

# 4 Reasons Why Tobacco at the Point of Sale Matters for York County

The point of sale (POS) is defined as brick and mortar locations ("retailers") where products, like tobacco products, are marketed and sold. It includes places like convenience stores, gas stations, grocery stores, liquor stores, tobacco shops, vape shops, discount stores etc. The POS is where tobacco enters communities but not where it stays!

1

**Tobacco-related marketing at the POS increases tobacco use initiation, keeps people hooked to tobacco products, and makes it harder for smokers to quit.**

2

**More tobacco retailers especially close to schools, parks, homes, and each other lead to greater tobacco use, poorer health, and shorter lives for the people who live in these neighborhoods.**

3

**The tobacco industry targets certain groups (eg., minorities, those at a low-income, LGBTQ+ individuals, young people, those in rural areas etc.) which causes negative outcomes for these groups.**

4

**Tobacco products found at the POS are extremely addictive, harmful, and deadly. Tobacco products lead to addiction, disease, disability, and death.**

#### References:

Federal Trade Commission Cigarette and Smokeless Reports; Schooler, et al., 1996; Henriksen, Feighery, Wang, et al., 2004; Feighery, et al., 2006; Slater, et al., 2007; Braverman and Aaro, 2004; Henriksen, et al., 2008; Carter, et al., 2006; Schneider, J.E., et al., 2005; Hyland, et al., 2003; Loomis, B.R., et al., 2013; CDC, Behavioral Risk Factor Surveillance System



**COUNTER TOOLS**  
ADVANCING PLACE-BASED PUBLIC HEALTH



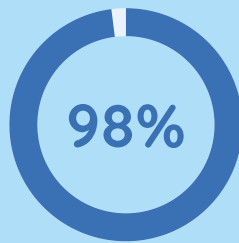
# 2022 Store Assessment Data for York County

York County  
133 Store Assessments

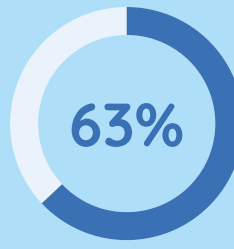


In 2022, the Tobacco Free York County Coalition conducted store assessments to document the marketing and availability of tobacco products at tobacco retailers in York County. The results of these assessments show a high presence of tobacco products, marketing especially outside, and discounting for these products within York County.

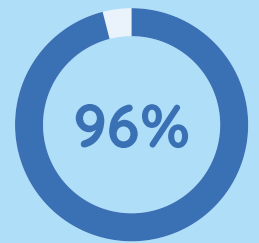
Retailers with Flavored Tobacco Products



sold menthol cigarettes



sold flavored e-cigarettes



sold flavored cigarillos, little cigars, or blunts



56% of retailers had outdoor tobacco-related advertisements

64% of retailers were convenience stores

64% of retailers had price promotions or discounts for cigarettes

83% of retailers had cigarillos, little cigars, or blunts for less than \$1.00



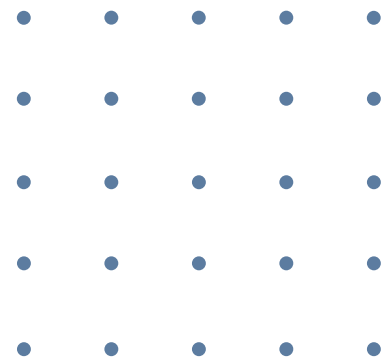
Data in this infographic is only for tobacco retailers who could be fully assessed (e.g., not closed) and sold any type of tobacco product in 2022. Retailers that did not meet this criteria are not included. Each percentage is dependent on the amount of data available (or missing) for that particular measure. This infographic was created in September 2022.

# Policy in York County

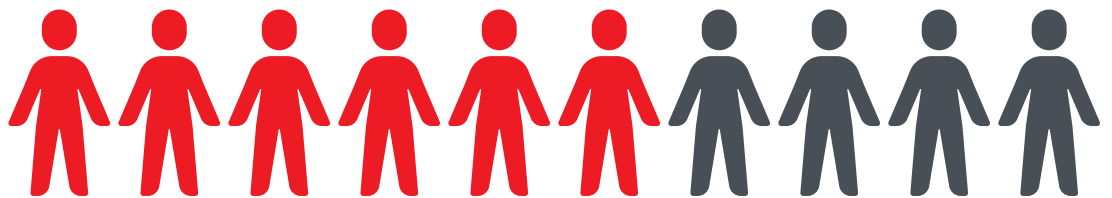
Data from store assessments and tobacco use rates in York County show the need for policy to regulate the point of sale. Tobacco retailer licensing is an effective and evidence-based policy to track and regulate retailers by requiring retailers to get a yearly license to sell tobacco products and follow tobacco laws.

## Benefits of Tobacco Retailer Licensing

- Provides and maintains a list of tobacco retailers
- Reduces tobacco product sales for underage youth
- Helps prevent youth tobacco use initiation
- Funds compliance monitoring programs
- Can reduce the density, types of, and locations of tobacco retailers to limit access to tobacco products
- Can include, address and enforces additional tobacco control regulations like flavored tobacco product restrictions and proximity buffers



**Results from a 2019 telephone public opinion survey on tobacco issues in York County found that:**



**58% of respondents favored keeping tobacco products out of view. 57% favor prohibiting tobacco products near schools. In general, it is clear that York County residents are in favor of reform regarding the point of sale. Tobacco retailer licensing is a policy that can accomplish this aim.**