

Point of Sales

(What is Point of Sales and what are we working towards)

By: Students Working Against Tobacco



Tobacco Free Seminole and Who We Are

Tobacco Free Seminole is a coalition that advocates for issues important to our community. We take a stand against tobacco use and industry tactics which are used to recruit tobacco users.

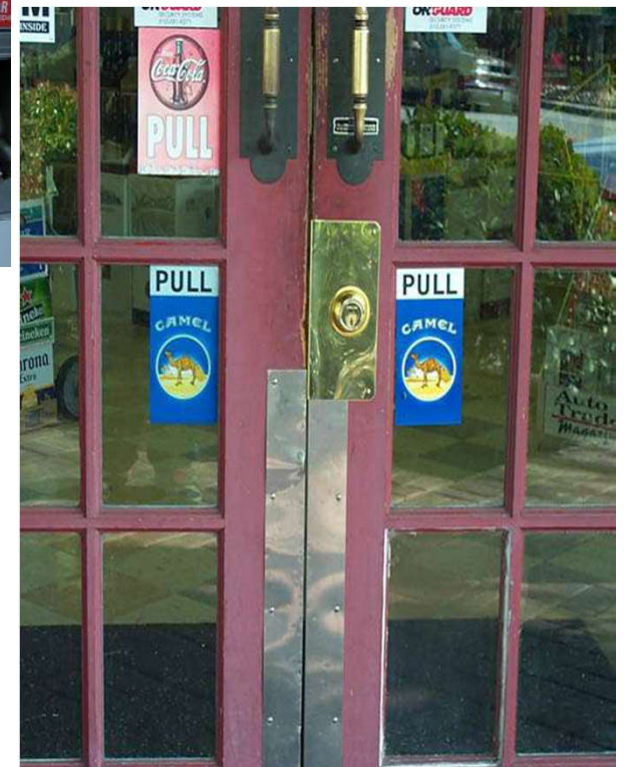
Our Mission: To impact policy and system changes, reduce the use of tobacco products and prevent initiation.

Our Commitment: We are committed to helping people in Seminole County to quit tobacco products, reduce the marketing influence that Tobacco Companies have in our community, and reduce youth's access to any form of tobacco products.



What is POS (Point of Sales)

Point of Sales is the product and advertisement placements in and around the stores.



What has been done in Point of Sales?

Created a POS Subcommittee to assess progress and next steps.



Source by:

<https://www.fda.gov/TobaccoProducts/Labeling/RulesRegulationsGuidance/ucm246129.htm#youth> and
<http://www.myfloridalicense.com/dbpr/abt/CigaretteTobaccoLicensesByCounty.html#apply>

What has been done in Point of Sales?

Conducted Assessment:

Results of assessment:

Only one rule in Seminole County was found within the Food and Drug Administration or the Department of Alcohol, Tobacco, Firearms, and Explosive. Pay \$50

UPDATED 01.18.2017

FLORIDA DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO
PERMITS FOR CIGARETTES AND OTHER TOBACCO PRODUCTS

| VENDORS – CIGARETTES AND OTHER TOBACCO PRODUCTS | | | | |
|---|-------|---------|--|-------------|
| TYPE AND FEE | CLASS | STATUTE | REGULATIONS OF LICENSE ACTIVITY | APPLICATION |
| Retail Tobacco Products Dealer \$50 | RTPD | 569.003 | Issued to any person, firm, association, or corporation that seeks to deal, at retail, in tobacco products within this state, or to allow a tobacco products vending machine to be located on its premises in this state. One permit is required for each vending machine, place of business, or the premises where tobacco products are sold, unless tobacco products are sold both through a vending machine and over the counter, in which case only one permit for the location is required. Purchases of cigarettes and other tobacco products must be made through a licensed wholesale dealer. Review chapter 569, F.S., for additional regulations applicable to the permit. | FORM 6028 |

What has been done in Point of Sales?

Conducted a specific issue training on Point of Sales for community members.



