Barriers and enablers for phasing out and banning of retail tobacco sales: Scoping review evidence

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No conflicts to declare

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Context

- Australian target of daily smoking rates at <10% by 2025 and 5% or less by 2030. Around 11 billion cigarette sticks sold in 2020, largely supermarkets/small stores.

- Single biggest driver of the tobacco epidemic is retail availability of tobacco products.

- Retail sales phase out/ban is key 'market/supply' Tobacco Endgame policy measure.

- To accelerate the goal of retail phase out of tobacco, policymakers need to consider relevant implementation factors.

- Precedents exist at jurisdictional (e.g., Beverly Hills, Manhattan Beach) and individual retailer (e.g., Tasmania) levels, to varying success. [1,2,3,4]

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Need

Strategies to reduce retail availability are critical, because tobacco[5]:

- Perpetuates <u>social norms</u> about tobacco use

- Increases <u>industry exposure</u>

- Widens social and environmental <u>inequities</u>

- Drives smoking <u>rates/harms</u>

- Increases availability, <u>accessibility</u>, and reduces <u>cost to access</u>

- Supports <u>brand recognition</u> (esp. youth)

- Increases <u>impulse</u> purchases, cues cravings, <u>undermines quitting</u>

Recent policy/examples

- **Aotearoa – drastic reduction in retailer density (reduced by 90%), but reversed**

- **Efforts in Tasmania – study of why retailers cease sales (excl. supermarkets)[7]**

- **Beverly hills – ban from 2021 (exempt hotels/cigar lounges)**

- **Manhattan Beach - ban from 2021 (financial hardship exemptions)**

- **Hungary – reduction in retailer density since 2013 (~85%)**

- **Elsewhere has seen short-term bans (Bhutan, South Africa, Botswana, India)[6]**

Evidence review design

- **Scoping review of retail tobacco phase out implementation enablers, barriers, and implications.**

  - **High-income countries (USA, UK, Australia, Canada, Aotearoa NZ, Germany)**

  - **Studies addressing tobacco sales phase out or bans/abolition implementation**

  - **Peer-reviewed studies from 2013 – 2023 indexed via Scopus (no grey lit sourced… yet)**

  - **Dual abstract/full-text screening, single extraction with checks (MPH students)**

Tobacco products are widely available and prominently displayed across retail environments

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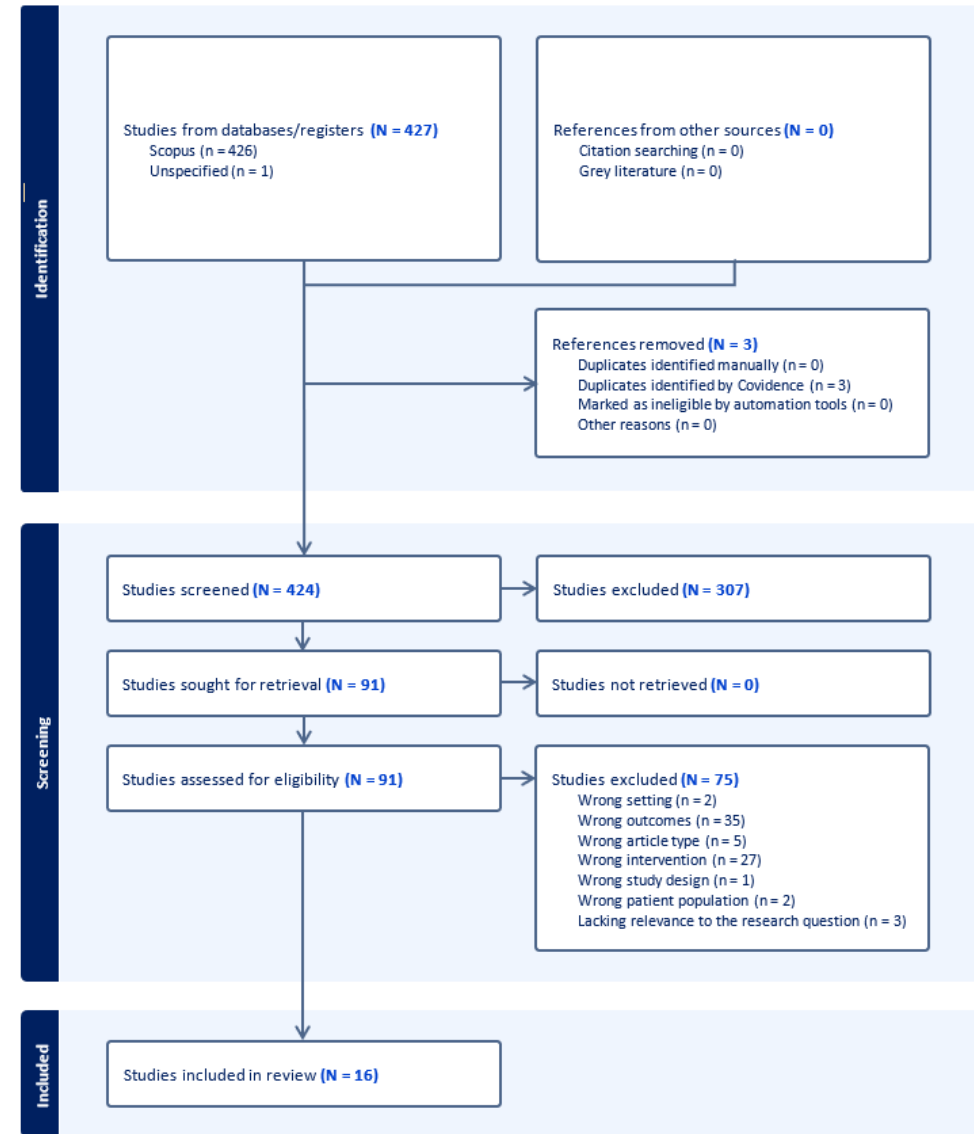
Retrieved studies

