

HEALTHY TOBACCO RETAIL OPTIONS

PRODUCTS



Incentivize stores to replace menthol and flavored tobacco with nutritious foods and beverages.

Rationale: Give stores options to replace harmful products with healthful products to maintain or increase sales.

Example: Mid-Ohio Valley offers store owners a discount on their business license if they stock healthy fruits and vegetables instead of tobacco products.



Prohibit stores from selling menthol and flavored tobacco products, including e-cigs.

Rationale: Most adult smokers don't use flavored tobacco. Flavored tobacco masks the harshness and makes use more appealing to kids.

Example: New York passed an ordinance to prohibit the sale of all flavored tobacco products such as cigars, snuff and smokeless tobacco.

PROMOTIONS



Incentivize stores to increase signage for nutritious foods and beverages.

Rationale: Encourage neighborhood stores to sell healthy foods as an alternative to un-healthy products.

Example: Louisville launched a healthy corner store program to promote healthy foods by providing free signage, refrigeration equipment and technical support.

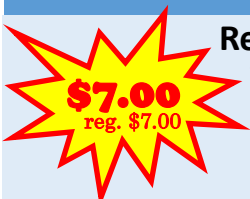


Limit buy one, get one type offers.

Rationale: Many products are cheaper if purchased in larger quantities. This encourages consumers to buy more.

Example: Providence, R.I., prohibits tobacco retailers from selling tobacco products at a multi-pack discount.

PRICE



Require minimum prices for tobacco products.

Rationale: When tobacco costs more, people use less, more people quit and fewer youth start.

Example: Sonoma County passed a retailer ordinance that requires a minimum of \$7 per pack of cigarettes, cigars and little cigars.



Require minimum package sizes for tobacco products like little cigars.

Rationale: Requiring little cigars to be sold in packs raises the cost, but it does not mean the products are more expensive. Consumers will have to pay more at any one time, which discourages use.

Example: Baltimore requires cigars to be sold in packs of five.



PREVALENCE

Limit the number, density and location of tobacco retailers.



Rationale: Limiting the number of retailers, limits access to tobacco products.



Example: City of Sacramento limits the sale of tobacco products within 1,000 feet of schools.