

Healthy Stores for a Healthy Community (HSHC) Campaign Key Informant Interview and Public Opinion Survey Statewide Summary Results of Store Exterior Marketing



Introduction

In spring, 2014, Local Lead Agencies (LLAs) funded by the California Tobacco Control Program conducted public opinion polls to better understand public sentiment on their Healthy Stores for a Healthy Community retail objective. This data was collected by 61 LLAs on one or more of 10 retail indicators for the Healthy Stores for a Healthy Communities Campaign.

Indicator	Number of LLA's funded to obtain objectives in the 2014-17 funding cycle
1. Tobacco Retail Licensing (3.2.1)	21
2. Content Neutral Advertising on Storefronts (1.1.18)	13
3. Menthol and Other Flavored Products (3.2.9)	9
4. Tobacco Retailer Density/Zoning (3.2.2)	8
5. Tobacco Free Pharmacies and Health Care Providers (3.2.7)	4
6. Minimum package/Volume size (1.2.7)	3
7. Tobacco Product Definition Update (3.2.12)	3
8. Store Exterior Marketing (1.1.2)	2
9. Healthy Retailer Licensing (1.2.9)	2
10. Healthy Community/Retailer Incentives (1.2.8)	1

This report summarizes the results from Indicator # 5: Tobacco Free Pharmacies

Methods

The Tobacco Control Evaluation Center (TCEC) aggregated data from LLA's public opinion surveys (POS) on each of these 10 indicators (not all LLA's asked questions related to these indicators). Survey data was pulled from TCEC's master account with Survey Analytics, which stores all data collected by LLAs using the SurveyPocket mobile data collection app. Because LLAs did not ask the same set of questions on demographics or smoking status, TCEC was unable to complete any sub-group analyses (i.e., comparison of support for retailer incentives among smokers and non-smokers).

TCEC analyzed the results of the POS using descriptive statistics with SAS.

Results

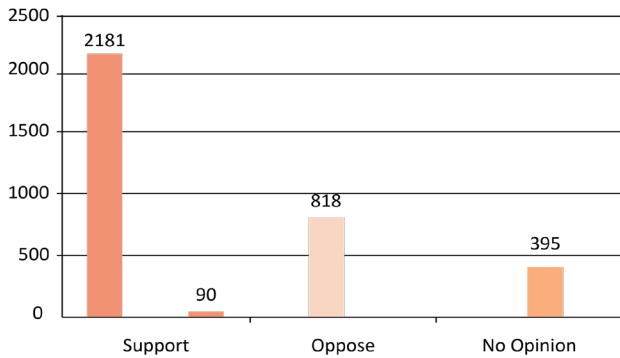
A total of 26 counties conducted intercept surveys of their residents. A total of 3,394 Californians were asked their opinion of a Tobacco Free Pharmacy policy. Of these, 2,181 or 64% supported, 818 or 24% opposed and 395 or 11% had no stance on the policy.

The counties with the lowest level of support for a Tobacco Free Pharmacy (TFP) were El Dorado and Sierra counties. El Dorado County surveyed 86 residents, with 38 (44%) people in support of a TFP policy, 30 people opposed (34%), and 18 (21%) did not have an opinion on a tobacco free pharmacy policy. Sierra County asked 28 individuals, 12 people supported a TFP policy (42%), 13 (43%) opposed and 3 (10%) had no opinion.

The county with the widest margin of support for a TFP policy was Yuba. 113 of 125 (90%) of people asked supported a TFP policy, while 13 (9%) opposed and only 1 had no opinion regarding a tobacco free pharmacy policy.

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Table II. Statewide results for Tobacco Free Pharmacies.



Some jurisdictions, including San Francisco and Hollister, have already incorporated pharmacy policies. Data from the Public Intercept Survey shows that there is little opposition to the development of such policies.

The Public Intercept survey was limited to a single question regarding the support or opposition to the creation of a tobacco free pharmacy policy, there is no data regarding possible opposition or obstacles to the creation or implementation of this policy. No Key Informant Interview data was asked on this subject, so no data is available on the support or opinions of this policy.

Conclusions

The Public Intercept Survey results show wide support for Tobacco Free Pharmacies in California. 25 of the 26 counties surveyed saw more support than opposition for a Tobacco Free Pharmacy policy. Sierra County, which only surveyed 28 residents, saw 12 respondents supporting the creating of a policy, versus 13 in opposition.

This may be the best time to move forward with a Tobacco Free Pharmacy policy, with national pharmacy retailers beginning to move in a tobacco free direction.

Limitations

This data set was limited to public intercept surveys from 26 counties, both rural and urban, in both Northern and Southern California. However, since not all counties are represented, the data may not be entirely representative of the total state population. Moreover, the data came from intercept surveys in locations that were at the discretion of the data collecting counties. The data may also not be entirely representative of the respective counties.

Appendix 1

List of counties that asked about Tobacco Free Pharmacies

Public Opinion		
Amador	Modoc	Sierra
Colusa	Placer	Siskiyou
El Dorado	Riverside	Tehama
Imperial	Sacramento	Tulare
Inyo	San Bernardino	Yolo
Kern	San Diego	Yuba
Lake	San Luis Obispo	Berkeley
Marin	San Mateo	Long Beach
Mariposa	Santa Barbara	