE ID: 14							
		3. a. Actual Store Name:							
		b. Actual store name matches the assigned store name?							
		¹□ Yes							
	º□ No								
Standardized			Store Addres	-					
			l address mato Yes	hes the assign	ed address?				
Tobacco			No						
Assessme	nt for	5 Can you	survey this sta	ore? [If not +h	en select an op	ation below an	nd STOP1		
		o. oun you	Yes, I can	ne: [ii flot, th	en select dil O	orion below an	ia 310Pj		
Retail Set	ungs	_	No, store do						
(STARS):		_	No, store is o		o enter				
Chicago 2	014	_			uired to enter				
Chicago 2	U14	_	No, environn						
		_	No, asked to Other (SPECI		completing the	survey			
			0 11101 (01 201						
EXTERIOR 6. Which products are advertised outside the store (on		7. IF "YES" to #6, what flavors are advertised? (SELECT ALL THAT APPLY) 8. IF "Yes" to #7, are price promotions advertised (PPA)?							
							'LY)		
outside the store (on	ng,	8. IF "Yes" to a. <u>Unflavored</u>	b. Menthol/ Mint/Ice	promotions a	dvertised (PPA		f. <u>Other</u>	g. <u>Unspecified</u>	
outside the store (on windows/doors, buildir	ng,)? 1□ Yes →	8. IF "Yes" to a. Unflavored 1 Yes 1	b. Menthol/ Mint/Ice 1 Yes 1	promotions a c. Fruit/	dvertised (PPA	.)?		1□ Yes ٦	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes	ng,)? 1□ Yes → 0□ No	8. IF "Yes" to a. <u>Unflavored</u> 1 Yes 1 PPA? 1 Yes	b. Menthol/ Mint/Ice 1 Yes 1 PPA? 1 Yes	promotions a c. Fruit/ Sweet/Candy	dvertised (PPA	e. <u>Herb/Spice</u>	f. Other	1□ Yes 1 PPA? 1□ Yes	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little	ng,)? 1□ Yes → 0□ No 1□ Yes →	8. IF "Yes" to a. <u>Unflavored</u> 1 Yes 1 PPA? 1 Yes 1 Yes 1 Yes 1	b. Menthol/ Mint/Ice 1 Yes 1 PPA? 1 Yes 1	promotions and c. Fruit/ Sweet/Candy	d. Alcohol	e. <u>Herb/Spice</u>	f. Other	1	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars	ng,)? 1□ Yes → 0□ No	8. IF "Yes" to a. <u>Unflavored</u> 1 Yes 1 PPA? 1 Yes 1 Yes 1 Yes 1	b. Menthol/ Mint/Ice 1 Yes 1 PPA? 1 Yes 1	promotions and c. Fruit/ Sweet/Candy	dvertised (PPA	e. <u>Herb/Spice</u>	f. Other	1	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little	1	8. IF "Yes" to a. <u>Unflavored</u> 1 Yes 1 PPA? 1 Yes 1 Yes 1 Yes 1	b. Menthol/ Mint/Ice 1 Yes 1 PPA? 1 Yes 1	promotions and c. Fruit/ Sweet/Candy	d. Alcohol	e. <u>Herb/Spice</u>	f. Other	1	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars c. E-cigarettes (includes	ng, ?? 1	8. IF "Yes" to a. <u>Unflavored</u> 1	b. Henthol/ Mint/ice 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1	promotions an c. Fruit/ Sweet/Candy 1 Yes 1 PPA? 1 Yes 1	d. Alcohol 1 Yes 1 PPA? 1 Yes	e. Herb/Spice 1 Yes 1 PPA? 1 Yes 1	f. Other 1 Yes 1 PPA? 1 Yes 1 Yes 1	1	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars c. E-cigarettes (includes hookah/vape pens),	ng, ? 1	8. IF "Yes" to a. Unflavored 1 Yes 1 PPA? 1 Yes 1 Yes 7 PPA? 1 Yes 1 Yes 7 PPA? 1 Yes	b. Henthol/ Mint/ice 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1	promotions an c. Fruit/ Sweet/Candy 1 Yes 1 PPA? 1 Yes 1	d. Alcohol 1 Yes 1 PPA? 1 Yes 1	e. Herb/Spice 1 Yes 1 PPA? 1 Yes 1	f. Other 1 Yes 1 PPA? 1 Yes 1 Yes 1	1	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars c. E-cigarettes (includes hookah/vape pens), disposable d. E-cigarettes (includes hookah/vape pens),	1	8. IF "Yes" to a. Unflavored 1	b. Henthol/ Mint/ice 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1	promotions an c. Fruit/ Sweet/Candy 1 Yes 1 PPA? 1 Yes 1	d. Alcohol 1 Yes 1 PPA? 1 Yes 1	e. Herb/Spice 1 Yes 1 PPA? 1 Yes 1	f. Other 1 Yes 1 PPA? 1 Yes 1 Yes 1	1	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars c. E-cigarettes (includes hookah/vape pens), disposable d. E-cigarettes (includes	ng,)? 