

# Transitioning away from **TOBACCO**



## TIPS FOR PHILLY RETAILERS

- Make Money
- Save Lives
- Support Your Community

# COMMUNITY HEALTH & YOUR STORE

The retail environment has a big impact on the health of your community.

**Your store** has the chance to **improve** your community's health...  
...or it can **harm** community health.

Take tobacco, for example. Tobacco companies spend most of their advertising money at the Point of Sale (POS), in small retail stores like yours. In fact, they spend **more than \$1 million dollars per hour** on advertisements at the POS.<sup>1</sup>

\$1 million per hour buys them the best placement in your store for their products and their ads. But there's more - \$1 million per hour **encourages youth to start smoking** and makes it **hard for current smokers to quit**.<sup>2</sup>

## Is it worth it?

Your customers live in your neighborhood. They should be able to have healthy lives without influence from tobacco companies. That's why we're here to reveal some myths about tobacco revenue and offer alternatives to selling tobacco.

**Let's get started.**



## THE BOTTOM LINE: NO IF'S, AND'S, OR BUTTS

Just 1 out of every 12 customers bought only tobacco in a study of Philly c-stores.<sup>3</sup>

MYTH

Jobs are lost when small retail stores can't sell tobacco.

### REALITY

Less people smoke and fewer places sell tobacco, but **the number of people who work in retail hasn't changed.**<sup>4</sup>

MYTH

Small retail stores are closing because they can't sell tobacco.

### REALITY

**The number and density of retail stores has increased in the last twenty years.**

Even though less people are smoking and there are stricter tobacco laws, there are more small retailers.<sup>5</sup>

MYTH

When stores stop selling tobacco, they lose money because they can't sell other things.

### REALITY

**People use their money to buy other products.**

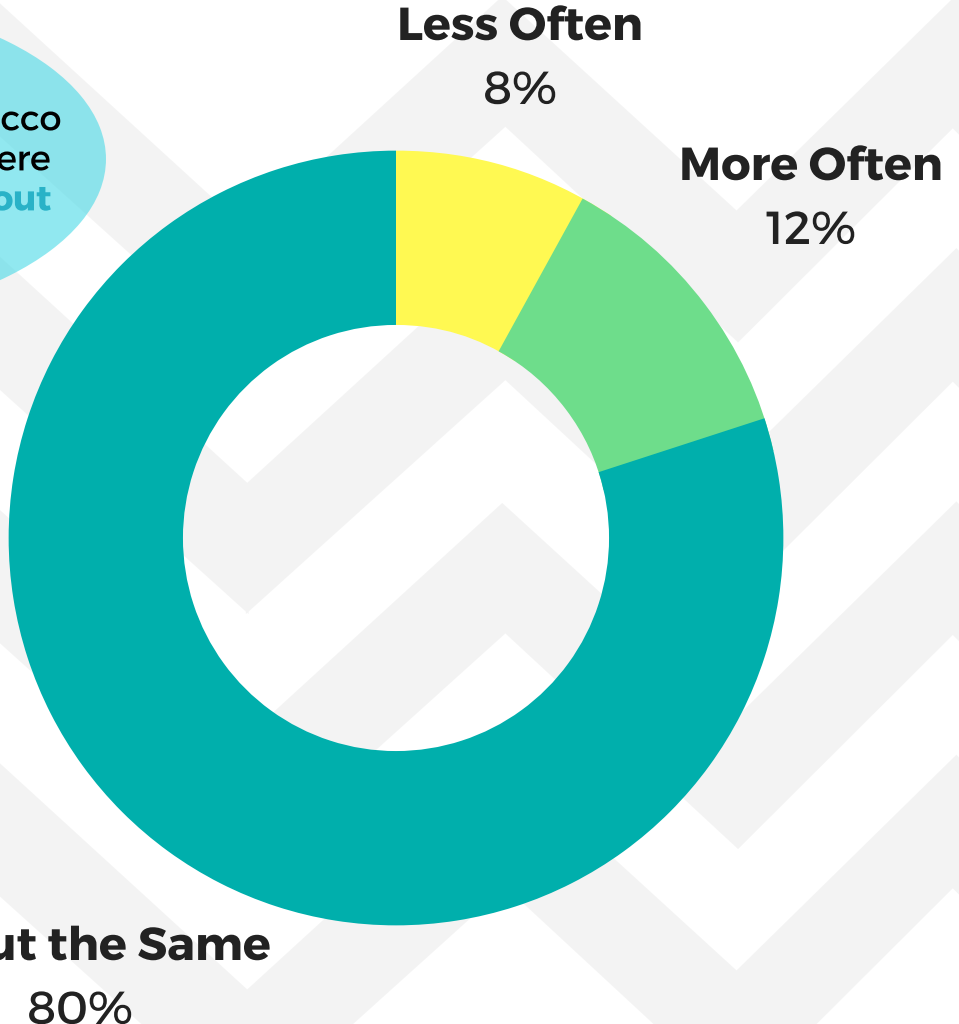
C-store customers spend the same amount of money on food and beverages, regardless of whether or not they buy tobacco. They use their money to buy other products.<sup>4</sup>

