



STILL AT RISK:

A Snapshot of Tobacco Marketing in
Bedford-Stuyvesant, Park Slope, and Williamsburg, Brooklyn

New York Public Interest Research Group Fund/NYPIRG | September 2016

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INTRODUCTION AND EXECUTIVE SUMMARY

Tobacco remains the number one cause of preventable death in the United States.¹ Tobacco use has prematurely killed ten times more United States citizens than in all the wars fought by the U.S. throughout its history.² Tobacco marketing is an especially significant issue when it comes to youth.

According to a 2015 Youth Risk Survey Assessment of New York City High School students, 22% of survey participants stated that they had tried smoking cigarettes, and 5.8% of survey participants stated that they had tried a cigarette within the past 30 days.³

Nationally, one out of every thirteen current smokers will die prematurely from smoking-related illnesses.⁴

The largest cigarette companies are investing big money to reach new smokers, spending over \$9 billion nationally—and \$213.5 million in New York—to market their products each year.⁵ Due to legal restrictions, cigarette advertisements have left billboards and TV commercials. Now, they bombard customers in local corner stores and bodegas, pharmacies, and other stores. Unfortunately, these also happen to be places that young people visit frequently. The U.S. Surgeon General has found that the more tobacco advertising and marketing youth see, the more likely they are to smoke.⁶ There are over 9,000 licensed tobacco retailers in New York City and 75% of them have been found to be within 1,000 feet of a school.⁷

NYPIRG has long been involved in the effort to protect New Yorkers of all ages from the negative effects of smoking—from addressing tobacco marketing and youth to supporting smoke-free spaces. In 2013-14, NYPIRG worked with NYC Smoke-Free, formerly the NYC Coalition for a Smoke-Free City, to create a mentorship program

¹U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

² *Supra* note 1.

³ Centers for Disease Control and Prevention (CDC). 1991-2015 High School Youth Risk Behavior Survey Data. Available at <http://nccd.cdc.gov/youthonline/>. Accessed on September 24, 2016.

⁴ *Supra* note 1.

⁵U.S. Federal Trade Commission (FTC), Cigarette Report for 2012, Issued March 27, 2015.

[https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2012/150327-](https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2012/150327-2012cigaretterpt.pdf)

2012cigaretterpt.pdf; and Campaign for Tobacco Free Kids, estimated tobacco industry marketing in NYS prorated based on cigarette pack sales in the state. <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=NY>.

⁶ U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.

⁷ Luke, Douglas A., PhD, et. al. "Family Smoking Prevention and Tobacco Control Act: Banning Outdoor Tobacco Advertising Near Schools and Playgrounds." (*American Journal of Preventive Medicine*; 40(3): 295-302), 2011.

between high school students and college students at four CUNY colleges. The program paired students together to educate their peers and the public about the health effects of tobacco use and the industry's targeted marketing strategies. It culminated in a community mapping survey of tobacco advertisements, *Overexposed*, which can be viewed at www.nypirg.org/health/overexposed.

In 2015, NYPIRG embarked on an exploration to address community-based tobacco control issues within New York City, and more specifically, youth exposure to tobacco products and tobacco advertising. Students and NYPIRG staff worked together to survey and map tobacco advertisements and displays they observed within a one to seven block area surrounding high schools in three Brooklyn neighborhoods: the High School of Telecommunications, Arts and Technology in Bay Ridge; Coy L. Cox School (PS 369) in Boerum Hill; and two high schools across the street from one another in Bushwick—Bushwick Leaders High School for Academic Excellence and EBC High School for Public Service (K 545). The results were published in a report *Adverse Adverts*, which can be viewed at www.nypirg.org/health/advserseadverts.

In 2016, NYPIRG continued its exploration of tobacco-based marketing surrounding Brooklyn high schools to highlight youth exposure to tobacco-based marketing. This year, student volunteers and NYPIRG staff mapped tobacco advertisements and displays they observed within a one to seven block area surrounding high schools in three more Brooklyn neighborhoods: Brooklyn Community Arts and Media High School in Bedford-Stuyvesant; Brooklyn Millennium High School in Park Slope; and Williamsburg Prep High School in Williamsburg. These locations provided a snapshot of tobacco marketing in three geographically and socio-economically diverse neighborhoods.

