



# Regional Pennsylvania Tobacco-Free Coalitions

Wednesday, December 7th, 2022

11:00 a.m. – 1 p.m.

Microsoft Teams

## Meeting Minutes

**Welcome, Introductions - Lead** *Jennifer King, Health Promotions*

**Presentation Speaker** *La Tanisha C. Wright - Focus vs. Non-Focus: How Tobacco Industry Marketing Varies by Community*

- La Tanisha Wright previously worked for the Brown & Williamson Tobacco Company and shared her experience and knowledge how tobacco companies use marketing efforts towards Focus and Non-Focus retail areas.
- There are 16 areas within a store dedicated to entice/lure tobacco users/non-tobacco users to purchase tobacco products
  - The Tobacco Territory Manager will engage in a conversation with a buyer to purchase tobacco products by providing coupons, free samples and even money at various locations.
  - Targeted marketing efforts to specific gender and ethnicity includes:
    - Color of packaging plays an important role in sales
    - Package size and design
- Retailers do not have to flood their stores with tobacco posters, flyers, or other marketing materials.
  - Tobacco companies can use 1 advertising sign and 1 display
- Tobacco companies market tobacco less aggressively to chain stores – because chain stores have a larger area, more merchandise and maintain a clean, organized a similar interior placement design.
- Terminology –
  - