

Tales of the City: Banning Tobacco Sales in San Francisco Pharmacies

Wednesday, March 20, 2013 - 2:00 pm ET

Welcome Pioneers for Smoking Cessation




During the Webinar

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- Webinar is being recorded
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Agenda

- **Welcome and Greetings**
 - Steve Schroeder, Director, SCLC, *moderator*
- Presentation from Dr. Katz and Dr. Hudmon
- Questions & Answers
- Technical Assistance and Closing Remarks

Disclosure: Faculty speaker, moderator, and planning committee members have disclosed no financial interest/arrangement or affiliation with any commercial companies who have provided products or services relating to their presentation or commercial support for this continuing medical education activity.

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Moderator

- **Steven A. Schroeder, MD**
 - Director, Smoking Cessation Leadership Center
 - Distinguished Professor of Health and Health Care, Department of Medicine, UCSF



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Webinar Objectives:

- Understand the toll of tobacco and pharmacists' role in public health and tobacco cessation interventions
- Describe the first ban of tobacco sales in San Francisco community pharmacies, including the political, economic, and legal objections
- Illustrate future implications for community pharmacies and tobacco control, and lessons learned for other municipalities

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Today's Speaker



- **Karen S. Hudmon, DrPH, MS, RPh**
 - Professor and Associate Head for Operations, Department of Pharmacy Practice, College of Pharmacy, Purdue University

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TALES of the CITY: Banning Tobacco Sales in San Francisco Pharmacies

Hosted by the Smoking Cessation Leadership Center,
a national program office of the Robert Wood Johnson Foundation

Moderator:
Steven A. Schroeder, MD

"CIGARETTE SMOKING...

is the chief, single,
avoidable cause of death
in our society and the
most important public
health issue of our
time."

C. Everett Koop, M.D., former U.S. Surgeon General

ANNUAL U.S. DEATHS ATTRIBUTABLE to SMOKING, 2000–2004

		Percent of all smoking-attributable deaths
Cardiovascular diseases	128,497	29%
Lung cancer	125,522	28%
Respiratory diseases	103,338	23%
Second-hand smoke	49,400	11%
Cancers other than lung	35,326	8%
Other	1,512	<1%

TOTAL: 443,595 deaths annually

Centers for Disease Control and Prevention (CDC). (2008). *MMWR* 57:1226–1228.

The RESPONSIBILITY of HEALTH PROFESSIONALS

It is **inconsistent**
to provide health care and
—at the same time—
remain silent (or inactive)
about a major health risk.

**TOBACCO CESSATION
is an important component of THERAPY.**

PHARMACISTS are UNIQUELY POSITIONED to PROMOTE CESSATION

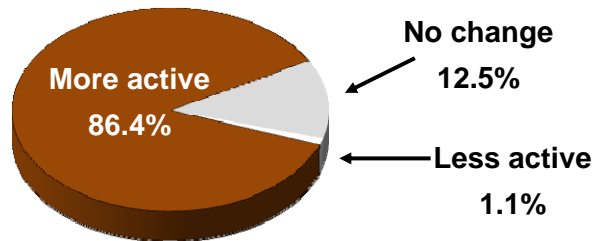
- Pharmacy settings are easily accessed by the public
- Pharmacists see patients with chronic conditions caused or exacerbated by tobacco
- Advice generally does not require an appointment or medical insurance
 - Pharmacists can reach and assist underserved populations
- Point of sale for FDA-approved medications for cessation (Rx and OTC)
 - Pharmacist might be only HCP to come into contact with tobacco users prior to or during a quit attempt

OTHER REASONS FOR PHARMACIST INVOLVEMENT in TOBACCO CESSATION

- High degree of trust among the general public
- Pharmacists have long-term, established relationships with many patients
- Pharmacists are knowledgeable about medications used for tobacco cessation

PHARMACY'S ROLE in TOBACCO CONTROL: PHARMACISTS' VIEWS

Do you think that the pharmacy profession should be more or less active in helping people to quit using tobacco?



n = 1,168

Hudmon et al. Patient Educ Couns. 2006;61:152-60.



