

POINT OF SALE IN ESCAMBIA COUNTY

WHAT IS POINT OF SALE?

When we say “**Point of Sale,**” we’re referring to marketing and promoting tobacco products in retail environments – like gas stations, convenience stores, and other retail outlets.



**POINT OF SALE
IS THE TOBACCO
INDUSTRY’S MAIN
MARKETING
METHOD.**

SOME TACTICS THEY USE ARE:



- Discounting products, appealing to children and young adults.
- Paying retailers for prime product location and advertising.
- Targeting lower-income communities.

WHY IS POINT OF SALE IMPORTANT?



Studies show that tobacco use is associated with **exposure to retail advertising** and relatively **easy access to tobacco products**.



Schools with a **higher number of tobacco retailers nearby** tend to have higher smoking rates.



More cigarettes are sold in **convenience stores** than in any other type of store.

WHAT IS ESCAMBIA COUNTY DOING?

1. Educating stakeholders and decision makers about Point of Sale.
2. Collecting data in the retail environment.
3. Educating and engaging youth around Point of Sale work.

YOU CAN GET INVOLVED!

CONTACT SARAH.JUDD@FLHEALTH.GOV FOR MORE INFORMATION.

