



Access to Tobacco and Food Retailers in Wyandotte and Johnson Counties, 2017

Who Are We?

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Unified Government Public Health Department

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Physical Activity & Nutrition Program Manager, KDHE

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Advocacy Specialist, American Lung Association

Objectives

- Understand the links between inadequate access to healthy foods, ease of access to tobacco products, race, ethnicity, and income in urban northeast Kansas
- Visualize the association between social determinants of health, access to healthy foods and tobacco retailers in urban northeast Kansas
- Learn what actions the Bureau of Health Promotion and local agencies are taking to improve residents' access to healthy foods and reduce access to tobacco in Kansas communities

Increase Initiation of Youth Use

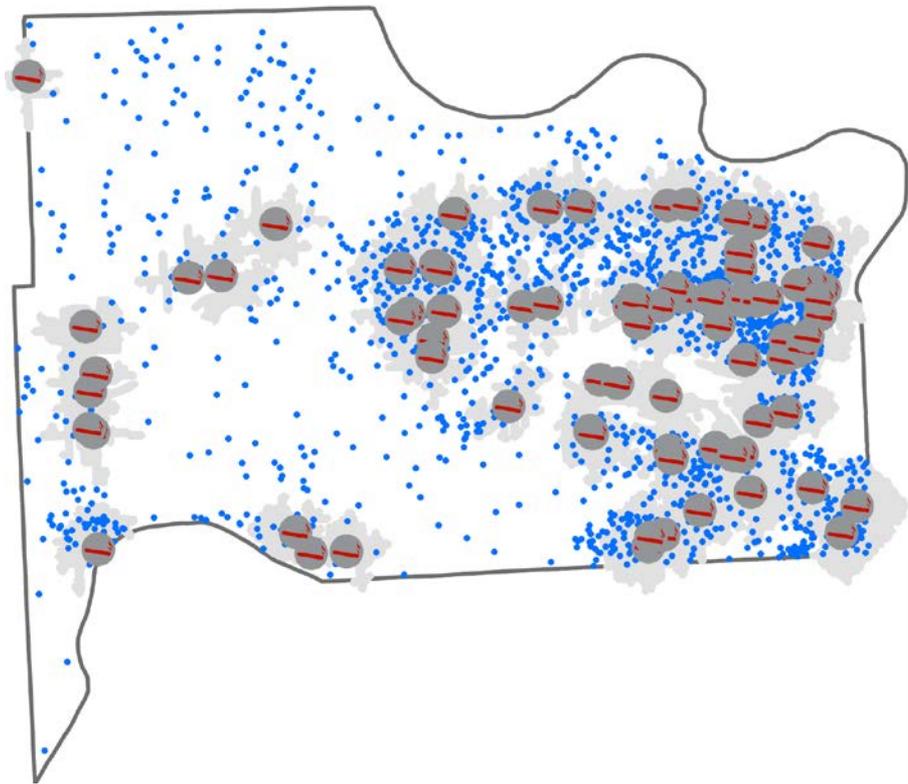


Decrease Cessation



Wyandotte County – Tobacco Retailers and Total Population Map

76.7%

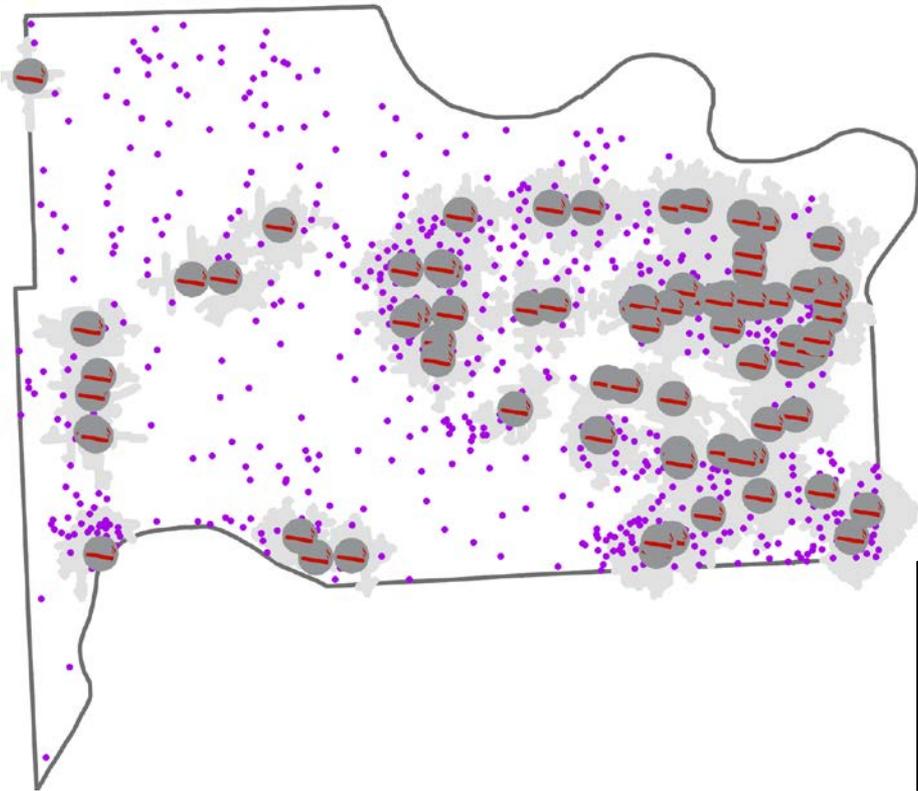


- Tobacco Retailer
- Total Population
- 1 Dot = 100 People
- 1 Mile Drive Distance to Tobacco Retailer

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Wyandotte County – Tobacco Retailers and White Population Map

65.0%

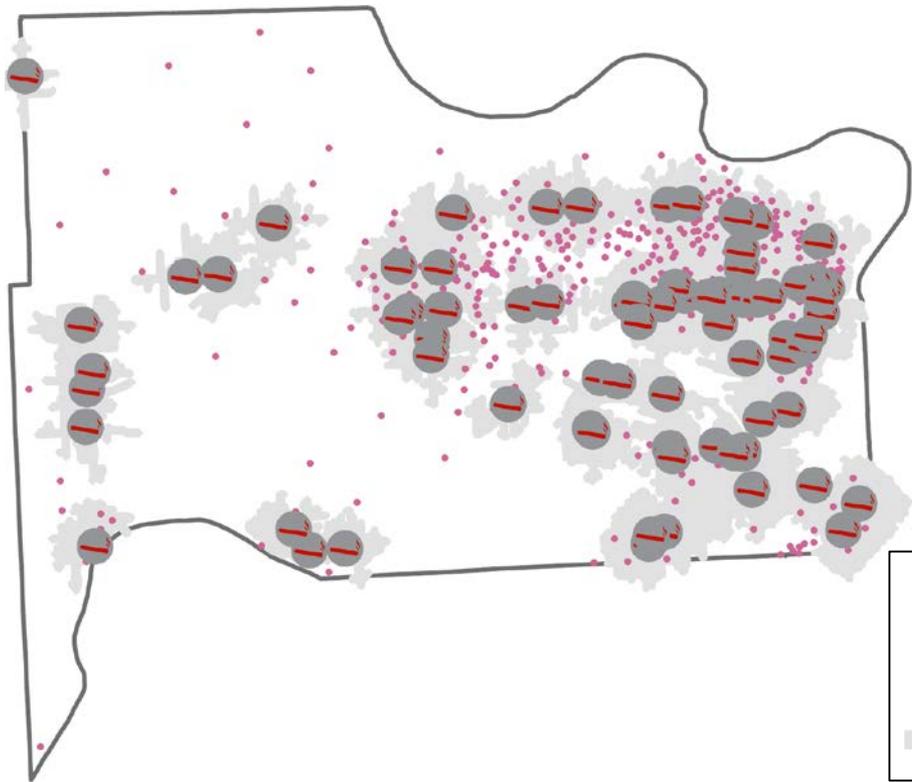


-  Tobacco Retailer
-  White
- 1 Dot = 100 People
-  1 Mile Drive Distance to Tobacco Retailer

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Wyandotte County – Tobacco Retailers and Black Population Map

80.6%

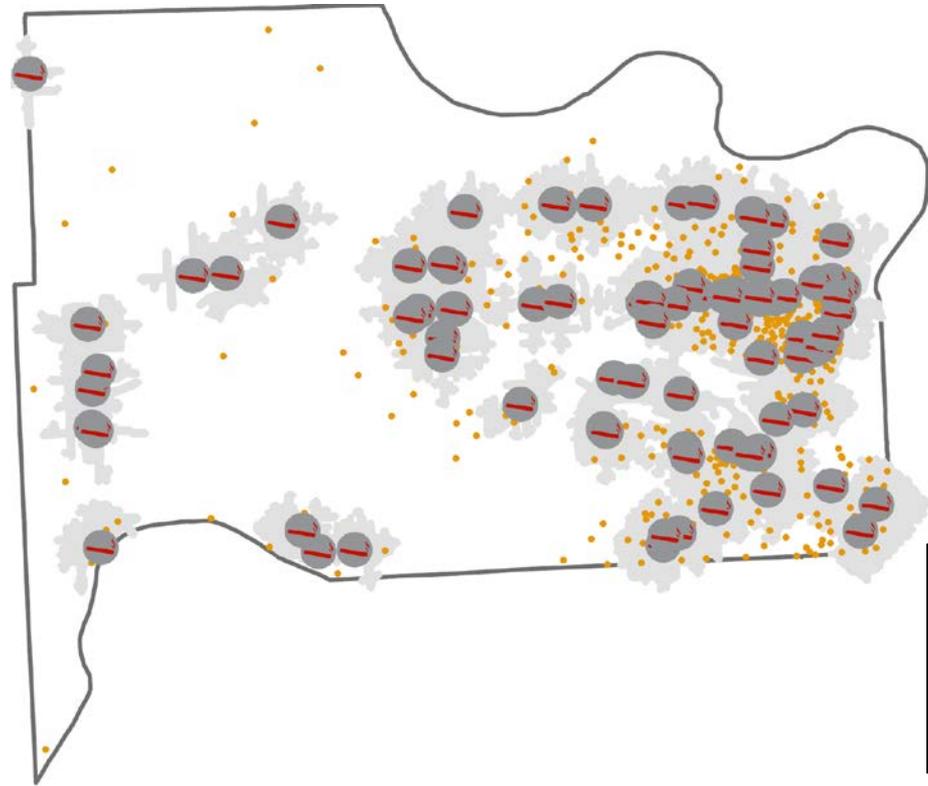


- Tobacco Retailer
- Black/African American
1 Dot = 100 People
- 1 Mile Drive Distance to Tobacco Retailer