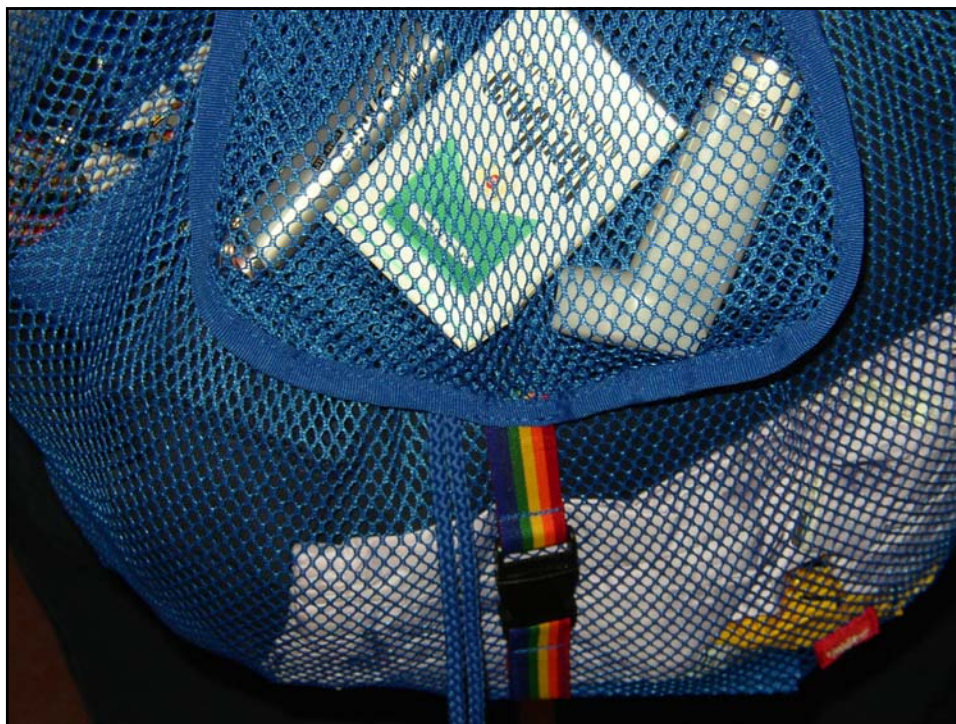
Training Current and Future Clinicians



Impact Calculation

IF 130,000 community pharmacists
SUCCESSFULLY assist just ONE tobacco
user in quitting each month,

this results in
1.56 million
QUITTERS ANNUALLY



Tobacco Sales in Pharmacies: National Trends

- Clear trend toward elimination of sales in independently-owned pharmacies
- Nearly 100% of retail chain pharmacies sell tobacco
 - A few exceptions: Target, Wegmans
 - Repeatedly have refused discussions on the topic
 - Blatant disregard for professional stance against tobacco sales
- **Between 2005–2009:**
Cigarette sales in pharmacies increased significantly (22.7%)
- **2009:**
Pharmacies account for 4.5% of total U.S. cigarette sales

Seidenberg AB, Behm I, Rees VW, Connolly GN. Cigarette sales in pharmacies in the USA (2005-2009). *Tob Control* 2012;21(5):509-510.