# THE BOTTOM LINE: NO TOBACCO? NO PROBLEM!

**9 out of every 10** Philadelphians say they would shop the same or more at a store that has stopped selling tobacco.<sup>6</sup>

Over 3,500 Philadelphians were asked:

If a store stopped selling tobacco products, would you shop there **more often**, **less often**, or **about the same**?<sup>6</sup>



## THE BOTTOM LINE: ELIMINATE FINES

Kicking your store's tobacco habit can save you time and money. Avoid costly mistakes by selling other products instead of tobacco.<sup>7</sup>

Did you know your store can be **fined \$75** for **every day** it sells tobacco **without a valid permit?**

That could cost you **\$525** in one week...

...**\$6,750** after three months...

...and more than **\$27,300** in one year.<sup>7</sup>

Even with a valid permit, your store can be **fined \$250** each time it **sells tobacco to a youth.**<sup>7</sup>



## PRODUCT & SERVICE SUBSTITUTES

Tobacco products take up  
**prominent and valuable**  
shelf space in your store.

Put that real estate to better use by  
selling other items instead of tobacco.

Market research shows that today's customers expect to have a "shopping experience" when they enter a store and that they want a selection of healthy food options.<sup>8</sup>

Selling the products and services listed on the following pages can...

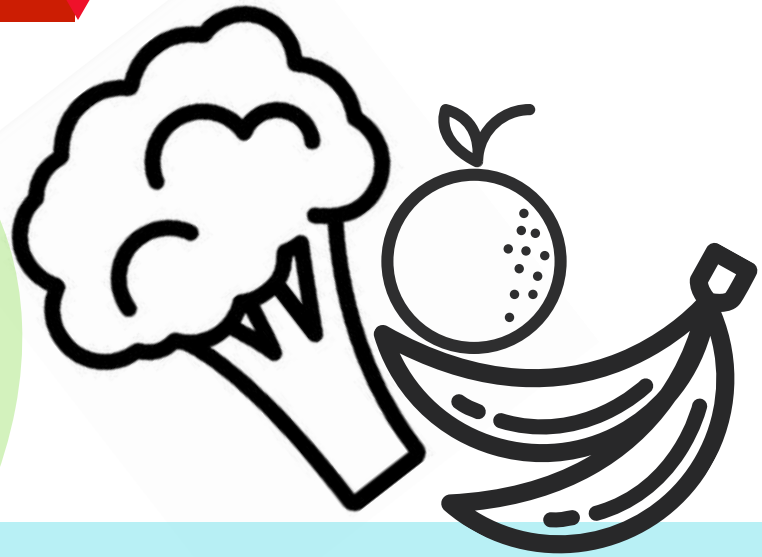
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- Improve Your Store's Image
  - Expand Your Customer Base
  - Increase Your Profits<sup>9</sup>

# PRODUCT & SERVICE SUBSTITUTES

## Fruits & Vegetables

Add healthy, colorful options to your store by stocking fresh produce.

- Items like potatoes, onions, beets, carrots, peppers, and corn will last longer and store easily.
- Pick things that are in season, like watermelon in the summer and butternut squash in the fall.
- Make practical and attractive displays with wooden crates, baskets, and barrels.



## Other Food Products

Snack-able and value-added food items are easy to stock and sell and make your store healthier.