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Wyandotte County – Tobacco Retailers and Hispanic Population Map

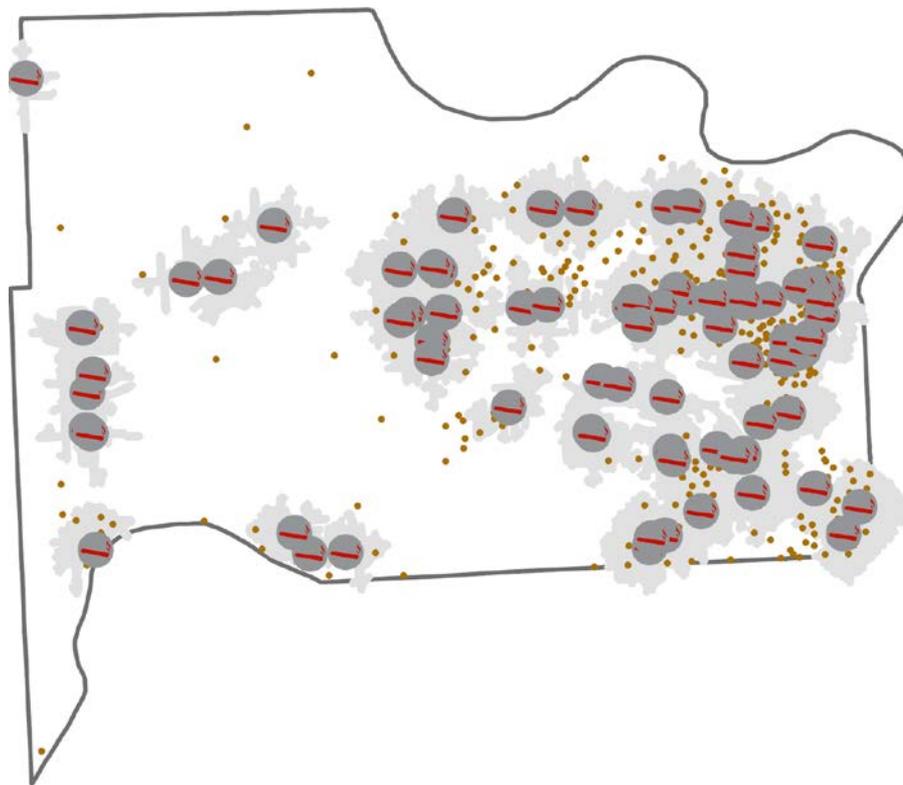
89.5%



-  Tobacco Retailer
-  Hispanic
- 1 Dot = 100 People
-  1 Mile Drive Distance to Tobacco Retailer

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

86.6%

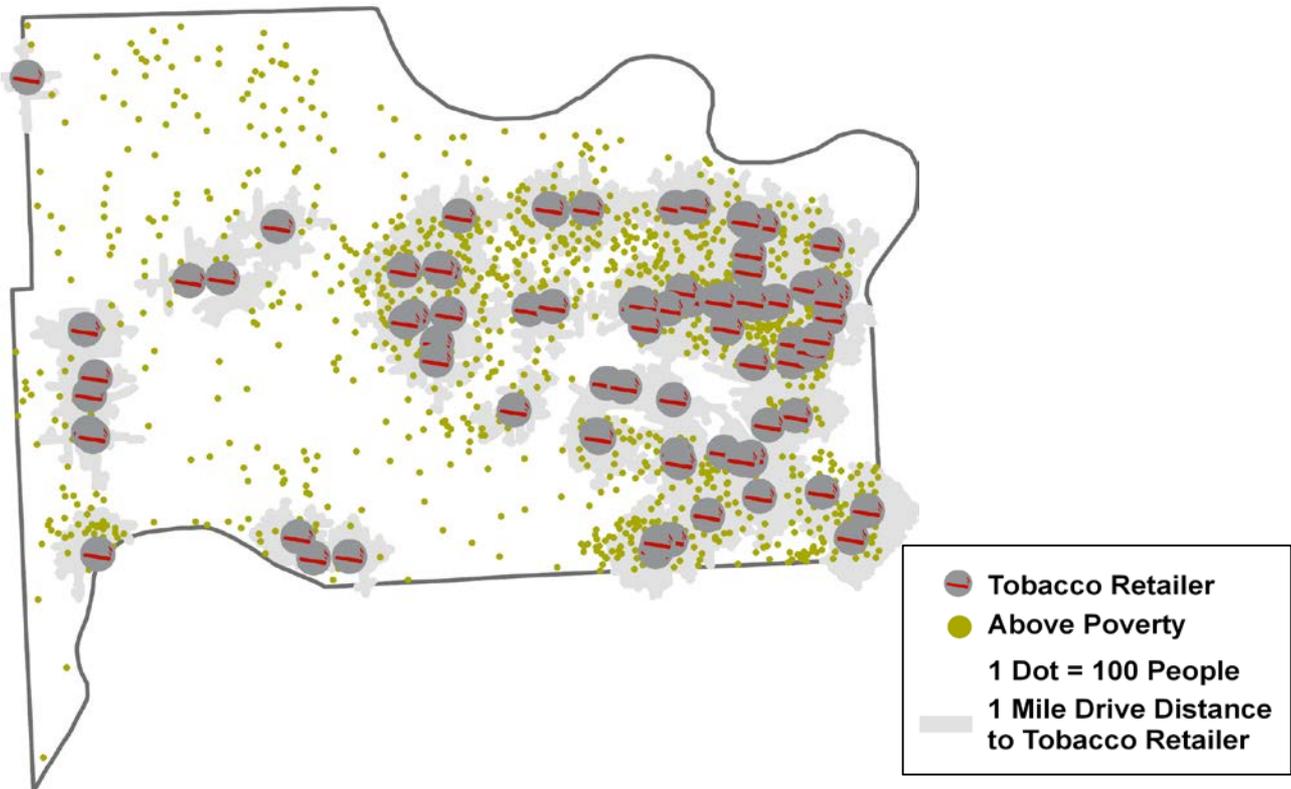


-  Tobacco Retailer
-  Below Poverty
- 1 Dot = 100 People
-  1 Mile Drive Distance to Tobacco Retailer

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Wyandotte County – Tobacco Retailers and Population Above Poverty Map

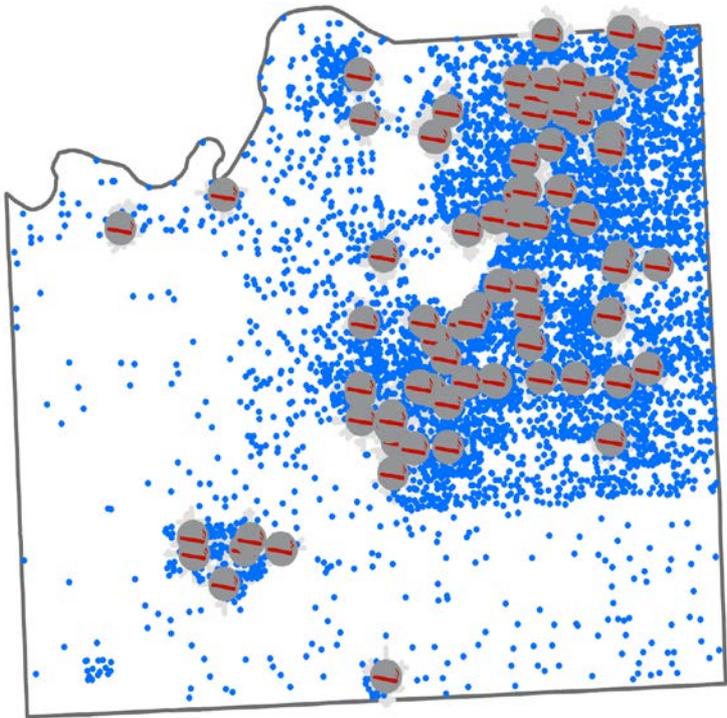
71.4%



Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Johnson County – Tobacco Retailers and Total Population Map