Table 30. Top Growth Subcategories for Traditional Drug Stores, 2009

Rank		Dollar Sales (000)	Growth Rate	Rank		Dollar Sales (000)	Growth Rate
1	Frozen Breakfasts	\$3,385	214.3%	16	Remaining Refrigerated Juices	\$16,193	30.1%
2	Oriental Frozen Entrees	\$4,826	159.5%	17	Mexican Frozen Entrees	\$5,891	28.7%
3	Refrigerated Apple Juice	\$1,808	116.6%	18	Irish Whiskey	\$4,992	28.6%
4	Fresh Produce	\$3,894	55.4%	19	Baking Chocolate	\$2,322	28.2%
5	Depilatories	\$92,996	51.3%	20	Computer Software	\$5,461	28.1%
6	Canned Gravy	\$1,104	46.1%	21	Margarine	\$4,734	27.5%
7	Jams/Jellies/Spreads	\$1,238	43.0%	22	Frozen Pizza	\$51,047	27.1%
8	Olive Oil	\$3,434	42.3%	23	Tea Mixes	\$5,481	26.5%
9	Refrigerated Cranberry Juice	\$1,731	40.8%	24	Breath Fresheners	\$5,000	26.3%
10	Frozen Hors D'Oeuvres/Snacks	\$5,260	39.0%	25	All Purpose Flour	\$1,832	24.9%
11	Musical Instruments and Accessories	\$2,166	35.6%	26	Canned Tuna	\$20,876	24.1%
12	Unshelled Nuts	\$1,522	35.1%	27	Canned Cranberries	\$2,022	21.7%
13	Honey	\$8,066	35.0%	28	Graham Crackers	\$4,677	21.3%
14	Dog and Cat Treats	\$45,044	34.5%	29	Disinfectants	\$34,573	21.3%
15	Cigarettes	\$3,492,791	30.5%	30	Liquid Vitamins/Tonics	\$24,045	21.1%

SOURCE: ACHENSEN STRATEGIC PLANNER DATA, 2009

NACDS Chain Pharmacy Industry Profile, 2010-2011.

A Pharmacist's Code of Ethics

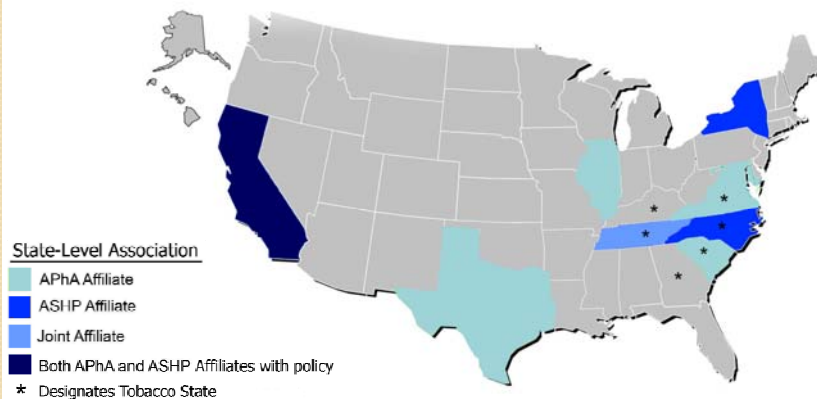
“A pharmacist promises to help individuals achieve optimum benefit from their medications, to be committed to their welfare, and...avoids...actions that compromise dedication to the best interests of patients.”

1973: Annual meeting of the APhA House of Delegates

“Pharmacists, in the interest of raising the standards of public health and social welfare in the community, shall **discourage the sale of tobacco products in the pharmacies** in which they practice.”

Tobacco Sales in Community Pharmacies: Policy Statements from U.S. Professional Pharmacy Associations

3 of 10 (30%) national pharmacy associations have a policy against tobacco sales in pharmacies: APhA, ASHP, and AACP



Chai T, Fairman M, Karic A, Baez K, Hudmon KS, Corelli RL. *Manuscript in preparation.*

Recommended Policy Language

The [*insert organization name*] strongly opposes the sale of tobacco products in any facility or establishment where health-care services are rendered and supports legislation to eliminate the sale of tobacco products in all pharmacies and stores that contain a pharmacy department.

Pharmacy School-Based Policies

Policy on reducing the health burden associated with tobacco

Department of Pharmacy Practice, Purdue University College of Pharmacy (adopted Feb 2013)

WHEREAS, tobacco is the primary known cause of death in the U.S., contributing to the onset and exacerbation of numerous diseases, be it resolved that the Department of Pharmacy Practice at the Purdue University College of Pharmacy (henceforth referred to as "Department," defined as the Departmental administration and faculty) shall:

1. Endorse policies, regulations, and legislation that aim to reduce the public health burden associated with tobacco.
2. Endorse widespread dissemination of evidence-based strategies to prevent the onset of tobacco use, increase tobacco cessation rates, and reduce exposure to second-hand smoke.