- **N=16 eligible studies**
  - USA (n=8), NZ (n=4), AUS (n=2), UK/GER (n=1), GER (n=1)
  - **Primarily cross-sectional** survey or qualitative studies, with two reviews

- **Focus of the studies**
  - Public opinion/support (n=6)
  - Retail reduction/ban effects (n=5)
  - Reviewing the policy evidence (n=2)
  - Expert consult/appraisal (n=2)
  - **Implementation study** (n=1)
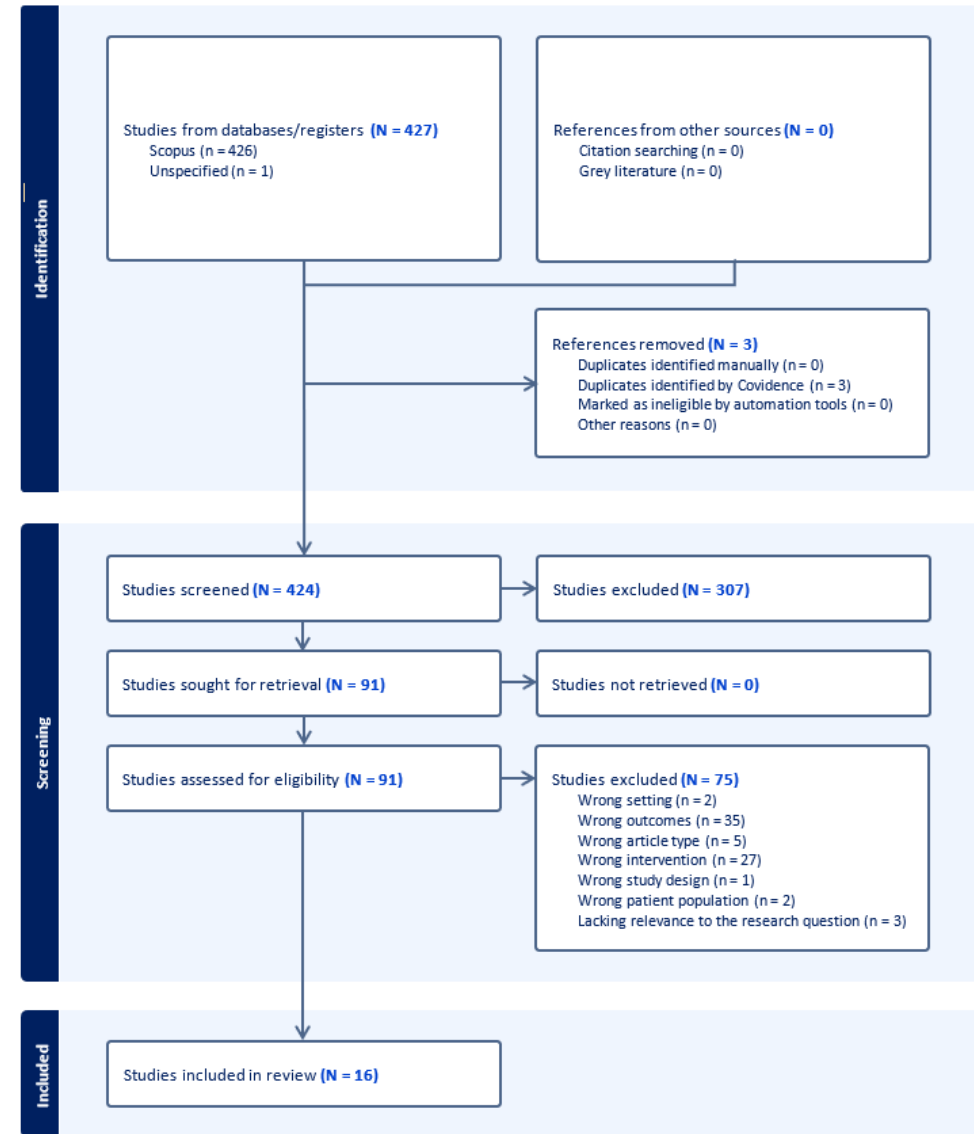
Retrieved studies

- **Sampled**
  - Adults incl. **smokers** (n=6), tobacco **retailers** (n=5), tobacco ctrl experts (n=2), evidence review (n=2), students (n=1)

- **Funded by**
  - Included **government body** (n=7), nonprofit/philanthropic (n=3), university (n=3), society (n=1), NR (n=2)

- **Any conflicts**
  - **None declared** (n=12), against tobacco industry (n=3), for pharma (n=1)

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Types of retail phase out/ban addressed

Tobacco retail approach:

- **Full ban** (e.g., jurisdictional) (n=13)

- Partial ban (e.g., pharmacies) (n=6)

- Reduction (e.g., proximity/density) (n=7)

General intervention type:

- **Multiple retailer type ban** (n=7)

- Voluntary retailer cessation (n=1)

- Pharmacy retailer ban (n=4)

- Alcohol retailer ban (n=1)

- Proximity limits (n=3)

BREATHE FREE

MB

MANHATTAN BEACH
SMOKE-FREE PUBLIC PLACES

MBMC SECTION 4.116.030

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Preliminary barriers

- **Variable political support/political will**

- **Inconsistent retail environment policies across jurisdictions**

- **Retailer perspectives on ban exemptions** (e.g., businesses/locations)

- **Perceived revenue losses** (cf. actual sales data)

- **Low evidence on equity impacts of ban approaches**

- **Low evidence on policy maker implementation preferences**

- **Retailer business preferences** (e.g., business sale, model, viability)

- **Retailer area demography** (e.g., socioeconomic, ethnicity)

- **Assumed 'right to sell' tobacco products** (perc. community value)

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Preliminary enablers

- **Embedding in multi-policy approach interventions** (e.g., specific retailer bans)

- **Broad consumer support for phase-out/ban** (e.g., large-scale surveys)

- **'Thin end of wedge' approach** (i.e., less controversial policies at first)

- **Strategic communication to produce public self-persuasion** (i.e., builds support)

- **Larger retailers may be less impacted by a ban** (i.e., losses less meaningful)

- **Modelling studies support ban role for Endgame** (and real-world examples)

- **Access to tobacco licensing data** (e.g., for voluntary phase out)

- **Strategic support roles for transition** (e.g., project officers, community advocates)

- **Strategic partnerships to increase political will/policy adoption** (e.g., non-profits)

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Other considerations

- **Cigarettes ~1.30 [AUD] per stick / Packet cost of ~50 [AUD]**

- **23% of people who smoke have used 'unbranded' tobacco**
  (AIHW 2019)8

- **Cheaper 'non-retail' tobacco can have implications:**

  - **Lost tax revenue**

  - **Crime and illicit trade**

  - **Retailers supplying illicit/unbranded products**

- **Need to also consider how to support voluntary phase out of sales… complementary to external enforcement**

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Implications

- **More evidence is needed specifically on retail <u>ban implementation</u> test cases**

- **Different <u>intervention techniques</u> are required for different retail ban approaches.**

- **Consider accessing objective data vs perceptions** (e.g., consumption/sales/shopping behaviour data)

- **Evidence needed on implementation with <u>higher sales volume tobacco retailers</u>.**

- **Estimated role of phase out barriers can be compared with actual role** (e.g., perceived vs actual sales impacts)

- **More evidence needed on <u>non-regulatory interventions</u> to phase out tobacco retail** (e.g., Tasmania study). Considering alternative products with high margins.

- **What are the <u>requirements of enforcement</u> after ban implementation?**

Study of US retailer early adopters[3]

- **Beverly Hills / Manhattan Beach (n=22)**

- **Smaller retailers were more dissatisfied than larger retailers**

- **Perceived revenue losses a focus**

- **Small retailers objected to enforcement in their area, over others.**

- **Some retailers objected to exemptions for certain businesses**

Sources:

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Thank you...

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