47.2%

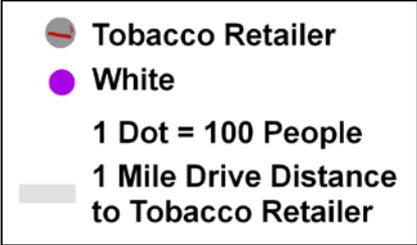
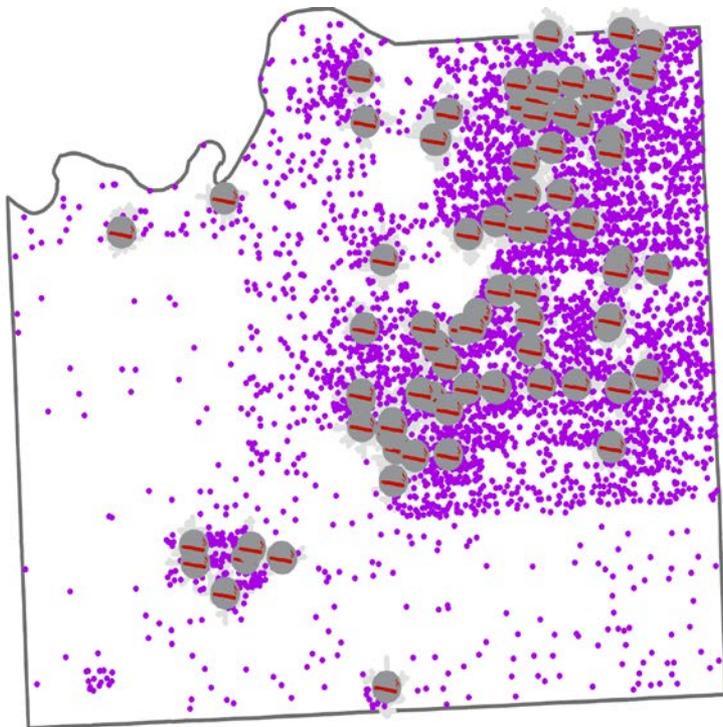


- Tobacco Retailer
- Total Population
- 1 Dot = 100 People
- 1 Mile Drive Distance to Tobacco Retailer

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Johnson County – Tobacco Retailers and White Population Map

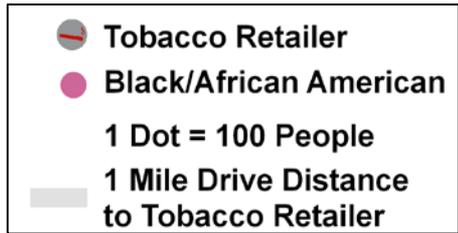
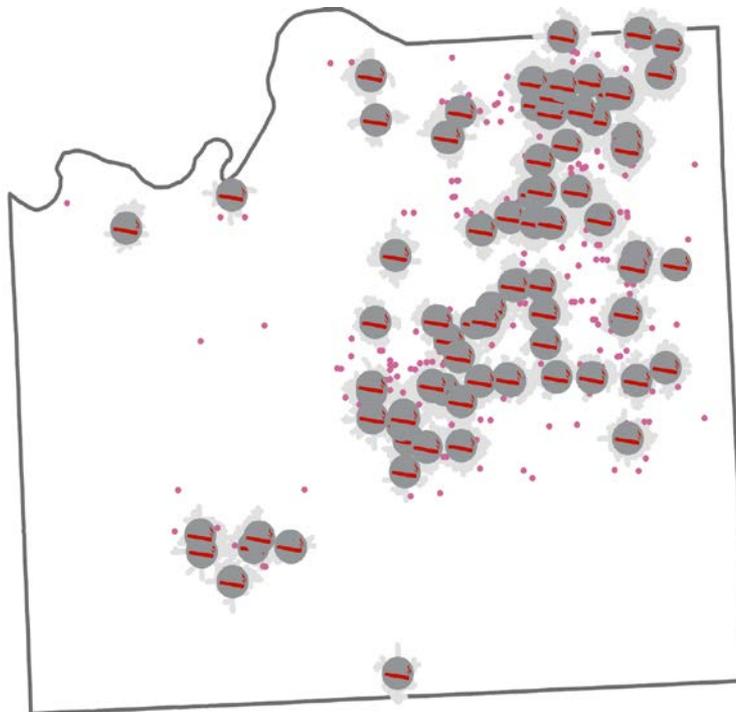
44.8%



Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

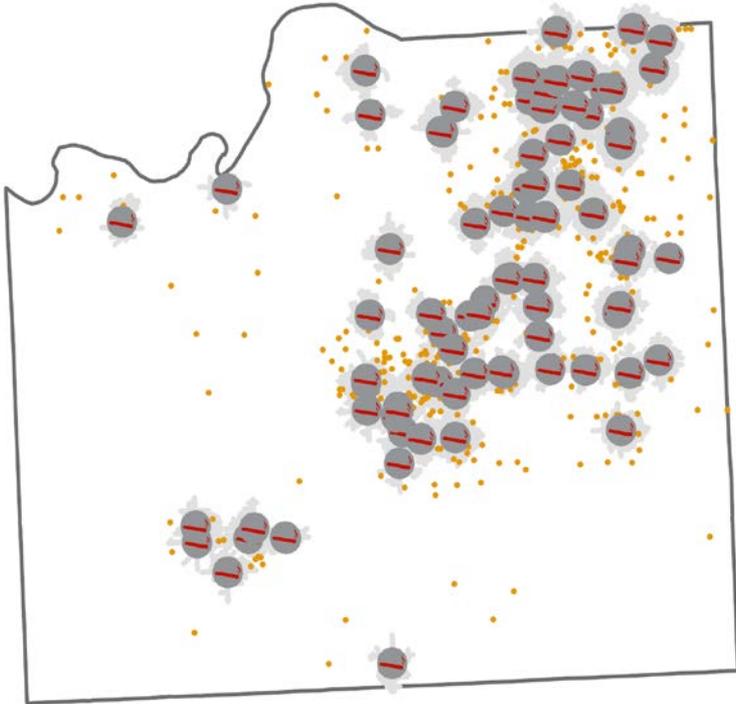
Johnson County – Tobacco Retailers and Black Population Map

62.8%



Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

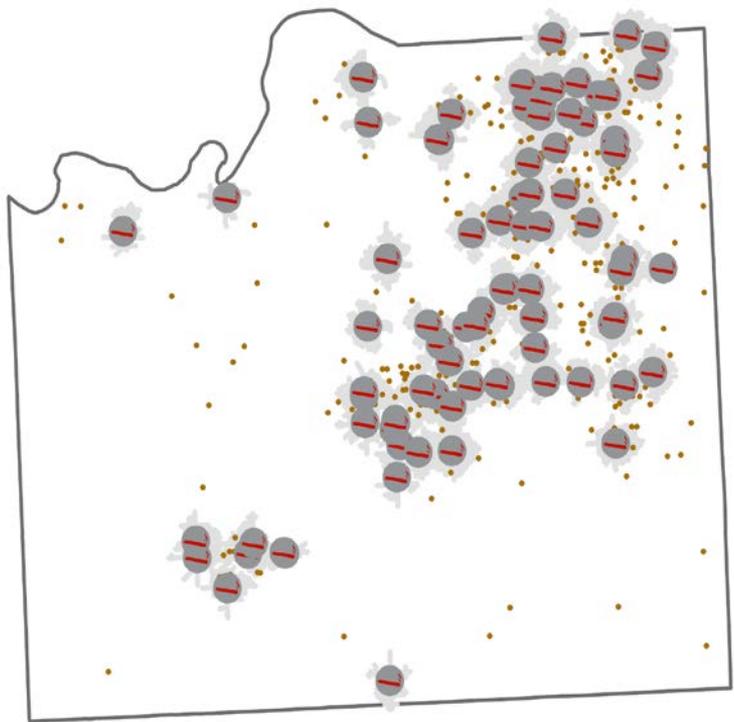
64.1%



-  Tobacco Retailer
-  Hispanic
- 1 Dot = 100 People
-  1 Mile Drive Distance to Tobacco Retailer

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

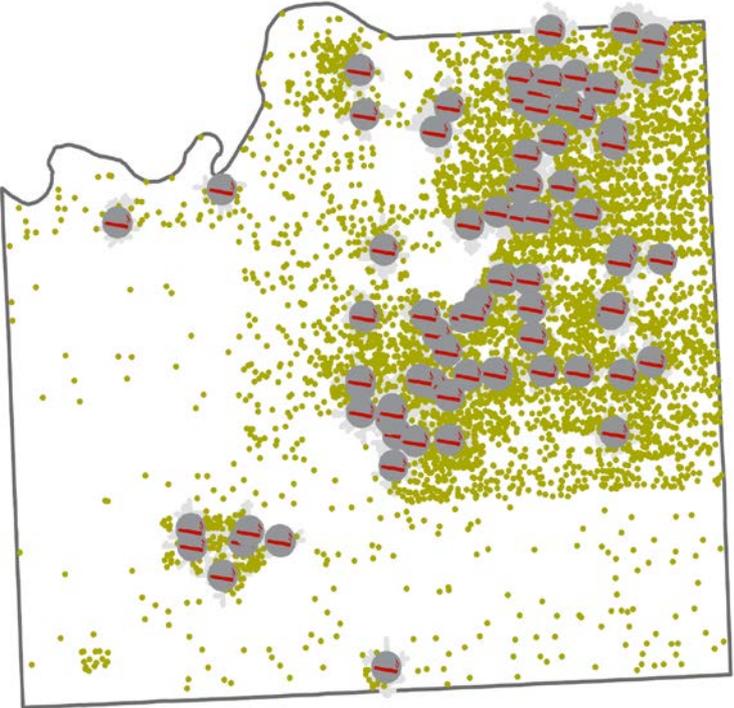
61.1%



-  **Tobacco Retailer**
-  **Below Poverty**
- 1 Dot = 100 People**
-  **1 Mile Drive Distance to Tobacco Retailer**

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

47.0%



-  Tobacco Retailer
-  Above Poverty
- 1 Dot = 100 People
-  1 Mile Drive Distance to Tobacco Retailer