1	8. IF "Yes" to a. Unflavored 1	b. #7, are price b. Menthol/ Mint/loe 1	promotions arc. Fruit/ Sweet/Candy 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes	d. Alcohol 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1	e. Herb/Spice 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes	f. Other 1 Yes 1 PPA? 1 Yes 1 Yes 7 PPA? 1 Yes	1 Yes 1 PPA? 1 Yes	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars c. E-cigarettes (includes hookah/vape pens), disposable d. E-cigarettes (includes hookah/vape pens), refillable e. E-juice (liquid	Ng.	8. IF "Yes" to a. Unflavored 1	the price of the p	promotions arc. Fruit/ Sweet/Candy 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1	d. Alcohol 1 Yes 1 PPA? 1 Yes 1 Yes 2 PPA? 1 Yes 1 Yes 1	1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes	f. Other 1	1 Yes 1 PPA? 1 Yes	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars c. E-cigarettes (includes hookah/vape pens), disposable d. E-cigarettes (includes hookah/vape pens), refillable	Ng. 1	8. IF "Yes" to a. Unflavored 1	th, are price b. Menthol/Mint/log the Yes 1 PPA? the Yes 1 Yes 1 PPA? the Yes 1	promotions arc. Fruit/ Sweet/Candy 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes	d. Alcohol 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes	1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes	f. Other 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes	1 Yes 1 PPA? 1 Yes 1 Yes 1	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars c. E-cigarettes (includes hookah/vape pens), disposable d. E-cigarettes (includes hookah/vape pens), refillable e. E-juice (liquid	Ng.	8. IF "Yes" to a. Unflavored 1	th, are price b. Menthol/Mint/log the Yes 1 PPA? the Yes 1	promotions arc. Fruit/ Sweet/Candy 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1	d. Alcohol 1 Yes 1 PPA? 1 Yes	1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1	f. Other 1 Yes 1 PPA? 1 Yes 1 Yes 1	1 Yes 1 PPA? 1 Yes 1	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars c. E-cigarettes (includes hookah/vape pens), disposable d. E-cigarettes (includes hookah/vape pens), refillable e. E-juice (liquid nicotine) f. E-cigars	Ng. Ng.	8. IF "Yes" to a. Unflavored 1 Yes 1 PPA? 1 Yes 1 Yes 1	ppa? 1 yes 1	promotions arc. Fruit/ Sweet/Candy 1 Yes 1 PPA? 1 Yes 1 Yes 1	d. Alcohol 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes	1 Yes 1 PPA? 1 Yes 1	f. Other 1	1 Yes 1 PPA? 1 Yes	
outside the store (on windows/doors, buildir sidewalk, or elsewhere a. Cigarettes b. Cigarillos/little cigars c. E-cigarettes (includes hookah/vape pens), disposable d. E-cigarettes (includes hookah/vape pens), refilable e. E-juice (liquid nicotine)	Ng.	8. IF "Yes" to a. Unflavored 1	th, are price b. Menthol/ Mint/loc 1 Yes 1 PPA? 1 Yes 1 Yes 1	promotions arc. Fruit/ Sweet/Candy 1 Yes 1 PPA? 1 Yes 1 Yes 1 PPA? 1 Yes 1 PPA? 1 Yes 1	d. Alcohol 1 Yes 1 PPA? 1 Yes	1 Yes 1 PPA? 1 Yes 1	f. Other 1	1 Yes 1 PPA? 1 Yes 1 Yes 1	

				La college to the col		
TOBACCO PRODUCTS		10.0				21. E-cigarettes (includes
	18. Cigarettes	19. <u>C</u>	igarillos/little cigars	hookah/vape disposabl		hookah/vape pens), refillable
7.0	1□ Yes	1□ Yes	cigara	1□ Yes		1 Yes
a. Sold here?	□ No → GO TO #19		→ GO TO #20	□□ No → GO TC	#21	□ No → GO TO #22
		1□ Unfla		1 ☐ Unflavored		
		2□ Ment	hol/Mint/Ice	2 ☐ Menthol/Min	t/Ice	
b. Flavors sold?	1 Unflavored		Sweet/Candy	3 ☐ Fruit/Sweet/C	12	
	² ☐ Menthol/Mint/Ice	4□ Alcoh	ıol	4 ☐ Alcohol		
(SELECT ALL THAT ARE VISIBLE)		5□ Herb	/Spice	5 ☐ Herb/Spice		
		6□ Othe	r	6□ Other		
c. Single items sold here?		1□ Yes	GO TO #19e			
d. Are any single items		□□ NO→	GO 10 #19e			
advertised for less than \$1?		□□ No				
e. Product within 12 inches of		ĕ□ NO				
toys, candy, gum, slushy/	1□ Yes	1□ Yes		1□ Yes		1□ Yes
soda machines, or ice	0□ No	□□ No		□□ No		0□ No
cream?						
f. Ad within 3 feet of the floor?	¹□ Yes	1□ Yes		¹□ Yes		1□ Yes
1. Ad Within 5 leet of the floor:	0□ No	□□ No		□□ No		0□ No
g. Self-service display?	1□ Yes	1□ Yes		1□ Yes		1□ Yes
8-2	□ No	□□ No		□ No		0□ No
h. Any price promotions?	1 Yes 0 No	1□ Yes 0□ No		1□ Yes 0□ No		1□ Yes 0□ No
i. Cross-product promotion	ULI NO	□ INO		1 Yes		1 Yes
with cigarettes?				□□ No		□ No
TOBACCO PRODUCTS	22 E iuleo /ller	uld wlastina)		22 E eleave		24. Chew, moist/dry
	22. E-juice (lig	uid nicotine)		23. <u>E-cigars</u>	1	snuff, dip, or snus
TOBACCO PRODUCTS a. Sold here?	22. <u>E-juice (liqu</u> 1 ☐ Yes 0 ☐ No → GO TO		1□Yes	23. <u>E-cigars</u> GO TO #24		
	1 ☐ Yes 0 ☐ No → GO TO		1□Yes 0□ No →	→ GO TO #24	0[snuff, dip, or snus Yes No → GO TO #25a
	1 Yes 0 No → GO TO 1 Unflavored	#23	1 ☐ Yes □ ☐ No → 1 ☐ Unfla	GO TO #24	0[snuff, dip, or snus] Yes] No → GO TO #25a] Unflavored
	$1 \square$ Yes $0 \square$ No → GO TO $1 \square$ Unflavored $2 \square$ Menthol/Min	#23 t/Ice	1 ☐ Yes 0 ☐ No → 1 ☐ Unfla 2 ☐ Ment	> GO TO #24 vored hol/Mint/Ice	0 1 2	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice
a. Sold here?	1 Yes 0 No → GO TO 1 Unflavored	#23 t/Ice	1 ☐ Yes 0 ☐ No → 1 ☐ Unfla 2 ☐ Ment	GO TO #24 vored hol/Mint/Ice Sweet/Candy	0 1 2 3	snuff, dip, or snus] Yes] No → GO TO #25a] Unflavored
a. Sold here?	$1 \square$ Yes $0 \square$ No → GO TO $1 \square$ Unflavored $2 \square$ Menthol/Min $3 \square$ Fruit/Sweet/0	#23 t/Ice	1 ☐ Yes 0 ☐ No → 1 ☐ Unfla 2 ☐ Ment 3 ☐ Fruit/	o GO TO #24 vored hol/Mint/Ice Sweet/Candy	0 [1 [2 [3 [4 [snuff, dip, or snus] Yes] No → GO TO #25a] Unflavored] Menthol/Mint/Ice] Fruit/Sweet/Candy
a. Sold here? b. Flavors sold?	1 Yes 0 No → GO TO 1 Unflavored 2 Menthol/Min 3 Fruit/Sweet/0	#23 t/Ice	1 ☐ Yes 0 ☐ No → 1 ☐ Unfla 2 ☐ Ment 3 ☐ Fruit/ 4 ☐ Alcoh	oo TO #24 vored hol/Mint/Ice (Sweet/Candy hol	0	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol
a. Sold here? b. Flavors sold?	1 Yes 0 No → GO TC 1 Unflavored 2 Menthol/Min 3 Fruit/Sweet/0 4 Alcohol 5 Herb/Spice 6 Other	#23 t/Ice	1 Yes 0 No	oo TO #24 vored hol/Mint/Ice (Sweet/Candy hol	0	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE)	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	0	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here?	1	#23 t/Ice Candy	1 Yes 0 No	oo TO #24 vored hol/Mint/Ice (Sweet/Candy hol	0	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	0	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1?	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	0 [1 [2 [3 [4 [5 [6 [snuff, dip, or snus] Yes] No → GO TO #25a] Unflavored] Menthol/Mint/Ice] Fruit/Sweet/Candy] Alcohol] Herb/Spice] Other
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	0 C 1 C 2 C 3 C 5 C 6 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C 1	yes Yes You have do not shall be not shal
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy candy, gum, slushy/soda	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	0 C 1 C 2 C 3 C 5 C 6 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C 1 C 1	snuff, dip, or snus] Yes] No → GO TO #25a] Unflavored] Menthol/Mint/Ice] Fruit/Sweet/Candy] Alcohol] Herb/Spice] Other
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy candy, gum, slushy/soda machines, or ice cream?	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	0 C 1 C C C C C C C C C C C C C C C C C	yes Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice Other
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy candy, gum, slushy/soda	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	1	snuff, dip, or snus] Yes] No → GO TO #25a] Unflavored] Menthol/Mint/Ice] Fruit/Sweet/Candy] Alcohol] Herb/Spice] Other
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy candy, gum, slushy/soda machines, or ice cream? f. Ad within 3 feet of the floor?	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	0 [1 [2 [3 [4 [5 [5 [5 [5 [5 [5 [5 [5 [5	snuff, dip, or snus] Yes] No → GO TO #25a] Unflavored] Menthol/Mint/Ice] Fruit/Sweet/Candy] Alcohol] Herb/Spice] Other
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy candy, gum, slushy/soda machines, or ice cream?	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	1	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice Other Yes No Yes No
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy candy, gum, slushy/soda machines, or ice cream? f. Ad within 3 feet of the floor?	1	#23 t/Ice Candy	1 Yes 0 No	GO TO #24 vored hol/Mint/Ice Sweet/Candy iol (Spice	1	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice Other Yes No Yes No Yes No
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy candy, gum, slushy/soda machines, or ice cream? f. Ad within 3 feet of the floor? g. Self-service display?	1	#23 t/Ice Candy	1 Yes 0 No	SGO TO #24 vored vored hol/Mint/Ice Sweet/Candy iol Spice r GO TO #23e	1	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice Other Yes No Yes No
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy candy, gum, slushy/soda machines, or ice cream? f. Ad within 3 feet of the floor? g. Self-service display?	1	#23 t/Ice Candy	1 Yes 0 No	o GO TO #24 vored vored hol/Mint/Ice Sweet/Candy ool /Spice r o GO TO #23e	1	snuff, dip, or snus Yes No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice Other Yes No Yes No Yes No
a. Sold here? b. Flavors sold? (SELECT ALL THAT ARE VISIBLE) c. Single items sold here? d. Are any single items advertised for less than \$1? e. Product within 12 inches of toy candy, gum, slushy/soda machines, or ice cream? f. Ad within 3 feet of the floor? g. Self-service display? h. Any price promotions?	1	#23 t/Ice Candy	1 Yes 0 No	SGO TO #24 vored vored hol/Mint/Ice Sweet/Candy iol Spice r GO TO #23e	1	snuff, dip, or snus Yes I No → GO TO #25a Unflavored Menthol/Mint/Ice Fruit/Sweet/Candy Alcohol Herb/Spice Other Yes No Yes No Yes No Yes No