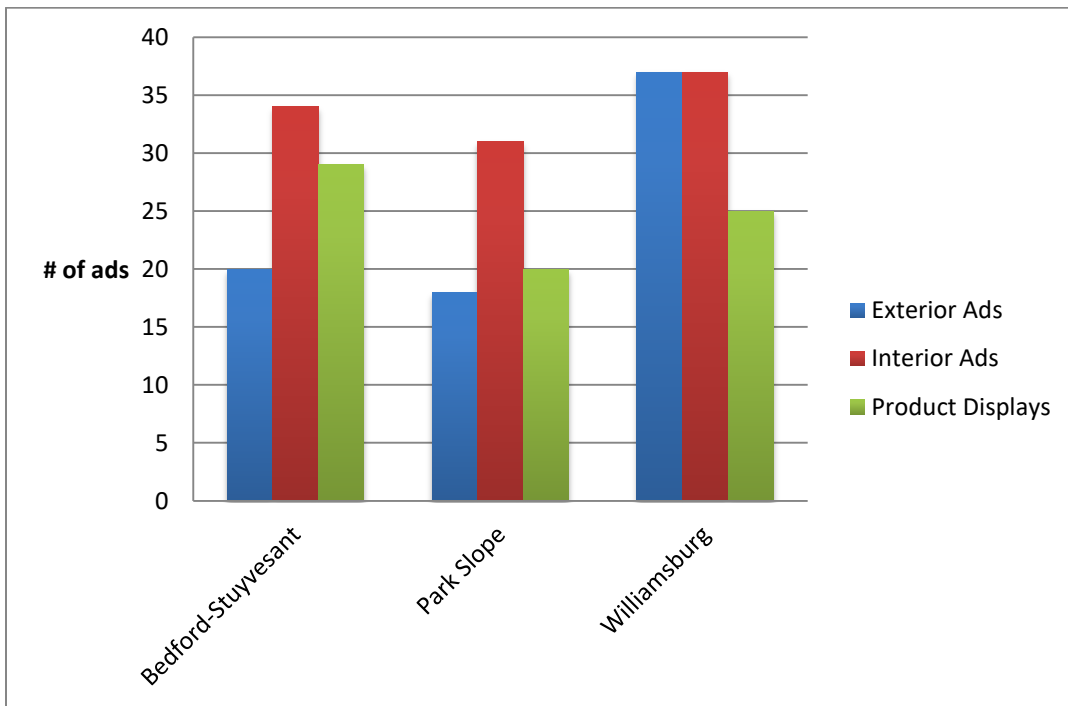
The neighborhood snapshot collected anecdotal evidence, and therefore does not constitute a scientific report. The results spotlight the tobacco advertisements, product displays and other marketing (collectively referred to as “tobacco ads” or “ads” throughout this report) that youth may be exposed to in their everyday lives. NYPIRG staff and student volunteers surveyed 37 stores: 25 corner stores/bodegas; three smoke shops/hookah bars; three grocery stores; two delis; two gas stations; and two non-food retail stores.

The Tobacco Marketing Neighborhood Snapshot found the following:

- Surveyors observed 75 tobacco ads on the exteriors of store buildings.
 - Of the 75 total exterior ads, 20 ads were observed surrounding the Bedford-Stuyvesant high school, 18 ads were observed surrounding the Park Slope

high school, and 37 ads were observed surrounding the Williamsburg high school.

- Surveyors observed 102 total tobacco ads on the interior of stores.
 - Of the 102 total interior ads, 34 ads were observed surrounding the Bedford-Stuyvesant high school, 31 ads were observed surrounding the Park Slope high school, and 37 ads were observed surrounding the Williamsburg high school.
- Surveyors observed 74 total tobacco product displays on the interior of stores.
 - Of the 74 total tobacco product displays, 29 displays were observed surrounding the Bedford-Stuyvesant high school, 20 displays were observed surrounding the Park Slope high school, and 25 displays were observed surrounding the Williamsburg high school.



Surveyors observed a total of 251 tobacco advertisements and product displays within one to seven blocks surrounding the high schools in the three neighborhoods included in the project.