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

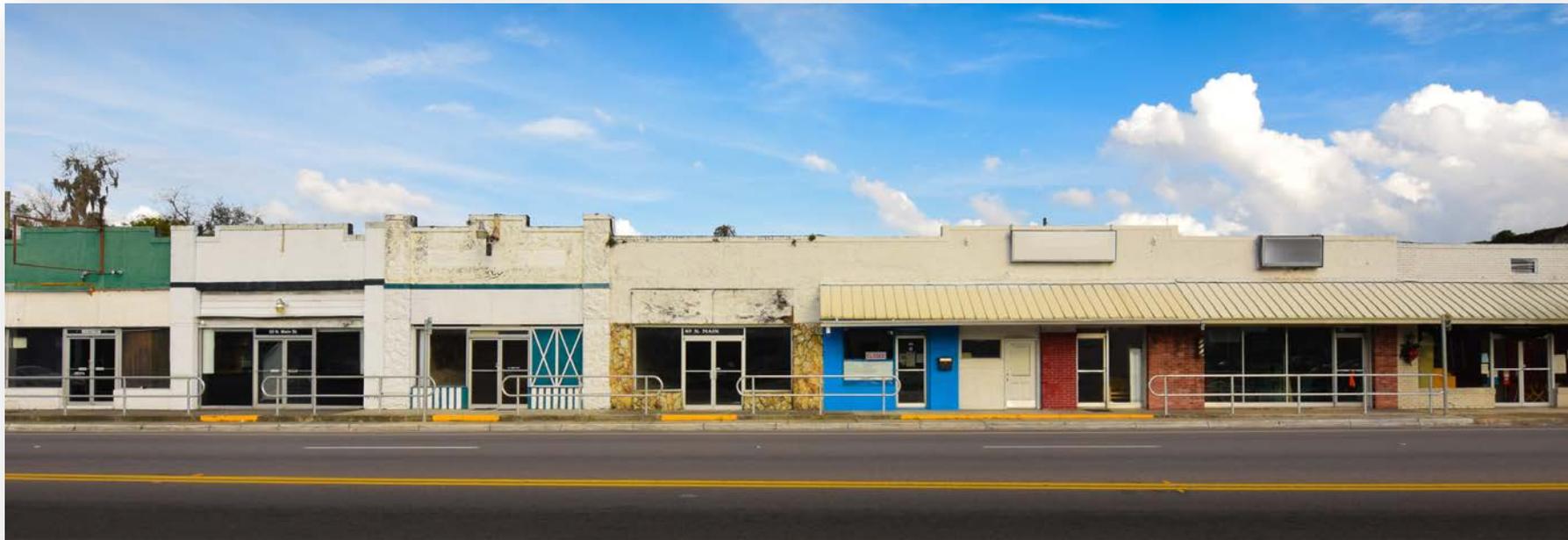
Proximity to Healthy Food Retailers

...increases healthy food access and improves health outcomes.



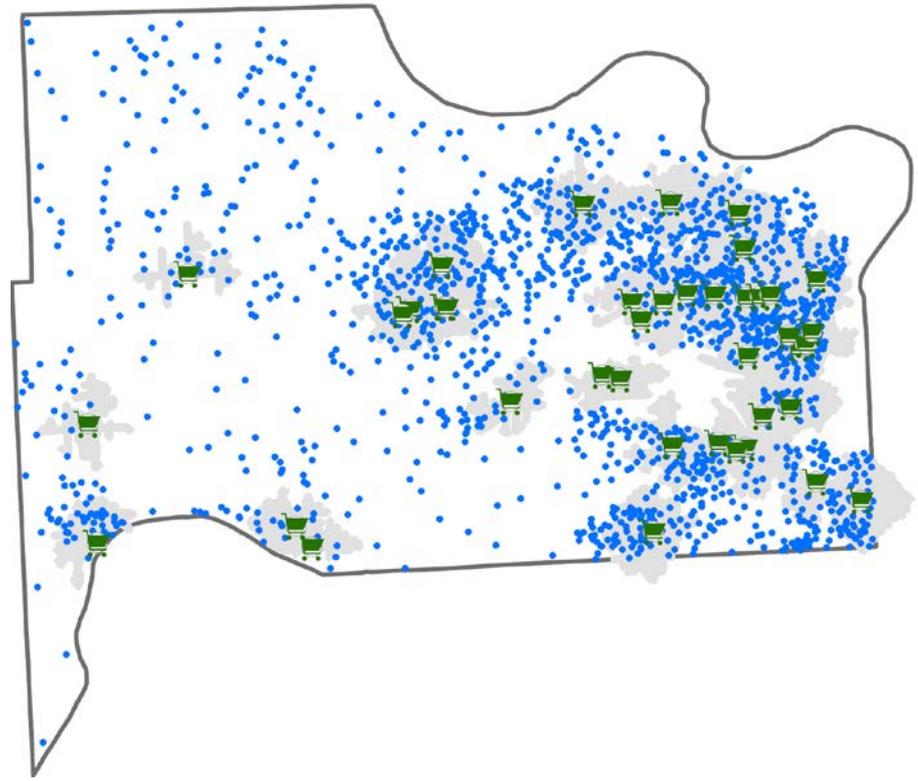
Proximity to Healthy Food Retailers

...is farther for low-income, minority, older, and rural communities, leading to worse health outcomes.



Wyandotte County – Grocery Stores and Total Population Map

63.9%

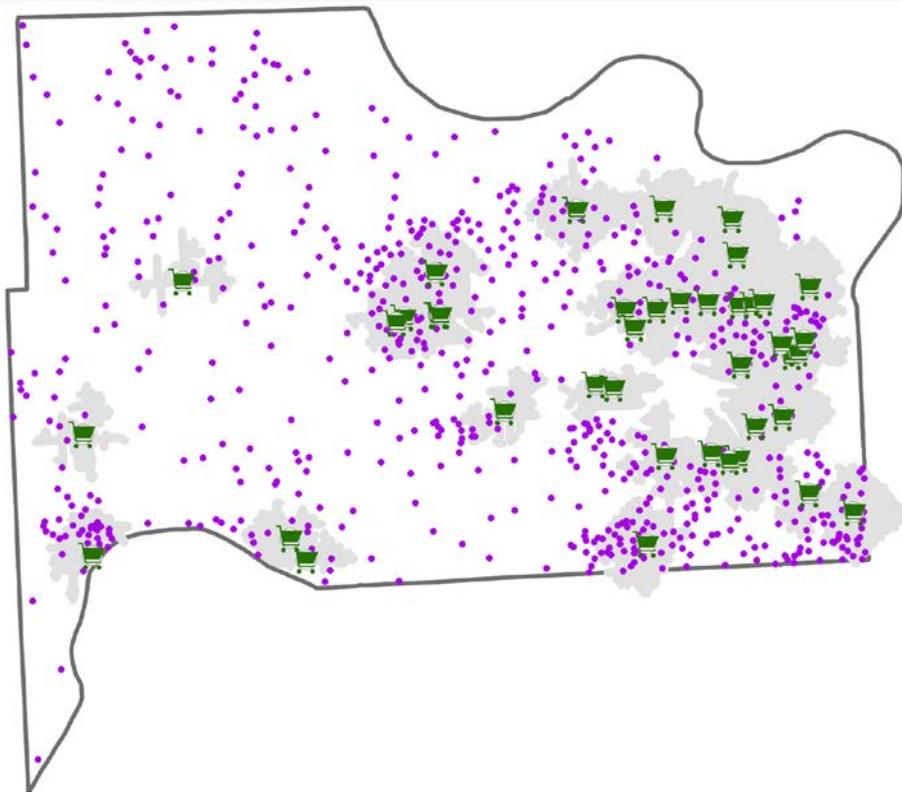


-  Grocery Store
-  Total Population
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Wyandotte County – Grocery Stores and White Population Map

45.7%

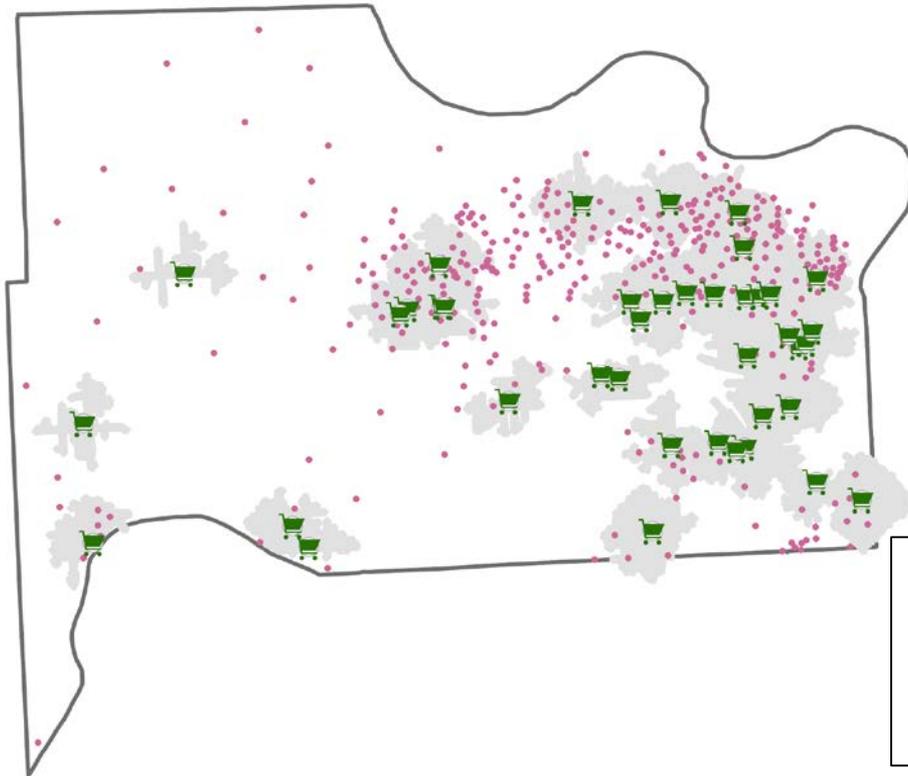


-  Grocery Store
-  White
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Wyandotte County – Grocery Stores and Black Population Map

