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

Tip: VoIP will be available on today’s webinar. Make sure your speakers are ON and adjust the sound.

Do NOT close the “Audio Broadcast” box during the webinar.

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• All lines will be muted during the presentation
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• Webinar is being recorded
• Questions are encouraged throughout via the chat box
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 speakers, moderators, 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 the continuing medical education activity.

Moderator

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

Today’s Speaker

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

<table>
<thead>
<tr>
<th>Cause of Death</th>
<th>Deaths</th>
<th>Percent</th>
</tr>
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<tbody>
<tr>
<td>Cardiovascular diseases</td>
<td>128,497</td>
<td>29%</td>
</tr>
<tr>
<td>Lung cancer</td>
<td>125,522</td>
<td>28%</td>
</tr>
<tr>
<td>Respiratory diseases</td>
<td>103,338</td>
<td>23%</td>
</tr>
<tr>
<td>Second-hand smoke</td>
<td>49,400</td>
<td>11%</td>
</tr>
<tr>
<td>Cancers other than lung</td>
<td>35,326</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>1,512</td>
<td>&lt;1%</td>
</tr>
</tbody>
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**TOTAL: 443,595 deaths annually**


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?

More active 86.4%

No change 12.5%

Less active 1.1%

n = 1,168

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**
Good health is priceless.

So are nicotine patches or gum while supplies last.

GET A FREE two-week starter kit of nicotine patches or gum just by visiting the RALPHS PHARMACY.


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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

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

Percentage of respondents

- Licensed pharmacists (n=1,168) and Pharmacy students (n=1,518)

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...

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.
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
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

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<tr>
<th>Percent Selling tobacco</th>
<th>1976</th>
<th>2003</th>
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<tr>
<td>Independent pharmacies</td>
<td>91%</td>
<td>24%</td>
</tr>
<tr>
<td>Chain pharmacies</td>
<td>100%</td>
<td>94%</td>
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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.

Contact the SCLC

Visit us online:
http://smokingcessationleadership.ucsf.edu

Call us toll-free:
1-877-509-3786
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.