NEIGHBORHOOD SNAPSHOT HIGHLIGHTS

Methodology

Volunteers were trained by NYPIRG's Program Director to canvass neighborhoods and map tobacco advertisements, product displays, promotional product pricing, and other marketing observed on the exterior and interior of stores. Three neighborhoods in Brooklyn, NY—Bedford-Stuyvesant, Park Slope, and Williamsburg—were surveyed between March and May of 2016.

These locations provided a snapshot of tobacco marketing in three geographically and socio-economically diverse neighborhoods. In each neighborhood, between one and seven blocks directly surrounding a high school were surveyed.

Effort was taken to map an area of similar significance and size in each neighborhood. This always included the streets directly around the high school and contiguous streets with local bus and subways stops that serve the school. Maps of each neighborhood are attached to this report.

All stores in each defined area were canvassed; however, a store was only surveyed when at least one exterior ad, interior ad, or tobacco product display was observed. For each completed survey, the type of business was identified. Surveyors were asked to classify each store by one of these six categories:

- Corner Store/Bodega
- Grocery Store
- Non-Food Retail
- Gas Station
- Restaurant
- Other: _____

Types of stores which were identified as "Other" include smoke shops, bars, and discount chains. (Note: only the exteriors of smoke shops and bars were surveyed since you must be 18 years or older to enter. However, passersby of all ages are exposed to the store exteriors.)

Types of Businesses Surveyed

A store was surveyed when at least one exterior ad, interior ad, tobacco product display or other tobacco marketing was observed. Traditional tobacco cigarettes,

loose tobacco, hookah, cigar, cigarillo, and electronic cigarette ads were all included. In total, our staff and student volunteers surveyed 37 stores.

- 17 stores were in Bedford-Stuyvesant
- 6 stores were in Park Slope
- 14 stores were in Williamsburg

In total, 25 corner stores/bodegas, three smoke shops/bars, three grocery stores, two delis, two gas stations, and two non-food retail stores were surveyed. Corner stores/bodegas represented the most common location for tobacco ads and displays survey-wide and in all three locations.

- In Bedford-Stuyvesant, 12 corner stores/bodegas, two gas stations, two grocery stores, and one smoke shop were surveyed.
- In Park Slope, four corner stores/bodegas, one smoke shop, and one non-food retail were surveyed.
- In Williamsburg, nine corner stores/bodegas, two delis, one grocery store, one smoke shop, and one non-food retail store were surveyed.

There were 251 ads observed in the 37 stores, which is an average of 6.8 ads or product displays per store.

Exterior Advertisements

Exterior advertisements subject shoppers and passersby to tobacco marketing whether they are tobacco users or not. Scores more people than the store's shoppers may see exterior advertisements in high traffic areas, such as mass transit hubs. Surveyors observed 75 total tobacco advertisements on the exteriors of store buildings including the walls, windows, doors, and other property of the establishment. Of the 75 total exterior ads, 20 ads were observed in the Bedford-Stuyvesant area, 18 were observed in the Park Slope area, and 37 were observed in the Williamsburg area. Bedford-Stuyvesant ads represented 27% of total exterior ads observed, Park Slope ads represented 24%, and Williamsburg ads represented 49%.



Photo Credit: Diana Fryda

In this survey, a total of 37 ads (or 49%) were placed on exteriors at an adult's eye-level (five to six feet above the ground), 15 (20%) were placed above the head, and 23 (31%) were near the ground.

It is worth noting that, in six locations (three in Bedford Stuyvesant and three in Williamsburg), large—often times floor to ceiling—interior displays of tobacco products or paraphernalia, such as hookah pipes and e-cigarette cartridges and vaporizers, were visible to passersby on the exterior. In Bedford-Stuyvesant, the majority of external ads were for hookah paraphernalia and alternate tobacco products rather than traditional tobacco brands.

Interior Advertisements

Surveyors observed 102 total tobacco advertisements on the interior of stores. The interior of the store includes in, on and around counters, shelves, registers, interior walls, ceilings, and other places easily visible from anywhere a customer might stand. In total, 34 interior ads were observed in Bedford Stuyvesant, 31 were observed in Park Slope, and 37 were observed in Williamsburg. Compared to the total number of interior ads observed, Bedford-Stuyvesant represented 33%, Park Slope represented 30% and Williamsburg represented 36%.