63.8%

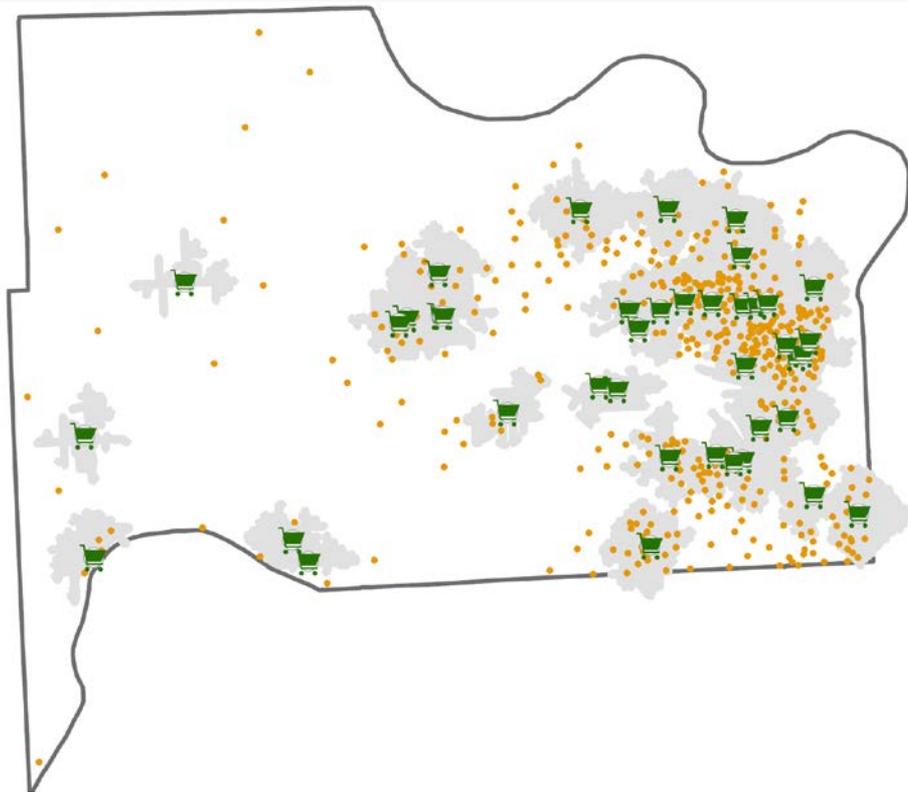


-  Grocery Store
-  Black/African American
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Wyandotte County – Grocery Stores and Hispanic Population Map

81.0%

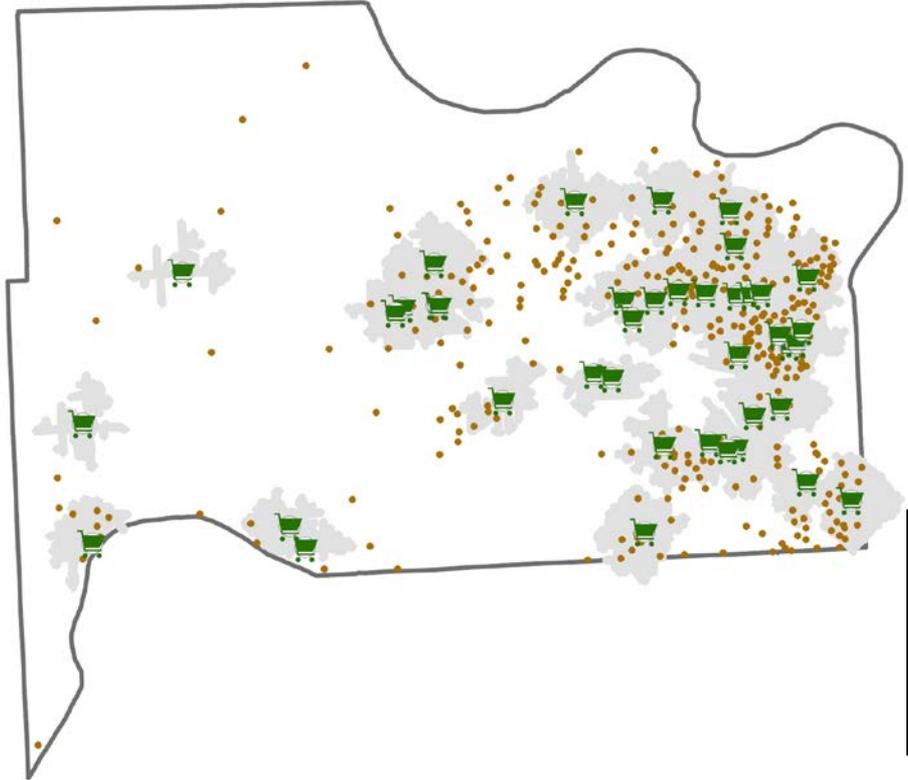


-  Grocery Store
-  Hispanic
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Wyandotte County – Grocery Stores and Population Below Poverty Map

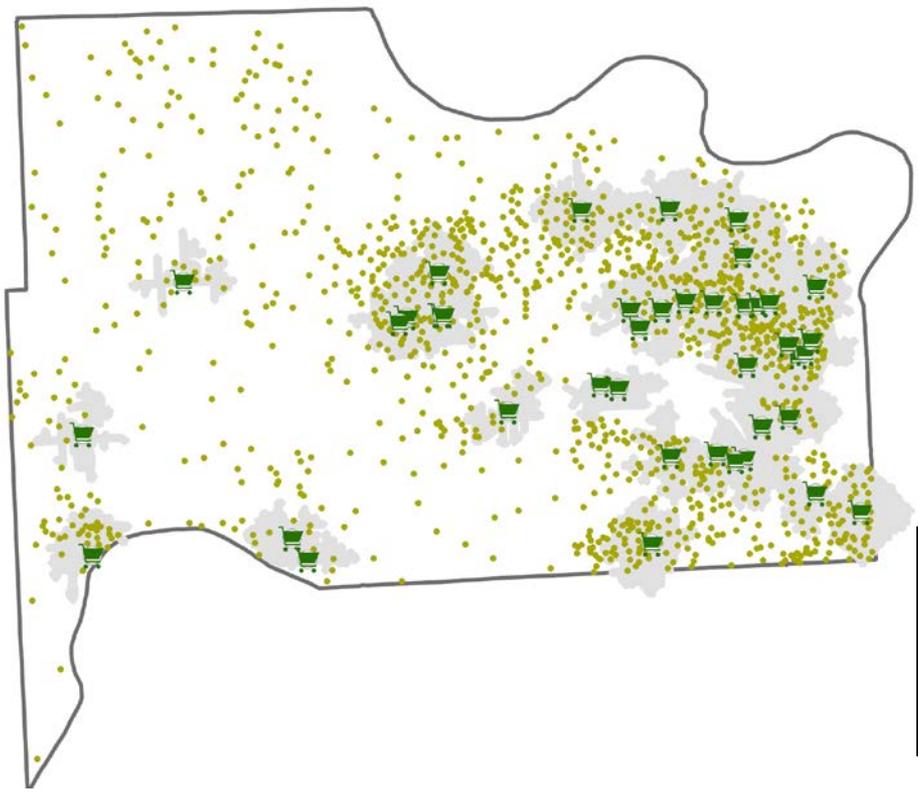
75.2%



-  Grocery Store
-  Below Poverty
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

58.0%

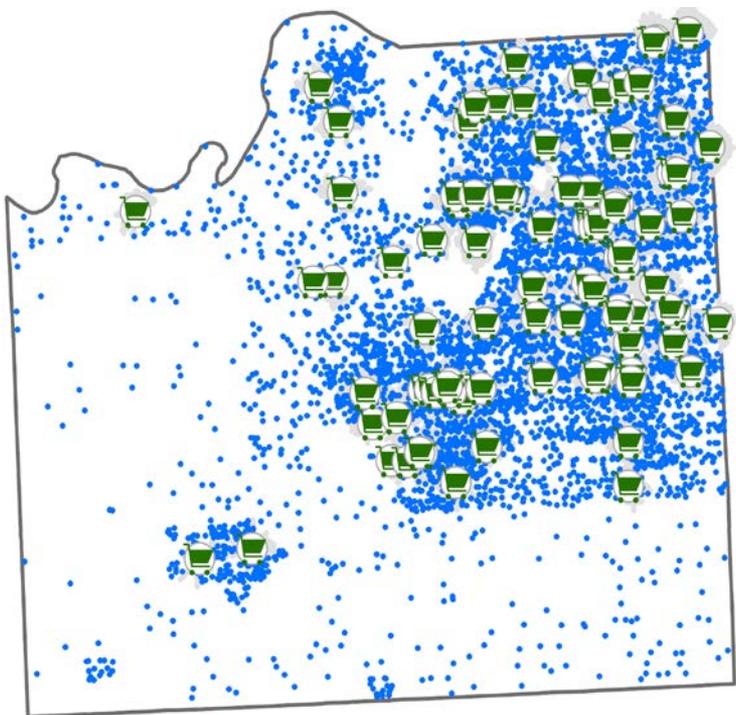


-  Grocery Store
-  Above Poverty
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Johnson County – Grocery Stores and Total Population Map

47.4%

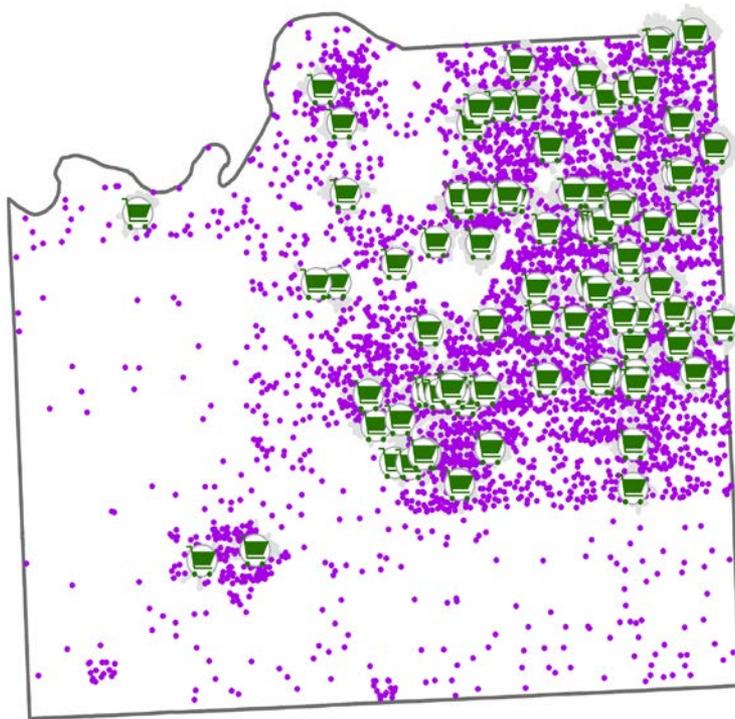


-  Grocery Store
-  Total Population
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Johnson County – Grocery Stores and White Population Map

46.6%

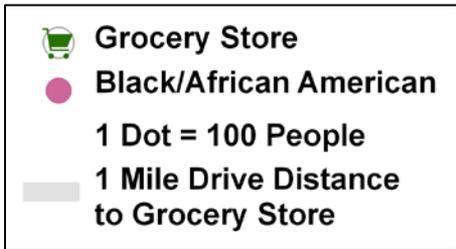
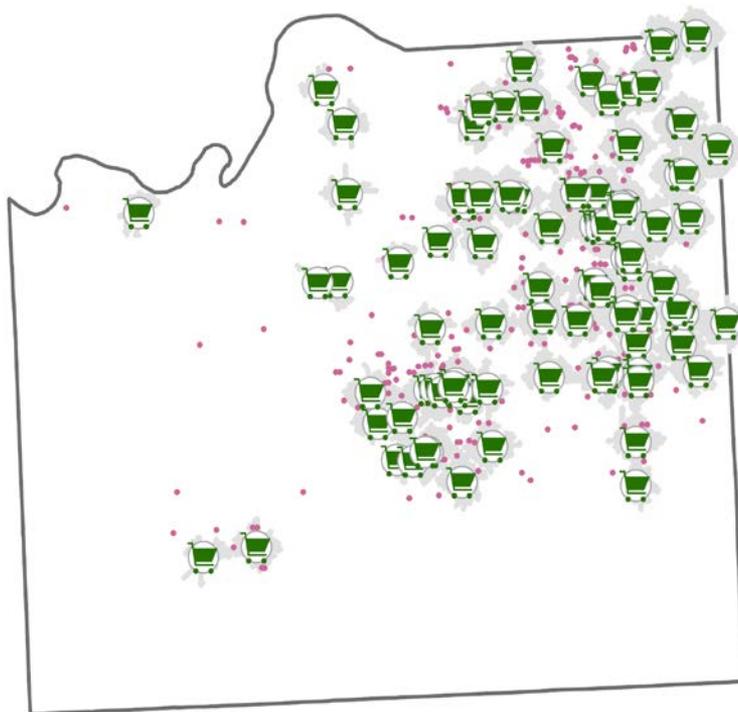


-  Grocery Store
-  White
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

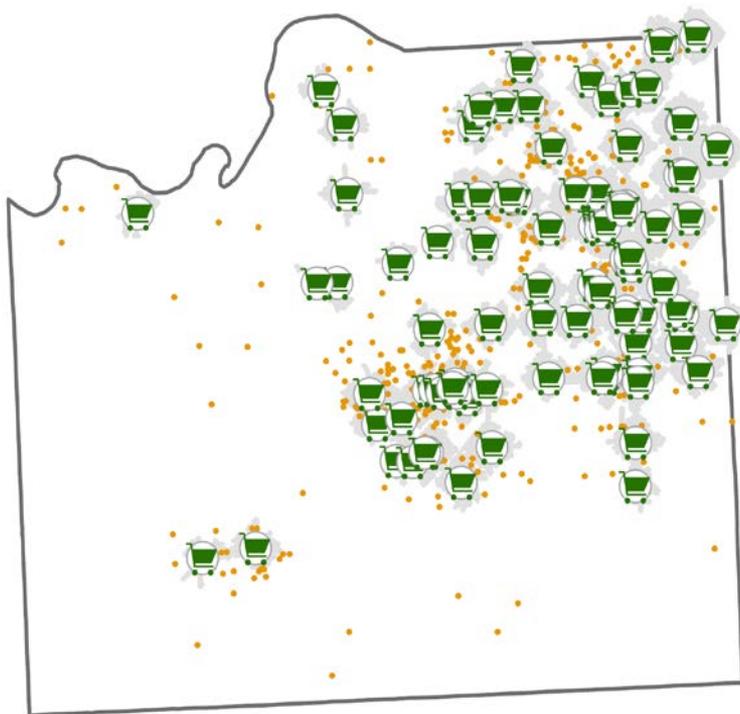
Johnson County – Grocery Stores and Black Population Map

54.6%



Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

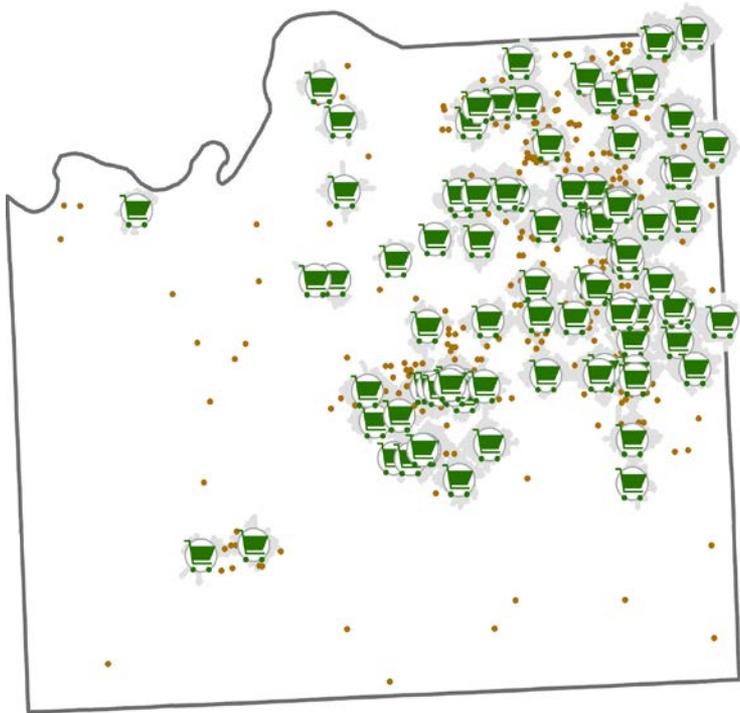
58.7%



-  Grocery Store
-  Hispanic
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

57.9%

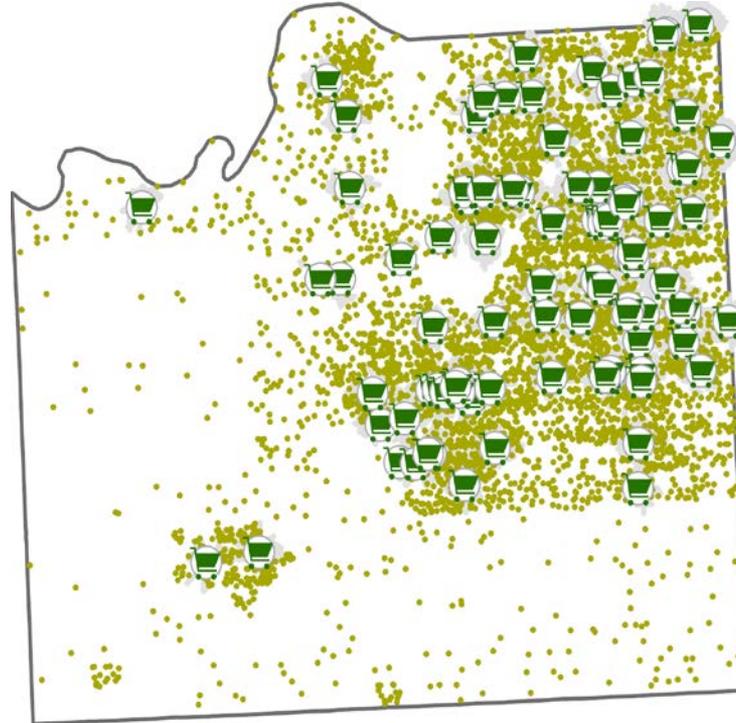


-  Grocery Store
-  Below Poverty
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Johnson County – Grocery Stores and Population Above Poverty Map

47.7%



-  Grocery Store
-  Above Poverty
- 1 Dot = 100 People
-  1 Mile Drive Distance to Grocery Store

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Summary Table Slide – Wyandotte County

Population Group	Percentage Living within One Mile of Tobacco Retailer	Percentage Living within One Mile of Grocery Store	Which retailer type do people live closest to?
Total	76.7%	63.9%	
White	65.0%	45.7%	
Black	80.6%	63.8%	
Hispanic	89.5%	81.0%	
Below Poverty	86.6%	75.2%	
Above Poverty	71.4%	58.0%	

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Summary Table Slide – Johnson County

Population Group	Percentage Living within One Mile of Tobacco Retailer	Percentage Living within One Mile of Grocery Store	Which retailer type do people live closest to?
Total	47.2%	47.4%	
White	44.8%	46.6%	
Black	62.8%	54.6%	
Hispanic	64.1%	58.7%	
Below Poverty	61.1%	57.9%	
Above Poverty	47.0%	47.7%	

Business Analyst Data, ESRI (2017). <https://www.esri.com/en-us/arcgis/products/arcgis-business-analyst/overview>
U.S. Census Bureau, American Community Survey

Promote Healthy Communities through policies, systems and environmental changes that support and promote:

- Tobacco use prevention and dependence treatment
- Access to healthy foods and physical activity opportunities
- Chronic disease management



Planning/Capacity and Implementation Phases

- Planning Phase if...
 - The community does not have an active coalition focused on community health
- Implementation Phase if...
 - The community has an active coalition
 - At least one tobacco work plan is required
- Both phases
 - Requires a coalition or sub-committee focused on tobacco use prevention
 - A funding match, detailed in RFP

Priority Goal Areas

Goal 1: Prevent initiation of tobacco use among young people

Goal 2: Eliminate nonsmokers' exposure to secondhand smoke

Goal 3: Promote quitting among adults and young people

Goal 4: Increase physical activity, access to healthy foods, and community resiliency

Goal 5: Increase the ability of those with chronic disease to manage their condition(s)

Goal 1: Prevent initiation of tobacco use among young people

1. Increase the number of youth engaged in tobacco control efforts.
2. Increase the number of communities that adopt, strengthen and enforce policies that restrict youth access to tobacco products.
3. Increase the number of schools or school districts with 100% tobacco-free policies and plan for enforcement.
4. Increase the number of colleges/universities with 100% tobacco-free policies and plan for enforcement.

Goal 3: Promote quitting among adults and young people

1. Promote adoption of the *Kansas Tobacco Guideline for Behavioral Health Care* by behavioral health care facilities.
2. Establish tobacco dependence screening, referral and treatment systems within clinics.
3. Establish tobacco cessation screening, referral and counseling systems targeting healthcare providers serving women during the perinatal period.

Goal 4: Increase physical activity, access to healthy foods, and community resiliency

Support Healthy Food Systems and Improved Access to Foods in Community Settings

- Forming a food policy council, or advancing one or more food policy council priorities through policy, systems, and environmental changes.
- Establishing new farmers markets, expanding farmers markets, or promoting use of SFMNP, FMNP, SNAP-EBT, and DUFEB at farmers markets.

Health Forward Foundation Grant Project:
Retail Point of Sale/Flavored Tobacco Products

Retail Audit Results: Johnson County, KS



History

Health Forward Foundation Grant

American Lung Association, in partnership with Johnson County Department of Health and Environment and others, explored marketing of flavored tobacco products at retail point of sale (POS).

Initial grant was to pass policy

- Researched and written in 2015-2016
- Implemented in 2017

2015 – Today: What changed?

- JUUL
- Stealth marketing – social media influencer campaign, summer camps, other disruptive marketing
- Tobacco 21 progress



History

Why Point of Sale

Point of sale marketing targets consumers with messages promotion use of flavored tobacco products.

Core marketing activities include:

- Price discounts
- Exterior and interior advertisements
- Product displays
- Retailer financial incentives to ensure optimal placement of marketing materials and tobacco products within the store



History

Exposure to POS tobacco marketing coupled with heavy POS spending by the tobacco industry yields:

- Brand recognition and preference
- Tobacco product cravings and unplanned purchases
- A reduction in successful quit attempt
- An inflated perception of smoking prevalence and acceptance
- Increased initiation and continuation of tobacco use

Segments of the population disproportionately exposed to POS tobacco marketing including:

- Communities of color
- Low-income, i.e. 200% of poverty level and below



Tobacco Retailer Audit

Methodology

More than 100 retailers Johnson County Kansas audited in late 2017/early 2018

Trained team of auditors conducted the audit to identify:

- Store type where tobacco products are sold
- Tobacco products sold including menthol cigarettes, flavored e-cigarettes, e-cigarettes, flavored chew, snuff and dip
- Where, in relation to youth products such as candy, are tobacco products displayed
- Where, in relation to youth height (within 3 feet of the floor) are tobacco products displayed
- Average price of tobacco products



Tobacco Retailer Audit

Price

Prices as of late 2017/early 2018:

	Mean	Minimum	Maximum
Newport Menthol cigarette, single pack price	\$6.97	\$5.47	\$8.50
BLU disposable e-cigarette, menthol	\$8.79	\$7.09	\$10.89



Tobacco 21 Policy

Tobacco 21

Raising the minimum legal sales age (MLSA) for tobacco products to 21 has numerous public health benefits including:

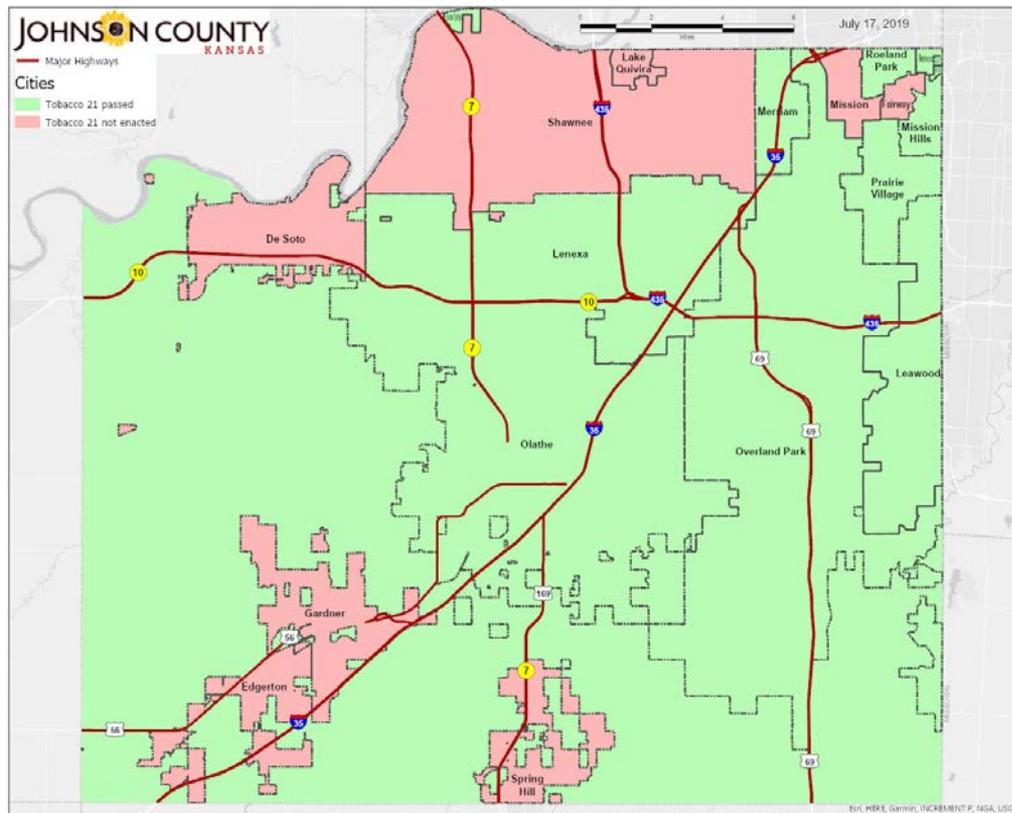
- Help delay smoking initiation among youth
- Reduce access to tobacco products, particularly among high school-aged youth
- Simplify ID checks for retailers
- Increase the length and quality of life among populations.



Tobacco 21 Policy

The majority of Johnson County is protected by Tobacco 21. Only seven communities have not yet past:

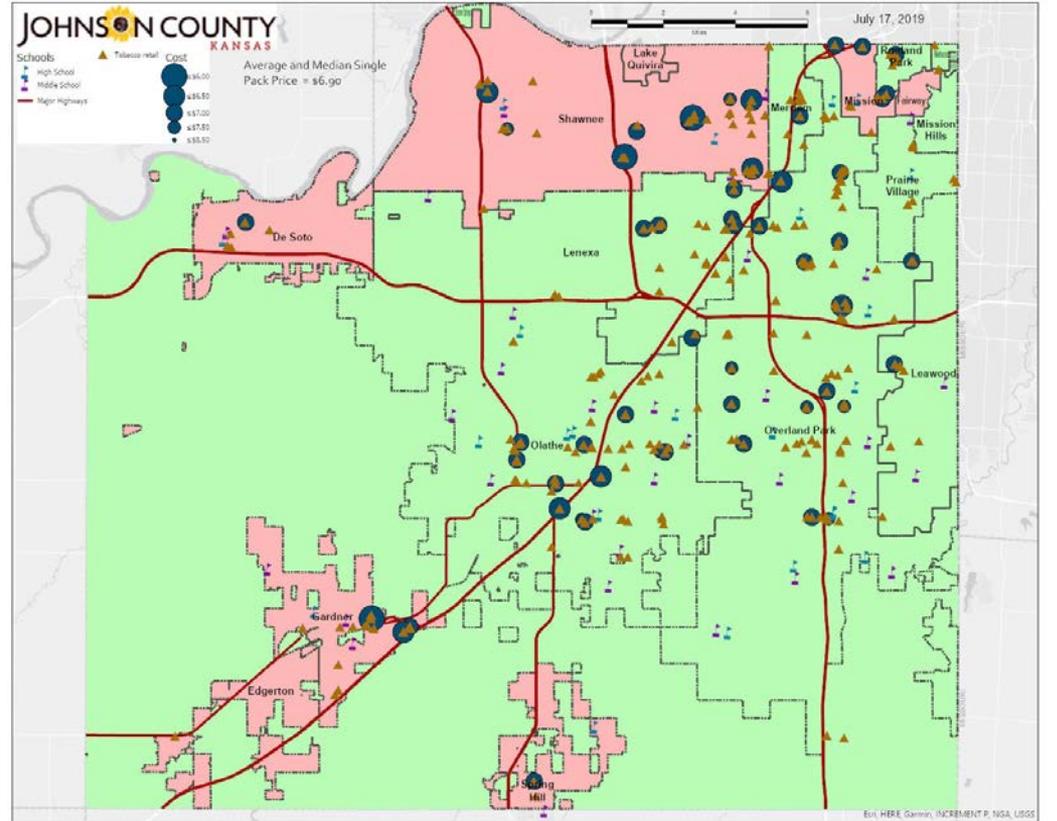
- Shawnee
- Mission
- Fairway
- Gardner
- Edgerton
- Spring Hill
- De Soto