The screenshot shows the Counter Tobacco website (http://countertobacco.org/). The main content area features a red background with the text: "THE TOBACCO INDUSTRY SPENDS \$1 MILLION PER HOUR ON ADVERTISING AND MARKETING AT THE POINT OF SALE". To the right of this text is an image of a cigarette display rack filled with Marlboro packs. A sign on the rack reads "COME TO WHERE THE FLAVOR IS." The website header includes the Counter Tobacco logo and navigation links: "The War in the Store", "Policy Solutions", "Resources & Tools", "News", "Media Gallery", and "About Us". Social media icons for Facebook, Twitter, and Email are also visible.

COUNTERTOBACCO.ORG IS THE FIRST COMPREHENSIVE RESOURCE FOR LOCAL, STATE, AND FEDERAL ORGANIZATIONS WORKING TO COUNTERACT TOBACCO PRODUCT SALES AND MARKETING AT THE POINT OF SALE.

What has been done in Point of Sales?

Advertised in 25 different convenience stores about Point of Sales and the effects it has on our youth in Seminole County.

RIGHT NOW

Right now 75% of teens shop at convenience stores at least once per week. The tobacco industry spends approximately 90% of their marketing budget in that environment. Coincidence?



KNOW THE FACTS

www.tobaccofreeflorida.com/county/Seminole



Completed a Polling Survey about Tobacco Retailing License

- Results of Polling: There is no licenses. Only what is regulated by FL Division of Alcoholic Beverages and Tobacco .

Over-the-Counter Licensure and Penalties

| Over-the-Counter License Required | Minimum License Fee | Renewal Required (& Frequency) | Penalty to Business | Licensure Includes Smokeless Tobacco |
|--|---------------------|--------------------------------|---------------------|--------------------------------------|
|  No | N/A | N/A | N/A | N/A |

* Annually
 † Fine

Note: Not all footnotes may be used.
 Source: STATE System, June 2012

Where are we headed?

SHARING TOBACCO RETAILERS LICENSING STRATEGIES WITH COMMUNITY MEMBERS

1. Conduct Environmental assessment
2. Define the Problem
3. Assess the Legal Landscape
4. Organize a Community Coalition
5. Educate Decision makers and the Community
6. Create a strong TRL policy
7. Estimate cost to implement and apply Tobacco Retail Licensing
8. Work with other agencies
9. Collect data and evaluate the TRL policy
10. Extra procedures for tobacco retailers licensing to strength programs



Where are we headed?

Continue offering education on:

- SECONDHAND and THIRDHAND SMOKE
- Electronic Nicotine Delivery Systems - E-cigarettes are devices that typically deliver nicotine, flavorings, and other additives to users via an inhaled aerosol. These devices are referred to by a variety of names, including “e-cigs,” “e-hookahs,” “mods,” “vape pens,” “vapes,” and “tank systems.” Many of these devices come in many different flavors as well.



WAYS TO QUIT

Quitting Your Way

- **Phone Quit:** A Quit Coach is waiting for your call to help you on your journey to be tobacco free. 24/7 Quit Coach, 2 weeks nicotine patches or gum, custom plan, 3 calls from Quit Coach, Call 1-877-822-6669
- **Group Quit:** Register for a session with trained facilitators along with others who want to quit smoking. You can get 2 to 4 weeks of Nicotine Patches, gum or lozenges. Convenient time and location. You also have group support
- **Web Quit:** Try Web Quit, get access to virtual tools, trips and support that will help you quit tobacco. Available 24/7, track your progress and blogs
- <http://tobaccofreeflorida.com/quityourway/>

Thank You

Tobacco Free Seminole Coalition and Student Working Against Tobacco

Brenda Williams, Chair

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Resources

- Counter Tobacco
 - <http://countertobacco.org/>
- Tobacco Free Florida
 - <http://tobaccofreeflorida.com/>
- FDA U.S. Food & Drug
 - <https://www.fda.gov/TobaccoProducts/Labeling/RulesRegulationsGuidance/ucm246129.htm#youth>