Tobacco Display Observations

Surveyors observed 74 separate tobacco product displays. Product displays are any tobacco product or paraphernalia that was visible for purchase. Tobacco products included traditional cigarettes, e-cigarette cartridges and liquids, loose tobacco and rolling papers, cigars, cigarillos, pipes, and hookahs. In total, 29 tobacco product displays were observed in Bedford-Stuyvesant, 20 displays were observed in Park Slope, and 25 displays were observed in Williamsburg.



Photo Credit: NYC Smoke-Free:
<http://nycsmokefree.org/tobacco-retail-marketing>
Accessed in 2015

Surveyors noted at least three instances where interior tobacco ads or product displays were placed adjacent to candy and ice cream displays.

Brand Observations

Newport brand tobacco product advertisements were found most frequently on both store exteriors and interiors. The second most frequently observed brand was American Spirit on store exteriors and Marlboro on store interiors. (see Brand Frequency List pgs. 17-19 for more information).

While exterior ads had a wide variety of traditional and alternate tobacco product ads (such as e-cigarettes, chewing tobacco and hookah), from a variety of traditional and new brands (such as Blu or Snus), the interior ads and product displays in all three neighborhoods had were mostly traditional product brands (such as Newport, Marlboro, American Spirit, and Camel).

It is worth noting that e-cigarette brand ads accounted for 20 of the 36 brands observed on the exterior of stores. The prevalence of exterior e-cigarette ads is noteworthy as the 2014 National Youth Tobacco Survey found that, in just one year, e-cigarette use tripled among high school students, even while traditional cigarette use declined.⁸ According to the Center for Disease Control, "In 2015, e-cigarettes were the most commonly used tobacco product among middle (5.3%) and high (16.0%) school students."⁹

⁸ Centers for Disease Control and Prevention and the U.S. Food and Drug Administration's Center for Tobacco Products, 2014 National Youth Tobacco Survey, <http://www.cdc.gov/media/releases/2015/p0416-e-cigarette-use.html>.

⁹ Singh T, Arrazola RA, Corey CG, et al. Tobacco Use Among Middle and High School Students—United States, 2011–2015. *MMWR Morb Mortal Wkly Rep* 2016; 65:361–367. DOI: <http://dx.doi.org/10.15585/mmwr.mm6514a1>.

NEIGHBORHOOD SNAPSHOT PARTICIPANT OBSERVATIONS

"My advice to younger people is don't use tobacco, it's bad for your health." – *Ucheyahweh Nwabuoku, New York City College of Technology student and survey participant*



"This was a very informative experience. I realized how many tobacco ads there are, both inside and next to candy and outside the store too." – *Nidah Sheikh, Brooklyn College student and survey participant*

Photo Credit: Jenna Lamb

"At one location, there was a General Snus advertisement near the ice cream freezer. That really stood out to me." - *Jennifer Ramos, New York City College of Technology student and survey participant*



Photo Credit: Megan Ahearn

"The amount of tobacco brands out there really stood out to me. I was not aware that there were so many tobacco brands being advertised...There were three shelves of hookahs and other electronic smokes in the display window – I was surprised at the amount! I was also astonished at the four shelves of cigarettes near the candy...They are placed in the stores strategically to look enticing." – *Renella Thomas, Brooklyn College student and survey participant*



"I noticed a huge prevalence of e-cigarette ads – I was surprised at how many there were. They look like high-tech toy ads, very cool and sleek." – *Emily Skydel, NYPIRG Project Coordinator and survey participant*