FURTHERMORE, because the sale of tobacco products is not consistent with the role of pharmacists as providers of health services or as advocates for public health, and because the sale of tobacco products are in direct violation of the pharmacist's code of ethics, the Department shall:

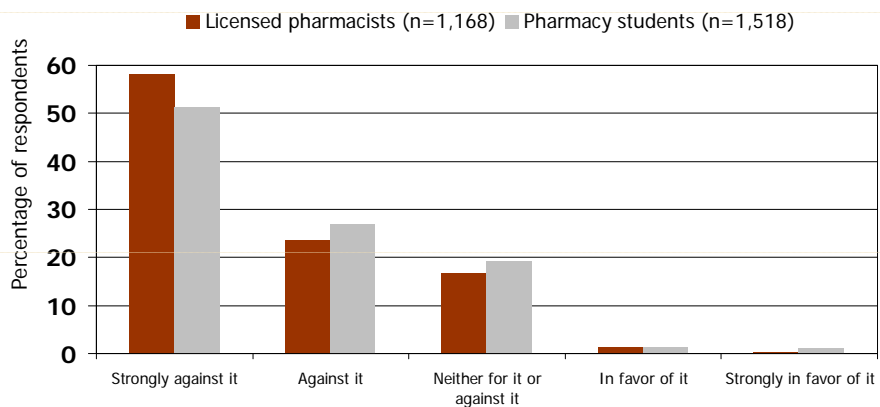
3. Oppose the sale of and use of tobacco products in any facility or establishment where healthcare services are rendered.
4. **Endorse policies to eliminate the sale of tobacco products in all pharmacies and stores that contain a pharmacy.**

Quotable Quotes

- Reasons cited for the continued sale of cigarettes are “weak and unconvincing.”
– Daniel Hussar, PhD, 2004
- “No entity that markets itself as promoting health should sell products that undeniably cause death and disease.”
– Richard Feldman, MD, 2011
- “Store managers don’t like it either. We have a saying ... ‘Kill ‘em at the front, cure ‘em at the back.’”
– A local chain pharmacy store manager
- “If you sleep with mangy dogs, you’re gonna get fleas.”
– Karen Hudmon, DrPH, RPh

TOBACCO SALES in PHARMACIES: Views from the Profession

Fewer than 2% are in favor of tobacco sales in pharmacies

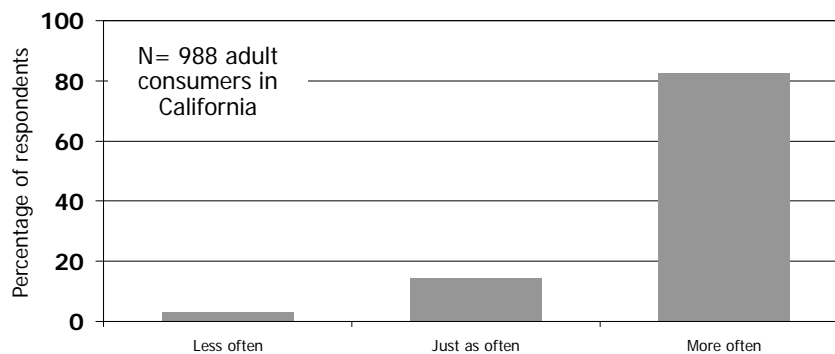


Hudmon KS, Fenlon CM, Corelli RL, Prokhorov AV, Schroeder SA. Tobacco Control, 2006.

TOBACCO SALES in PHARMACIES: Views from Consumers

72.3% of consumers disagree with the statement "I am in favor of tobacco products being sold in pharmacies."

If your pharmacy were to stop selling cigarettes, would you shop there...



