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FEB 01 2024

CITY CLERK

DRUG FREE
VIGO COUNTY

YOU ARE INVITED TO

CIRCLES OF CHANGE: COMMUNITY IN ACTION



MONDAY

FEBRUARY 26, 2024 | 9AM-3:30PM



TH CONVENTION CENTER

800 WABASH AVE.

Drug Free Vigo County invites the community to learn more about prevention education and programming in our community. Topics will include:

- Drug Endangered Children
- Trauma Informed Care
- Youth Advocacy
- And many more!

REGISTER NOW



Scan the QR code to register.

Registration includes morning/afternoon refreshments and a boxed lunch.



TOBACCO MARKETING IN VIGO COUNTY

What is point-of-sale tobacco marketing?

Point-of-sale marketing targets consumers in retail settings. It often includes:

- Tobacco advertisements
- Price discounts on tobacco products
- Tobacco product displays and placement

Why does point-of-sale matter? ¹

Point-of-sale tobacco marketing:

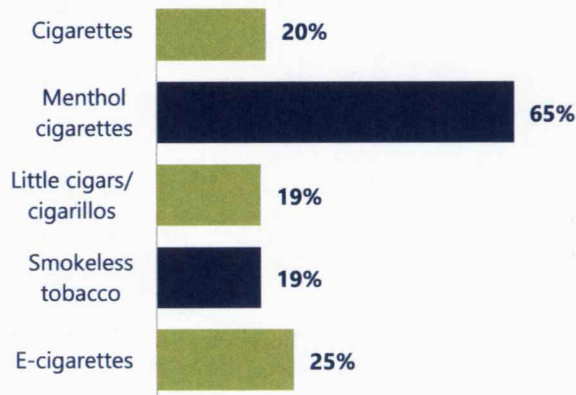
- Encourages youth to start using tobacco
- Makes quitting tobacco more difficult
- Disproportionately targets some communities

Price Promotions

29% of retailers offered a price promotion on any type of tobacco product.

*59% in Indiana**

Price Promotions on Tobacco Products Among Retailers Selling Each Product Type



Products Sold

Among tobacco retailers in **Vigo County**:

- 97% sold cigarettes
- 100% sold menthol cigarettes
- 94% sold little cigars or cigarillos
- 36% sold premium large cigars
- 88% sold smokeless tobacco
- 70% sold e-cigarettes
- 77% sold nicotine pouches



Tobacco Retailer Density

97 tobacco retailers in Vigo County

0.9 tobacco retailers per 1,000 residents

Tobacco Advertising

76% of retailers in Vigo County displayed exterior ads for tobacco products.

58% in Indiana

Youth Targeting

Retailers in **Vigo County** compared to **Indiana***

Tobacco retailers within **1,000 feet of a school**



Retailers that sold **any flavored tobacco products**



Displayed a **tobacco ad within 3 ft of the floor** (child's eye level)



Retailers had a tobacco product placed **within 12 inches of child-appealing products** such as candy, gum, soda, ice cream, or toys



Retailers that sold **single-packaged cigarillos**



Retailers that sold **cigarillos for less than \$1**

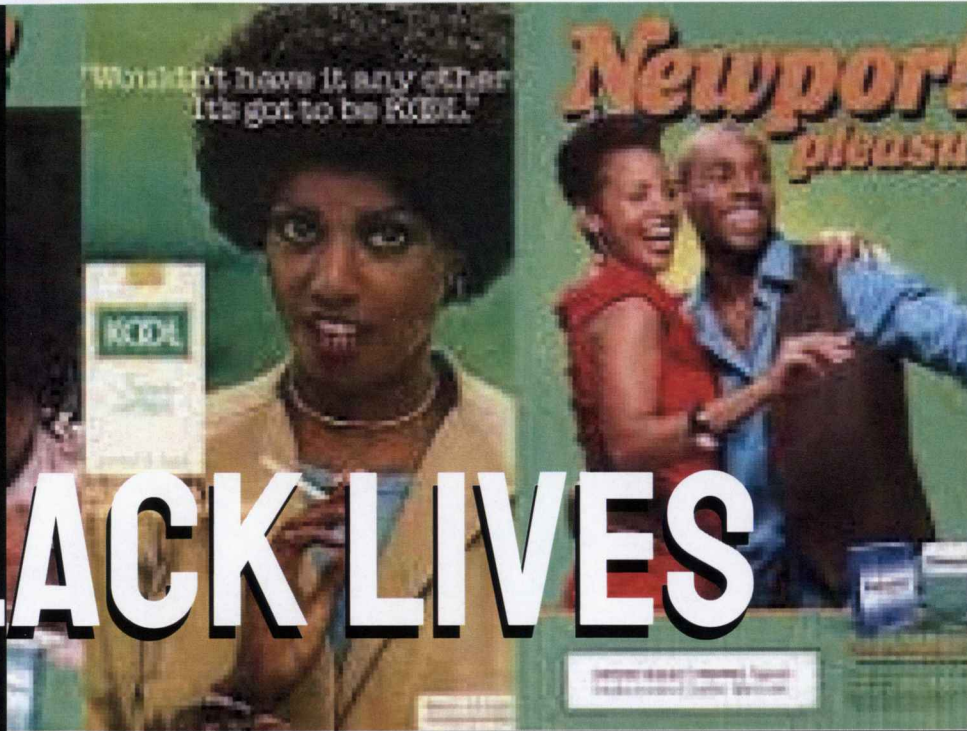


*County-level data in this fact sheet (excluding data on tobacco retailer density and proximity to schools) are based on 90 tobacco retail assessments in Vigo County. Indiana results (excluding proximity to schools) are based on 2,985 retail assessments conducted in 39 Indiana Counties and are not necessarily representative of Indiana statewide. Data were collected between February and April in 2022. Retailer density and location data are based on Indiana Alcohol and Tobacco Commission tobacco retailer licensing records as of December 2021.

**Excludes menthol cigarettes.

References

1. Center for Public Health Systems Science. *Point-of-Sale Strategies: A Tobacco Control Guide*. St. Louis: Center for Public Health Systems Science, George Warren Brown School of Social Work at Washington University in St. Louis and the Tobacco Control Legal Consortium; 2014.



BLACK LIVES

BLACK LUNGS

Join us for a film screening of *Black Lives Black Lungs: How Big Tobacco Targets Black Communities* followed by a discussion of the film and current policies.

Open to the Public



**HOW BIG
TOBACCO
TARGETS
BLACK
COMMUNITIES**

Dede 2
ISU Student Union
Tues. February 13th
5-6pm

Learn about the “menthol exemption” clause of the Family Smoking and Tobacco Prevention Act of 2009, the emergence of the “black cigarette” and the resulting negative impact on tobacco control efforts in African American communities.