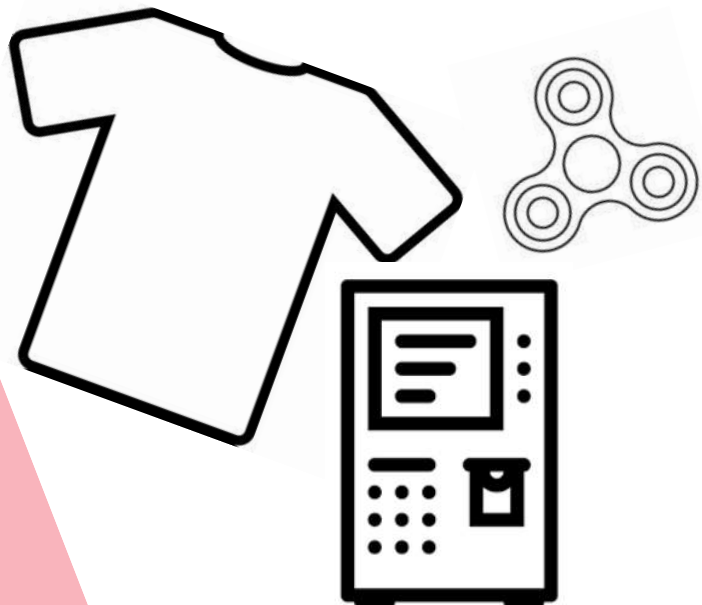
- Tree nuts and peanuts can be purchased and sold in bulk.
- Canned products (like honey, jams, pickles, and salsas) have a long shelf life and look nice.



## Non-Food Products

Attract more customers by adding new services and unique products.

- Remittances (Western Union)
- Online food ordering (Grubhub or UberEATS)
- Novelty Items (fidget spinners)
- Clothing items (hats, sunglasses, t-shirts)



# THE 5 P'S TO PRODUCT INTRODUCTION

## Pick the Right Products

- Ask your customers what they would like to see in your store.
- Do a sticker survey near the register.
- Visit other stores in the area to see what they are selling.
- Work with local farmers and small business owners to sell their products.

## Promote Your Products

- Use social media to let people know about your new offerings.
- Offer a special deal to customers who mention your ads.
- Use signage to advertise at your store
- Put posters in your windows and small signs inside to help people find new items.

## Place Your Products

- Put new items in a high-traffic area of your store that is well-lit.
- Create an attractive display.
- Use baskets, crates, and shelves to organize your products.

## Poll Your Customers

- Ask your customers which new products they like.
- Do a sticker survey near the product display.
- Ask them what else they would like to see in your store.

## Perfect Your Product Selection

- After 2 months, examine your customer feedback.
- Review your sales and marketing.
- Look at how many people clicked on your social media advertisements.
- Decide which items to prioritize and which ones to drop.



# RESOURCES IN PHILADELPHIA

## Ready to take the lead in making your community healthier?

Find technical assistance and funding opportunities at  
the following organizations.

### Technical Assistance

- Philadelphia Association for CDCs

**[www.pacdc.org/member\\_list](http://www.pacdc.org/member_list)**

Community Development Corporations are centers that aim to rebuild neighborhoods and revitalize communities. Each neighborhood has a CDC. Find yours by visiting the member list.

- The Welcoming Center for New Pennsylvanians

**[www.welcomingcenter.org/](http://www.welcomingcenter.org/)**

### Funding

- The Merchants Fund  
**[www.merchantsfund.org](http://www.merchantsfund.org)**

### Technical Assistance & Funding

- City of Philadelphia Department of Commerce

**[www.phila.gov/commerce/neighborhoods/](http://www.phila.gov/commerce/neighborhoods/)**

The Commerce Department supports programs to strengthen commercial areas through economic development and technical assistance

- Local Initiatives Support Corporation Philadelphia

**[www.lisc.org/philly](http://www.lisc.org/philly)**

- PIDC

**[www.pidcphila.com](http://www.pidcphila.com)**

PIDC is a non-profit organization that supports business growth to energize Philadelphia's economy through a variety of financing tools.

- Small Business Development Center Pennsylvania

**[www.pasbdc.org](http://www.pasbdc.org)**

**For more information about the Voluntary Retailer Transition Project, contact:**

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