Hudmon KS, Fenlon CM, Corelli RL, Prokhorov AV, Schroeder SA. Tobacco Control, 2006.

The new Walgreens. At the new brighter, more open Walgreens we want to bring health and wellness closer to you than ever before. You have health questions, we now have pharmacists out in front of the counter to more easily provide answers. You need an easy health care option, we now have more **Take Care Clinics** with Nurse Practitioners to provide quality care for your family. You have an appetite for fresh food, we now have delicious fresh fruit, vegetables and sandwiches. We're putting well in its place. And that place is the new Walgreens.

Health and wellness everywhere you look. Nothing stands between you and a healthier life at the new Walgreens. Here, you'll find **Take Care Clinics** staffed with board-certified Nurse Practitioners to diagnose and treat your everyday health needs like ear infections and strep throats. Appointments are available and walk-ins are welcome. You'll find an expanded **Health and Wellness** area to pick up over-the-counter medications, as well as a new **Health Corner** room where you can attend special health education events. You can even ask a Walgreens **Health Guide** where to find the right wellness solutions. And for those times you're in a hurry, **Express Rx** lets you pick up your refill and be on your way in no time.

Take Care Clinics at select Walgreens. Patient care services provided by Take Care Health Services, an independent professional corporation. Product and service selection may vary by store.

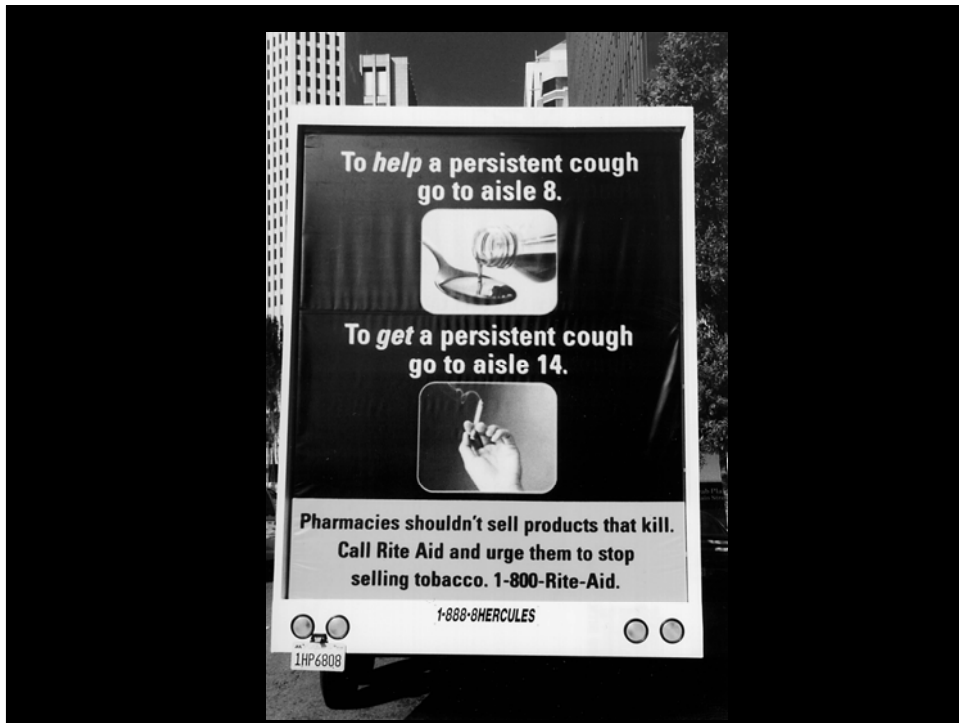
ask your pharmacist




We ask about your tobacco use because we care about your health.

When you are ready to quit, your pharmacy has resources to help you.


Washington State Department of Health
Tobacco Quit Line
1-800-QUIT-NOW
TOLL FREE 8 A.M. - 8 P.M.



To help a persistent cough go to aisle 8.



To get a persistent cough go to aisle 14.



Pharmacies shouldn't sell products that kill.
Call Rite Aid and urge them to stop selling tobacco. 1-800-Rite-Aid.