Flavor Examples					
Menthol/ Mint/ Ice	Fruit/ Sweet/ Candy	Alcohol	Herb/ Spice		
Fresh Frost Peppermint Spearmint Wintergreen Winterchill Mint Ice Menthol	Apple (green, wild) Cherry Chocolate Cream Grape (white, red) Honey Java/ Coffee Peach Strawberry Vanilla Espresso Almond	Bourbon Cognac Margarita Peach Schnapps Piña Colada Spiced Rum Whiskey Wine Wine Grape	Clove Cinnamon Nutmeg		





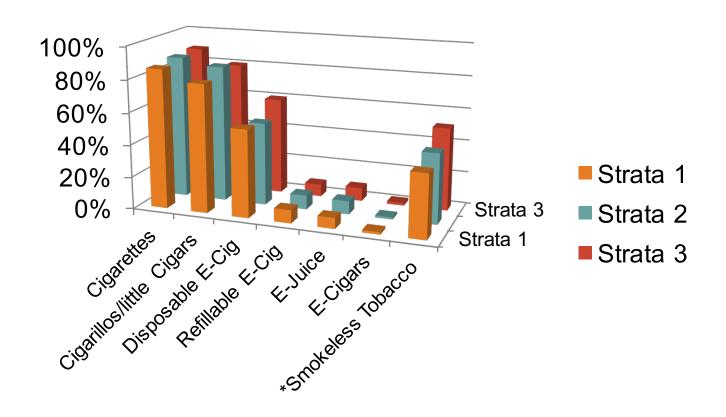
Baseline Results

Distribution of Final Sample

Predominant	Distance in feet from school					
Racial Group	< 500	501 to 1000	>1000	Total		
White	49	44	67	160		
	14.5%	13.8%	19.9%	16.1%		
African American	110	122	112	344		
	32.4%	38.2%	33.2%	34.6%		
Hispanic/Latino	85	70	61	216		
	25.1%	21.9%	18.1%	21.7%		
Other/none	95	83	97	275		
	28.0%	26.0%	28.8%	27.6%		
Total	339	319	337	995		
	100.0%	100.0%	100.0%	100.0%		

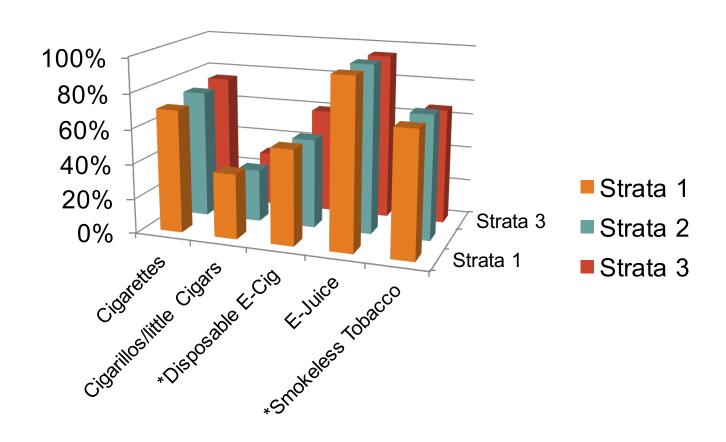


Presence of Tobacco Products by Strata





Presence of Flavored Tobacco Products by Strata





Most Common Flavors across Tobacco Products

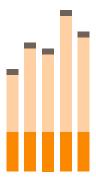
Flavor	Cigarillo	Disposable E-Cig	E-Juice	Smokeless Tobacco
Menthol		X	X	X
Fruit	X	X	X	X
Alcohol	X		X	
Herb			X	
Other	X		X	



Average Flavored Tobacco Product Pricing

Product	Strata 1	Strata 2	Strata 3
2-pack Grape Swisher Sweets Cigarillo	\$1.49	\$1.32	\$1.47
2-pack Silver White Owl Cigarillo	\$1.51	\$1.21	\$1.44
Disposable Magnificent Menthol Blu E-Cig	\$10.31	\$9.97	\$10.21
Cheapest Price Single Flavored E-Hookah Pen	\$9.96	\$8.73	\$9.03





Future Plans

Next Steps

- ✓ Analyze second baseline data
- ✓ Collect post-implementation data: (May-June, 2016)
- We will revisit all baseline stores.
 - √ 355 retailers located within 500 feet of a school (census of all retailers)
 - ✓ 273 retailers located between 501 and 1000 feet of schools (sample of retailers)
 - √ 273 retailers located > 1000 feet of schools (sample of retailers)



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