

# Milwaukee Collaborative Project Data Report

The Milwaukee Collaborative Project, part of the Wisconsin Retail Assessment Project, performed 195 store assessments at tobacco retailers across three demographically distinct regions of Milwaukee County from July through September 2016. The project identified inequities in the retail environment. These inequities may contribute to disparities in tobacco use.<sup>1</sup>

## Cluster A

- Zip Codes: 53209, 53206, 53205
- 79% Black
- 4% Hispanic/Latino
- 16% White
- 36% below poverty level

## Cluster B

- Zip Codes: 53204, 53215
- 9% Black
- 66% Hispanic/Latino
- 57% White
- 36% below poverty level

## Cluster C

- Zip Codes: 53217, 53211, 53220, 53110
- 4% Black
- 8% Hispanic/Latino
- 87% White
- 14% below poverty level

## Density

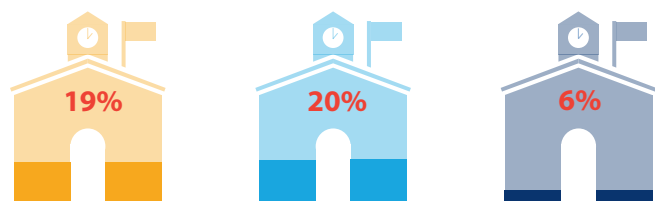
Higher density of tobacco retailers is associated with higher rates of tobacco use and initiation. There is a higher density of tobacco retailers in low-income neighborhoods, which increases tobacco-related disparities and the likelihood of negative health outcomes of residents in those neighborhoods.<sup>2</sup>

### Retailers per 1000 people by Cluster



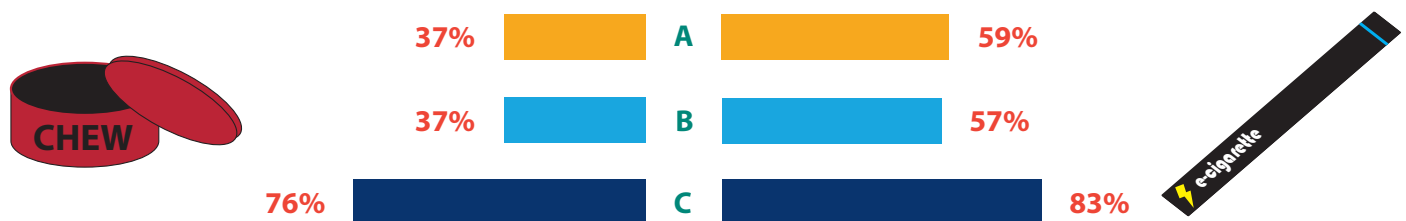
3x

More retailers within 500 feet of schools in Clusters A and B than in Cluster C



## Product Availability

Chewing tobacco and electronic cigarettes are more available in Cluster C, which highlights that certain products are being marketed to different demographic populations.

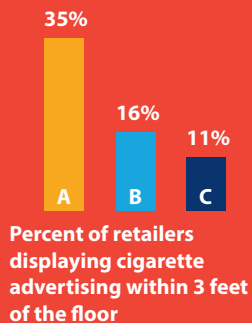
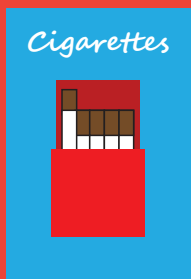


# Problematic Sales Environments

Each year, the tobacco industry spends \$156 million in advertising and promoting tobacco products in Wisconsin. The tobacco industry uses a variety of retail promotions to push their products in stores, including price discounts, strategic product placement, and increased advertising.<sup>3</sup>

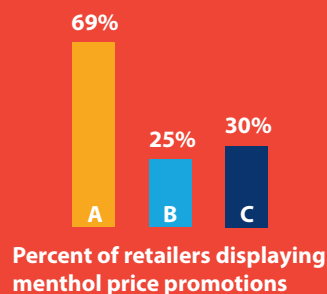
## Advertising

Exposure to tobacco marketing in stores increases experimentation and use by youth<sup>4</sup> and is more powerful than peer pressure.<sup>5</sup>



