

Benton & Franklin Counties

2018 STARS & vSTARS



Tobacco Retailer Landscape^{1,6}

38%

of local retailers
within 1 mile
of a school

60

total retailers
surveyed

50%

of surveyed
retailers sell
E-Cigarettes

Benton-Franklin Health District staff members and trained volunteers conducted the Standardized Tobacco Assessments for Retail Settings (STARS) and the vape shop version (vSTARS) in May-July 2018 among tobacco retailers located within 1 mile from any school.

Evaluation Results¹

95% of retailers surveyed keep tobacco products visible to customers



89% of retailers surveyed sell flavored tobacco products



50% of retailers display cigarette ads visible outside the store



17% of retailers display cigarettes within 12 inches of popular children items



23% of retailers display cigarette ads Within 3 feet of the floor



19% of retailers surveyed also sell marijuana paraphernalia



Benton & Franklin Counties Data²

Percentage of 12th grade students in Benton and Franklin Counties who have used tobacco products within the past 30 days:

Smokeless
Tobacco

3%



Cigars

5%



Cigarettes

7%



E-Cigarettes

23%



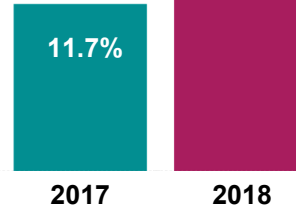
National Data

Youth Tobacco Use⁷

National surveys of youth tobacco use have indicated that a surge in E-Cigarette use among youth has led to an increase in overall tobacco use, reversing previous declines in the past few years. Increases were seen among both high school and middle school students.

78% Increase in E-Cig use among high school students

1.5 Million more students used E-Cigarettes in 2018 vs. 2017



Tobacco Retailers and Marketing^{3,4,5}



\$7 BILLION Spent in 2016 on Tobacco Marketing at the Point of Sale



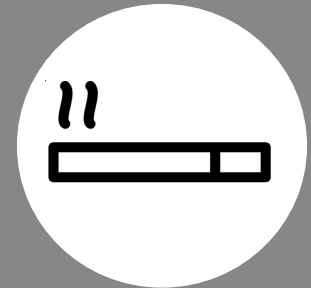
Convenience Stores have the most Tobacco Marketing

Children & Youth are frequent shoppers at Convenience Stores



More Tobacco Retailers Near a School = Higher Smoking Prevalence Among Youth

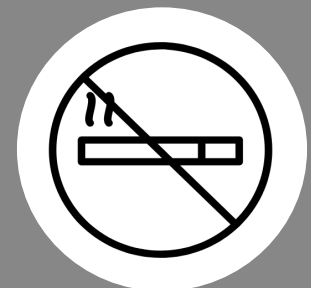
Consequences of frequent Point of Sale marketing^{4,5}:



Youth are more likely to have tried smoking



Youth are more likely to smoke in the future



Discourages quit attempts and prompts cravings

Sources

Updated June 2019

1. Benton-Franklin Health District. Standardized Tobacco Assessments for Retail Settings (STARS) survey data. July 2018.
2. Washington State Healthy Youth Survey. 2018. Raw data analyzed by Benton-Franklin Health District for bi-county results in June 2019. WA State
3. Federal Trade Commission Smokeless Tobacco Report for 2016
4. Robertson L, Cameron C, McGee R, et al. Point-of-sale tobacco promotion and youth smoking: a meta-analysis Tobacco Control 2016; 25:e83-e89.
5. Carter BL, Robinson JD, Lam CY, Wetter DW, Tsan JY, Day SX, Cinciripini PM. A Psychometric Evaluation of Cigarette Stimuli Used in a Cue Reactivity Study. Nicotine Tob Res. 2006 Jun; 8(3):361-9.
6. Washington State Liquor and Cannabis Board. Cigarette-Tobacco-Vapor Licensees. July 2018.
7. Food and Drug Administration (FDA) Factsheet on 2018 National Youth Tobacco Survey. E-Cigarette Data. November 2018

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