

# RESTRICTIONS ON EXTERIOR ADVERTISING



## *Cleaning up the convenience store*

### Fighting Big Tobacco

The tobacco industry spends billions of dollars every year to advertise its dangerous products at the point-of-sale to help recruit new smokers. Restrictions are needed to reverse this trend.

### Cutting into Youth Smoking

Studies have found that higher levels of tobacco advertising are associated with higher levels of smoking among youth. Content neutral advertising restrictions may be a solution.

In 2016,  
the tobacco  
industry spent over

# \$7.1 billion

on advertising and promotional  
expenditures, mostly at the point-of-sale

Youth frequently exposed to  
tobacco promotion are

# 60%

more likely to have  
tried smoking

Restricting advertising at the point-of-sale  
reduces youth experimental smoking by

# 31%

# 1 in 3

recent ex-smokers  
reported urges to start smoking  
after seeing tobacco advertisements

# RESTRICT ALL TOBACCO ADVERTISING



## Mad Men at the point-of-sale:

Tobacco companies spend over \$7 billion a year on advertising at the point-of-sale (convenience stores, gas stations, etc). These advertisements generally include signage, window wraps and posters that take up a disproportionate amount of space within the store or on the storefront. Multiple studies have found that this advertising has a number of negative effects from increasing youth smoking, to increasing overall cigarette sales, and even making it more difficult to quit smoking. At the same time, these advertisements are nearly unregulated in South Carolina outside of current regulations within federal law.

## Fixing the problem:

Regulations on point-of-sale advertising, while simple in concept, require some legal maneuvering to avoid challenges claiming a violation of 1st amendment rights. That being the case, it is best to approach this issue from the perspective of regulating all advertising, tobacco or not. This method, content-neutral advertising regulation, gives local governments a large degree of independence in restricting advertising by nearly every variable as long as the message of the advertisement remains. This method also offers individual communities the ability to tailor the regulations to best fit their area.

## What a fix could mean for smoking:

Point-of-sale advertising has a significant negative impact as it increases youth smoking, increases overall cigarette sales and makes it more difficult to quit smoking. In restricting this type of advertising, improvements could be made in all of these areas. Other studies have also found that restricting point-of-sale advertising can lead to a 31% decrease in adolescents experimenting with smoking. With all of these benefits from something as simple as regulating advertising, limiting point-of-sale advertising should be a priority for local governments in South Carolina.

## Sources:

- <https://countertobacco.org/policy/restricting-tobacco-advertising-and-promotions/>
- <http://www.publichealthlawcenter.org/sites/default/files/re-sources/tclc-guide-contentneutralads-20111.pdf>
- <https://www.ncbi.nlm.nih.gov/pubmed/19246438>
- <https://countertobacco.org/the-war-in-the-store/>

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