Photo Credit: Neil Button

TOBACCO ADVERTISEMENTS AND TOBACCO PRODUCTS ON DISPLAY

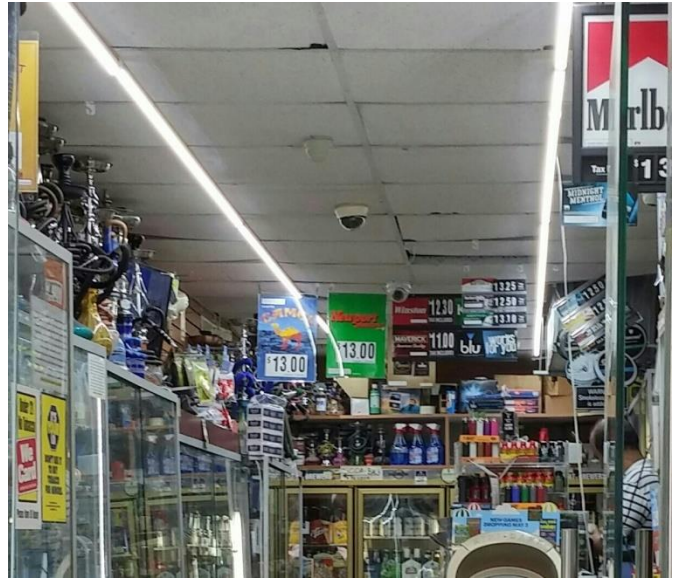


Photo Credits: Diana Fryda



Conclusion

While this neighborhood snapshot educated participants and the public about Big Tobacco's advertising strategies, there's more we can do to tackle this issue head on. Retailers can help by reducing tobacco marketing in and on their stores. They might also elect not to place tobacco products or advertisements near children's products such as toys or candy, or sell or advertise tobacco products around schools. New Yorkers can help to draw attention to tobacco marketing in their own communities and encourage tobacco control protections for youth.

