

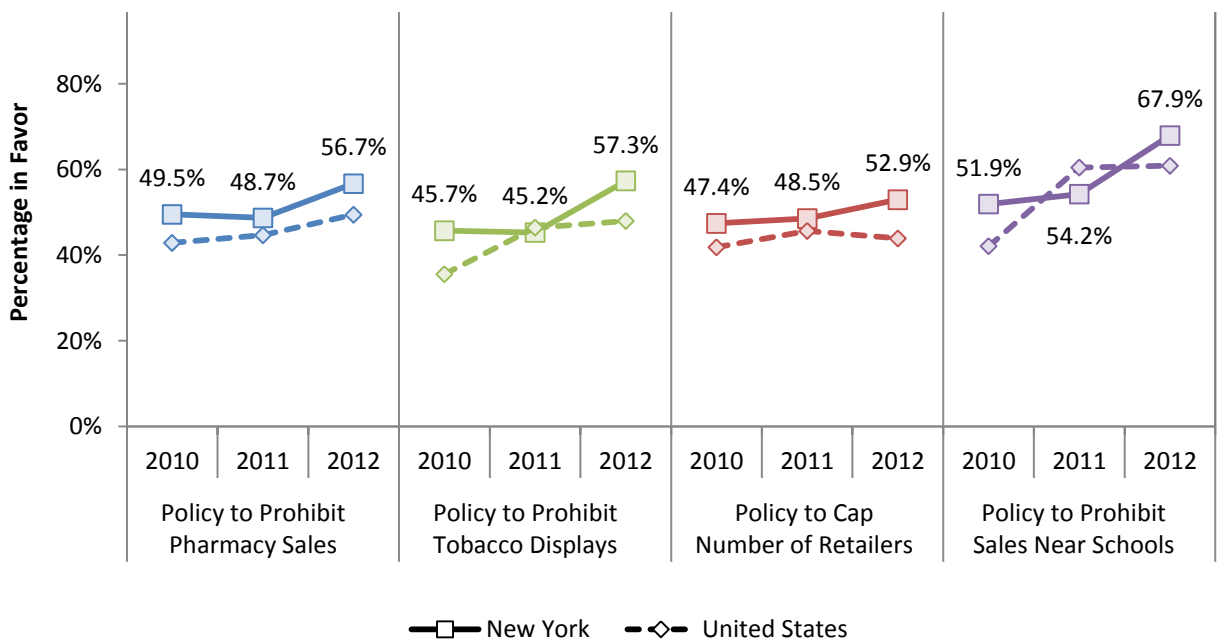


Public Support for Tobacco Control Policies at the Point of Sale is Increasing

Research demonstrates that exposure to tobacco product displays helps normalize smoking behavior, distorts adolescents' perceptions of the availability of tobacco, and increases susceptibility to smoking. New York State Department of Health contractors use community education and mobilization strategies to educate the public about the impact of tobacco product displays and potential solutions. Since 2010, the New York State Adult Tobacco Survey has measured adults' support for point of sale (POS) policies such as (a) restricting the number, location, and type of tobacco retailers; and (b) keeping tobacco products out of sight in retail locations open to youth.

- In 2012, 67.9% of New York adults favored a policy that would prohibit tobacco sales near schools. This relatively high level of support may relate to the strong belief that seeing tobacco products displayed and advertised in retail stores affects youth smoking.
- Between 2010 and 2012, there was a statistically significant upward trend in the percent of adults who favor policies that limit the number of licensed tobacco retailers in New York.
- Between 2010 and 2012, there was a statistically significant upward trend in the percent of adults who favor policies that prohibit pharmacy sales, prohibit tobacco displays, and prohibit sales near schools in both the United States and New York.

Percentage of adults who support tobacco point of sale policies, 2010-2012



Source: New York State Adult Tobacco Survey and National Comparison Adult Tobacco Survey, 2012. Analysis conducted by RTI International.
Contact the Bureau of Chronic Disease Evaluation and Research, New York State Department of Health at (518) 473-0673 or type 'StatShot' in the subject line of an e-mail and send it to tcp@health.state.ny.us.