1-888-8HERCULES

1HP6808

Local Successes

- **TobaccoFree Rx**
 - <http://tobaccofreerx.org>
 - “Pharmacies are not ordinary stores, and tobacco is no ordinary product”
 - Vinnie Jha, MD + Board of Advisors
- **San Francisco:**
 - Mitchell H. Katz, MD

Today's Speaker

- **Mitchell H. Katz, MD**
 - Director, Los Angeles County Department of Health Services



Banning Tobacco Sales in Pharmacies

Mitchell H. Katz, M.D.
Director of Health Services
County of Los Angeles

March 2013

Ordinance passed

In July 2008, San Francisco Board of Supervisors passed an ordinance banning the sale of tobacco in store containing pharmacies.

On October 1, 2008, ban went into effect.

Why ban Tobacco sales in Pharmacies?

- ⇒ Health focus of pharmacies
- ⇒ Vulnerability of persons entering pharmacies
- ⇒ Inherent conflict of interest

Health focus of pharmacies

- ⇒ Pharmacies market themselves as caring about our health.
- ⇒ Selling tobacco by pharmacies may influence social acceptability of smoking.
- ⇒ Decreasing the social acceptability of smoking during the last two decades has resulted in lower smoking rates.
- ⇒ Social acceptability is especially important in determining whether people not yet addicted to tobacco will start to smoke.

Vulnerability of persons entering pharmacies

⇒ People with chronic disease worsened by tobacco go to pharmacies for medication.

- ✓ Asthma
- ✓ Chronic obstructive pulmonary disease
- ✓ Cardiovascular disease
- ✓ Diabetes

⇒ Quitters go to pharmacies to obtain cessation medication.

Conflict of Interest

The more tobacco sold, the more medication prescriptions filled to counter the effects of tobacco.

Impact of voluntary measures on San Francisco pharmacies

Percent Selling tobacco	1976	2003
Independent pharmacies	91%	24%
Chain pharmacies	100%	94%

Voluntary measures effective with independent pharmacies, but not with chain pharmacies.

Experience with bans

- ⇒ Sales of tobacco banned in pharmacies in 8 Canadian provinces
- ⇒ Contrary to industry predictions, no significant business impact on pharmacies

Bans change perception of tobacco

- In Massachusetts youth from towns with strong bans against smoking in restaurants were more likely to say they thought smoking is socially unacceptable.
- National survey found that adolescents who worked in smoke-free workplaces were less likely to smoke.

Why not ban the sale of candy bars and alcohol in pharmacies?

- These substances are safe in moderation, alcohol actually health promoting in moderation.
- No safe level of tobacco.

Repercussions of ban

San Francisco was sued by Phillip Morris USA and Walgreens.

In response to the suit by Walgreen's San Francisco broadened the ban to include supermarkets and big box stores in 2010.

Ban passed by other localities

Boston Massachusetts
Multiple smaller localities in
Massachusetts
Richmond, California
Unincorporated are of Santa Clara
County

Public Support of ban

198 persons interviewed outside of San Francisco pharmacies 1 year after the ban

56% in favor of ban
27% opposed
17% Undecided

88% of current smokers (N=43) had not considered quitting smoking as a result of the ban.

(Kroon, et. al. Tobacco Control. 2012)

Conclusion

No one strategy will eliminate the harm caused by tobacco.

Eliminating the sale of tobacco at pharmacies is an opportunity to decrease the social acceptability of smoking, a strategy that will decrease smoking, especially among those not yet addicted.

Questions & Answers

- Feel free to ask questions via the **chat box**.



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Contact the SCLC

Visit us online:

<http://smokingcessationleadership.ucsf.edu>

Call us toll-free:

1-877-509-3786



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Closing Remarks

Please help us by completing the post-webinar survey.

Thank you for your continued efforts to combat tobacco.

Register now for SCLC's next webinar on April 2, 2013 with Dr. Cheryl Heaton from the Legacy Foundation.

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