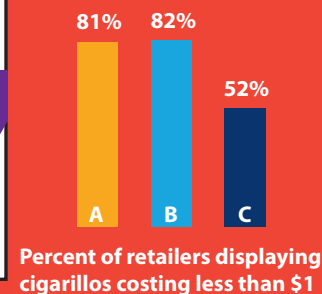
## Menthol

Menthol flavored cigarettes are more likely to addict youth and are more difficult to quit than regular cigarettes.<sup>6</sup>



## Cigarillos

Youth are especially price-sensitive customers. Small packages of cigarillos keep tobacco affordable and attractive to youth.<sup>7</sup>



**Acknowledgments:** City of Milwaukee Tobacco Free Alliance, Tobacco-Free Suburban Milwaukee & Ozaukee Counties, Wisconsin African American Tobacco Prevention Network, Wisconsin Hispanic/Latino Tobacco Prevention Network, Wisconsin Tobacco Prevention and Poverty Network, University of Wisconsin-Milwaukee

### References

- <sup>1</sup>JGL Lee, L Henriksen, SW Rose, S Moreland-Russell, and KM Ribisl, "A Systematic Review of Neighborhood Disparities in Point-of-Sale Tobacco Marketing," *American Journal of Public Health* 105, no. 9 (2015): e8-e18. doi:10.2105/AJPH.2015.302777. [http://cphss.wustl.edu/Products/ProductsDocuments/Lee\\_et\\_al\\_2015\\_Systematic\\_Review\\_Neighborhood\\_Disparities\\_POS\\_Mkt\\_AJPH.pdf](http://cphss.wustl.edu/Products/ProductsDocuments/Lee_et_al_2015_Systematic_Review_Neighborhood_Disparities_POS_Mkt_AJPH.pdf). Accessed November 16, 2015.
- <sup>2</sup>Center for Public Health Systems Science, "Point-of-Sale Report to the Nation: Realizing the Power of States and Communities to Change the Tobacco Retail and Policy Landscape." St. Louis, MO: Center for Public Health Systems.
- <sup>3</sup>[http://www.tobaccofreekids.org/facts\\_issues/toll\\_us/wisconsin](http://www.tobaccofreekids.org/facts_issues/toll_us/wisconsin)
- <sup>4</sup>JR DiFranza, RJ Wellman, JD Sargent, M Weitzman, BJ Hipple, and JP Winickoff, "Tobacco Promotion and the Initiation of Tobacco Use: Assessing the Evidence for Causality," *Pediatrics* 117, no. 6 (2006): p. e1237-1248. [http://pediatrics.aappublications.org/content/117/6/e1237.abstract%20\(25](http://pediatrics.aappublications.org/content/117/6/e1237.abstract%20(25)
- <sup>5</sup>National Cancer Institute, "The Role of the Media in Promoting and Reducing Tobacco Use," *Tobacco Control Monograph* no. 19 (2008), U.S. Department of Health and Human Services, National Institutes of Health: Bethesda, MD. <http://cancercontrol.gov/brp/tcrb/monographs/19/index.htm>
- <sup>6</sup>Tobacco Products Scientific Advisory Committee, "Menthol Cigarettes and Public Health: Review of the Scientific Evidence and Recommendations." Center for Tobacco Products, Food and Drug Administration (2011): Rockville, MD.
- <sup>7</sup>J Cantrell, JM Kreslake, O Ganz, JL Pearson, D Vallone, A Anesetti-Rothermel, H Xiao, and TR Kirchner, "Marketing Little Cigars and Cigarillos: Advertising, Price, and Associations with Neighborhood Demographics," *American Journal of Public Health* 103, no. 10: 1902-1909. doi: 10.2105/AJPH.2013.301362