Tobacco Retail Pricing

Lowest prices tend to be:

- In communities without T21 protection
- Along economic/transportation corridors

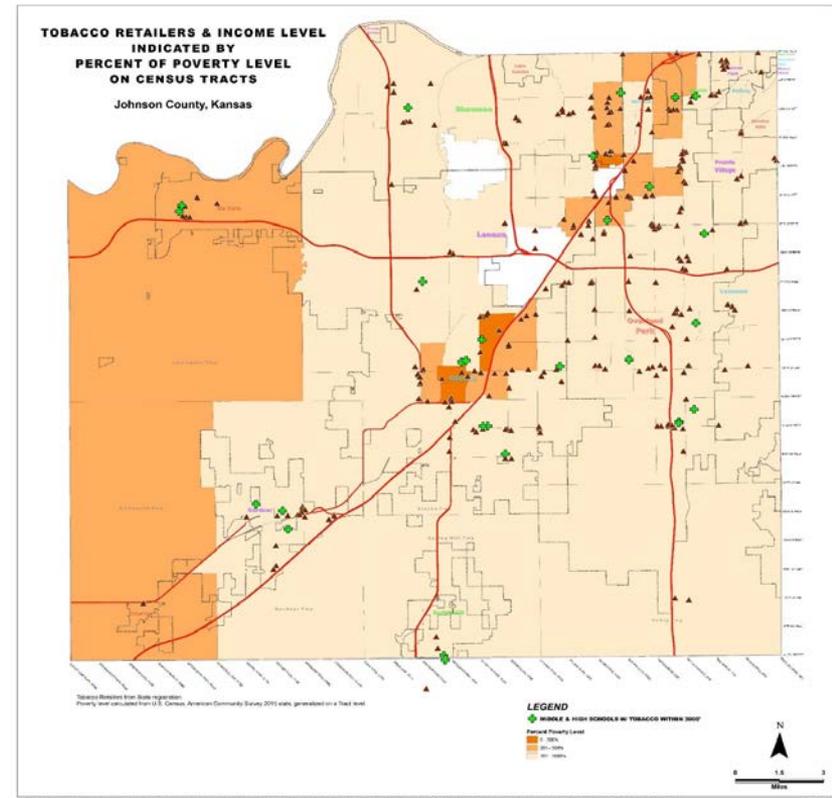


Tobacco Retail - At Risk Populations

At Risk Populations

Poverty

Population at 200% of the poverty level and below locate disproportionately within or adjacent to economic/transportation corridors.

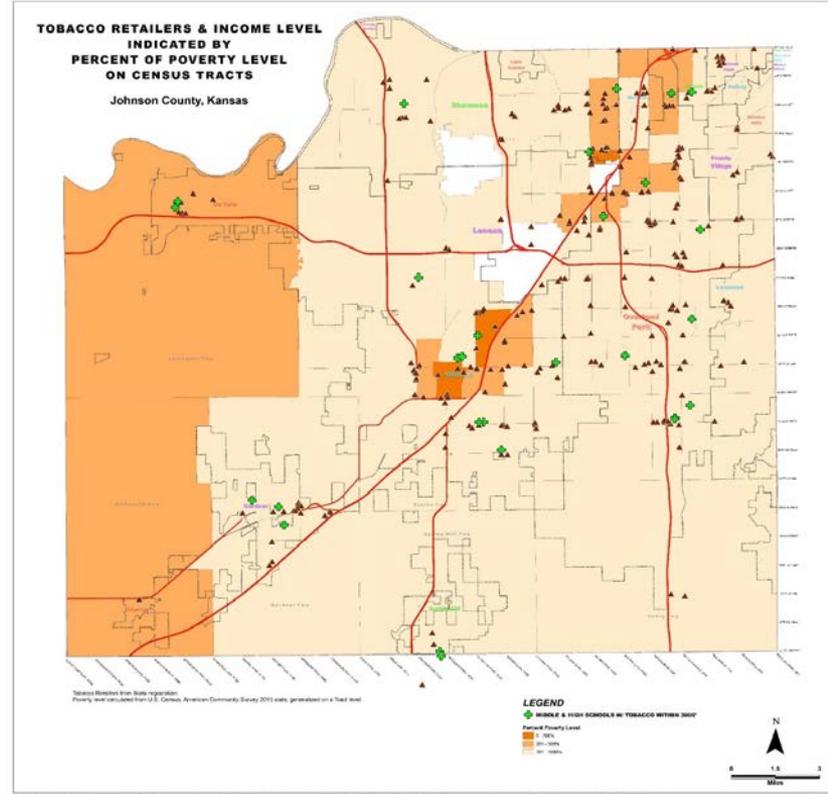


Tobacco Retail - At Risk Populations

At Risk Populations

Non-white Population

Non-white population locate disproportionately within or adjacent to economic/transportation corridors.



Wrapping Up The Grant

Continuing the work of the Health Forward Foundation Grant

Education

- Working with Kansas State Department of Education's Vape Work Group
- Johnson County Department of Health and Environment – Train the Trainer
- Mass media communications – The Vape Talk

Advocacy

- Statewide Tobacco 21 legislation
- Local options beyond T21 - Zoning
 - Shawnee, KS ordinances:
 - Regulate the type of merchandise sold in vape stores
 - Require vape stores to be located in a stand-alone building





Thank you!

Sara Prem, American Lung Association

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913-353-9169

Nicole Brown

Johnson County Department of Health and Environment

Nicole.Brown@jocogov.org

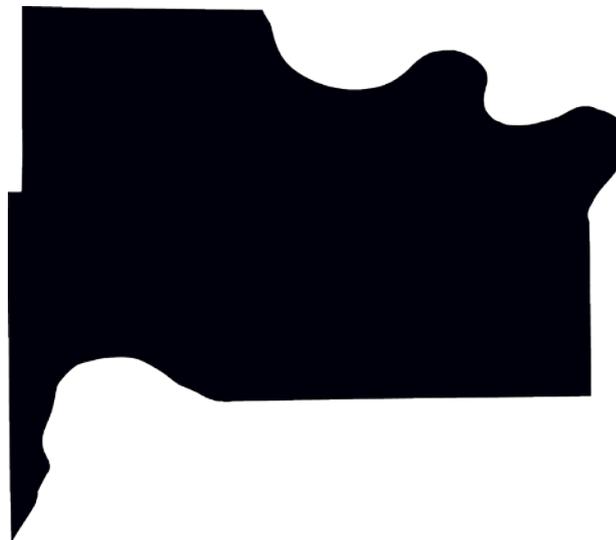
Bianca Garcia, MPH

Tobacco Free Wyandotte Coordinator
Unified Government Public Health Department
Division of Community Health
bigarcia@wycokck.org



Wyandotte County

- High adult smoking rate: **21.8%**
 - Kansas: **17.4%**
 - US: **17.1%**



Current Impact

- First **statistically significant** decrease in the adult smoking rate since 2011

24
%
2011



21.8%
2017

2017 BRFSS

Youth Prevention

- JUNTOS Center for Advancing Latino Health
- RESIST at F.L. Schlagle High School
- Peer-led youth group
 - Educate peers
 - Advocacy



RESIST
Fighting the influence of Big Tobacco.

Clinical Tobacco Screening

- Vibrant Health Care Clinics
- Improve screening procedures
- Intervention and Counseling
 - Brief Tobacco Intervention Training



VIBRANThealth
WYANDOTTE NEIGHBORHOOD CLINICS

Tobacco-Free Childcare

- Partners
 - Childcare Licensing UGPHD
 - K-State Research and Extension
 - Children's Mercy Toxicology Department
- Encourage childcare providers to adopt tobacco-free policies



Tobacco 21

- Wyandotte has passed T21 county-wide
- Reward & Reminder Program
 - Enforce without penalties
 - Build relationships
- Partnership with KCK Police Department

T21
Tobacco 21



Free Nicotine Replacement Therapy

- Grant funded through the Health Forward Foundation
- Partners
 - Black Health Care Coalition
 - Kansas City, Kansas Housing Authority
 - Kansas Pharmacists Association
- Provided free NRT to uninsured Wyandotte County residents



Tobacco Access and Healthy Food Access

- Breslau N, Peterson EL. Smoking cessation in young adults: age at initiation of cigarette smoking and other suspected influences. *American journal of public health*. 1996; 86(2):214±20. PMID: 8633738
- Bower, K, et al. The intersection of neighborhood racial segregation, poverty, and urbanicity and its impact on food store availability in the United States. *Preventive Medicine*. 58:33-39, January 2014.
<https://www.sciencedirect.com/science/article/pii/S0091743513003988>. Accessed August 20, 2019.
- DeWeese R, et al. Disparities in Healthy Food Access: Are We Improving? *FASEB Journal*. 31:1, April 1, 2017.
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- Gwon SH, DeGuzman PB, Kulbok PA, Jeong S. Density and Proximity of Licensed Tobacco Retailers and Adolescent Smoking: a narrative review. *The Journal of School Nursing*. 2016; 33(1):18-29
- Healthy People 2020. Access to Foods that Support Healthy Eating Patterns. <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-health/interventions-resources/access-to-foods-that>. Accessed August 20, 2019.
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