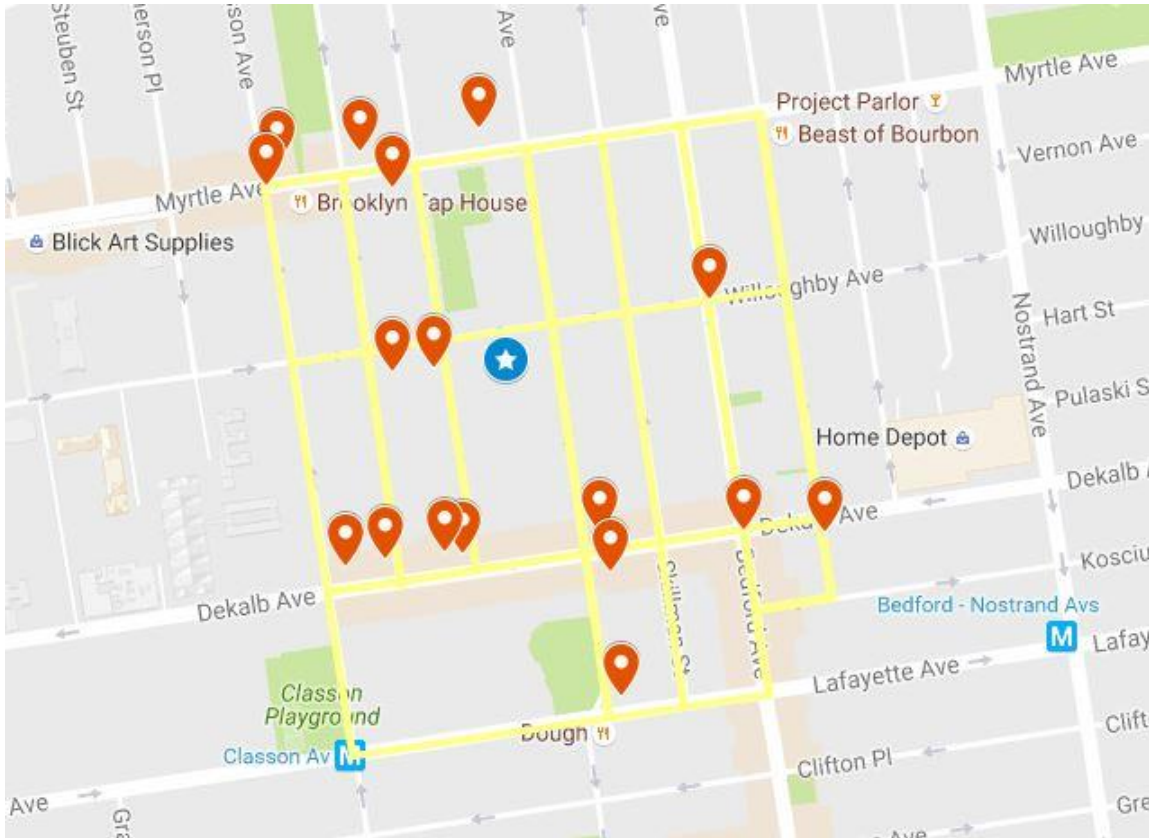
ACKNOWLEDGMENTS AND CREDITS

Observations were carried out by NYPIRG staff and college students working with NYPIRG in March, April, and May of 2016. Surveyors included the following people: Megan Ahearn, Kevin Flores, Diana Fryda, Diana Lee, Ucheyahweh Nwabuoku, Jennifer Ramos, Nidah Sheikh, Emily Skydel, Renella Thomas, and Eli Todd. The survey authors would also like to thank Blair Horner and Laena Orkin for their assistance and contributions. This publication was made possible with funding from the Centers for Disease Control and Prevention. For more information, contact Megan Ahearn (mahearn@nypirg.org) or Diana Fryda (dfryda@nypirg.org) at NYPIRG or visit www.nypirg.org/health. *Cover page photo credit: Diana Fryda*

ATTACHMENTS

Bedford-Stuyvesant Map

Highlighted areas indicate the blocks surveyed. Pins indicate locations where tobacco advertisements or tobacco product displays were observed. The star indicates the high school.



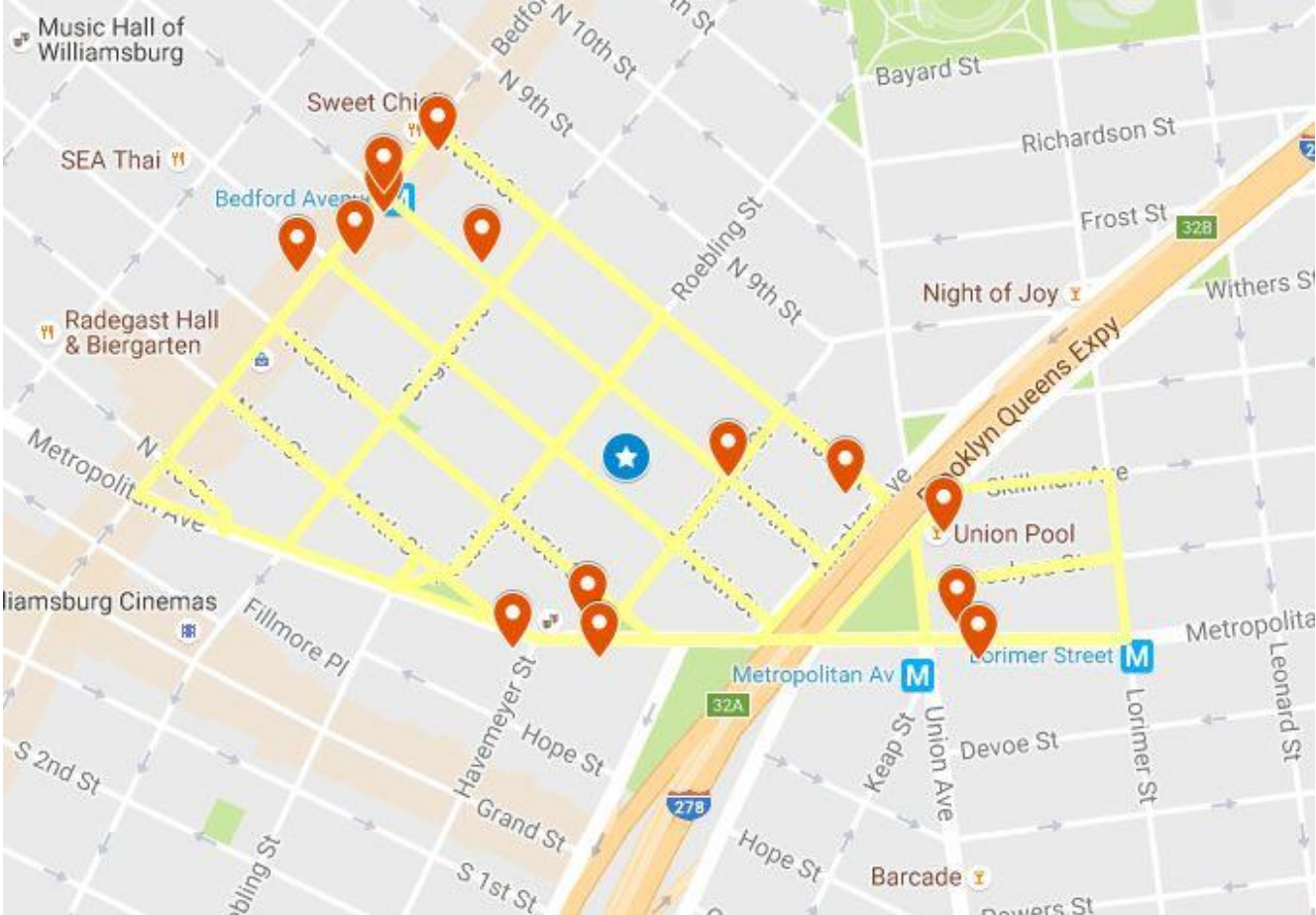
Park Slope Map

Highlighted areas indicate the blocks surveyed. Pins indicate locations where tobacco advertisements or tobacco product displays were observed. The star indicates the high school.



Williamsburg Map

Highlighted areas indicate the blocks surveyed. Pins indicate locations where tobacco advertisements or tobacco product displays were observed. The star indicates the high school.



Brand Frequency Lists

Survey Wide	Exterior Ad Brands	Exterior, [Number of Occasions Observed]	Interior Ad Brands	Interior, [Number of Occasions Observed]
	Newport	8	Newport	23
	American Spirit	7	Marlboro	19
	Hookah pipes	6	Camel	13
	General Snus	6	American Spirit	11
	E-cigarette paraphenalia	3	Pall Mall	8
	Eon Smoke	3	Parliament	4
	Pax	3	E-on Smoke	3
	Blu E-cig	2	Game Cigars	3
	Camel	2	Logic Pro	3
	Cigars	2	Blu E-cig	2
	Grizzly	2	Nat Sherman	2
	Logic	2	Crush Experience	1
	Nat Sherman	2	Export A	1
	NJoy	2	General Snus	1
	Push	2	Grizzly	1
	Raw	2	Kool	1
	Vuse	2	Maverick	1
	Al Capone Cigar	1	Palmolive	1
	Ascent	1	Phillies	1
	Big Flavor Tobacco	1	Red Sun	1
	Craft	1	Vuse	1
	Eagle	1	Winston	1
	Firefly	1		
	G	1		
	Hype	1		
	Longhorn pouches	1		
	Marlboro	1		
	Maverick	1		
	Natural Leaf	1		
	Play e-cigs	1		
	Redman	1		
	Show	1		
	Space Vapor	1		
	Top & Bulger	1		
	Torch	1		
	Wolf pouches	1		

Bedford Stuyvesant	Exterior Ad Brands	Exterior, [Number of Occasions Observed]	Interior Ad Brands	Interior, [Number of Occasions Observed]
	Hookah pipes	4	Newport	11
	Eon Smoke	3	Marlboro	6
	Newport	3	Camel	3
	American Spirit	1	E-on Smoke	3
	General Snus	1	American Spirit	2
	Grizzly	1	Game Cigars	2
	Hype	1	Pall Mall	2
	Logic	1	General Snus	1
	Marlboro	1	Grizzly	1
	Raw	1	Parliament	1
	Show	1	Red Sun	1
	Top & Bulger	1	Vuse	1
	Vuse	1		

Park Slope	Exterior Ad Brands	Exterior, [Number of Occasions Observed]	Interior Ad Brands	Interior, [Number of Occasions Observed]
	Newport	4	Newport	8
	NJoy	2	Marlboro	7
	Blu E-cig	1	American Spirit	4
	Camel	1	Camel	4
	Cigars	1	Logic	3
	General Snus	1	Parliament	2
	Logic	1	Crush Experience	1
	Longhorn pouches	1	Nat Sherman	1
	Maverick	1	Pall Mall	1
	Natural Leaf	1		
	Play e-cigs	1		
	Redman	1		
	Space Vapor	1		
	Wolf pouches	1		

Williamsburg	Exterior Ad Brands	Exterior, [Number of Occasions Observed]	Interior Ad Brands	Interior, [Number of Occasions Observed]
	American Spirit	6	Camel	6
	General Snus	4	Marlboro	6
	E-cigarette paraphernalia	3	American Spirit	5
	Pax	3	Pall Mall	5
	Hookah pipes	2	Newport	4
	Nat Sherman	2	Blu E-cig	2
	Push	2	Cigars	1
	Al Capone Cigar	1	Export A	1
	Ascent	1	Kool	1
	Big Flavor Tobacco	1	Maverick	1
	Blu E-cig	1	Nat Sherman	1
	Camel	1	Palmolive	1
	Cigars	1	Parliament	1
	Craft	1	Phillies	1
	Eagle	1	Winston	1
	Firefly	1		
	G	1		
	Grizzly	1		
	Newport	1		
	Raw	1		
	Torch	1		
	Vuse	1		



Surveyor Name: _____

School: _____

Phone #: _____

Email: _____

Instructions:

Thank you for taking part in this community mapping survey! To complete this survey, you will need a pen, this paper survey, and a camera. Fill out the answers to the below questions when you observe any sort of tobacco advertisements (ads) on the exterior or interior of stores within the designated survey area. Advertisements include pricing and promotion announcements, traditional advertisements, tobacco brand labels, the cigarettes themselves, branded display cases, etc. If you are unsure, take a picture of the advertisement and include it in your survey. Use a different survey form for each store that you observe tobacco and/or anti-tobacco ads on or in. Please take a picture of at least 5 tobacco ads that can be emailed at a later time. Please be as specific as possible in your answers.

Business Name: _____	
Street Address: _____	Cross Streets: _____
Type of Business: <input type="checkbox"/> Corner Store/Bodega <input type="checkbox"/> Grocery Store <input type="checkbox"/> Non-Food Retail <input type="checkbox"/> Gas Station <input type="checkbox"/> Restaurant <input type="checkbox"/> Other: _____	

1. EXTERIOR TOBACCO ADVERTISEMENTS

- How many tobacco ads do you see on the exterior of the store?: _____
- For each ad, list the brand and where it is placed in comparison to your eye-level:
 - Brand: _____ Placed (circle one): at eye-level¹⁰ near ground above head
 - Brand: _____ Placed (circle one): at eye-level near ground above head
 - Brand: _____ Placed (circle one): at eye-level near ground above head
 - Brand: _____ Placed (circle one): at eye-level near ground above head
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 - Brand: _____ Placed (circle one): at eye-level near ground above head
 - Brand: _____ Placed (circle one): at eye-level near ground above head

2. INTERIOR TOBACCO PRODUCT DISPLAYS

- Do you see cigarette packs OR cartons displayed anywhere in the store? (circle one): YES or NO
- Do you see other tobacco products (e.g., smokeless products, e-cigarettes, cigars, pipes, papers, loose tobacco, etc.) displayed anywhere in the store? (circle one): YES or NO
- Please describe each tobacco product display. Measure shelf space by counting the number of “pack facings” on the front row of shelves and displays. Count the number of packs across and

¹⁰ Five to six feet above the ground.

down. Cartons stacked with the longest side facing front count as five packs; cartons stacked with the shorter side facing front count as two.

- DISPLAY 1:
 - Location of display: _____
 - Size of display (total pack facings horizontal x vertical): _____ x _____
- DISPLAY 2:
 - Location of display: _____
 - Size of display (total pack facings horizontal x vertical): _____ x _____
- DISPLAY 3:
 - Location of display: _____
 - Size of display (total pack facings horizontal x vertical): _____ x _____

3. INTERIOR TOBACCO ADVERTISEMENTS

○ How many tobacco ads do you see on the inside of the store? :

○ For each ad, what is the brand and where is it placed in comparison to your eye-level:

- Brand: _____ Placed (circle one): at eye-level near ground above head
- Brand: _____ Placed (circle one): at eye-level near ground above head
- Brand: _____ Placed (circle one): at eye-level near ground above head
- Brand: _____ Placed (circle one): at eye-level near ground above head
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- Brand: _____ Placed (circle one): at eye-level near ground above head
- Brand: _____ Placed (circle one): at eye-level near ground above head

▪ Additional Notes: _____

4. Other Notes:

5. Interview Questions:

What are your overall thoughts from the experience?: _____

Did anything stand out to you in particular?: _____

Do you have any advice for younger people?: _____

Please attach photos you took of ads and a headshot and send to mahearn@nypirg.org when you hand in this survey. Thank you!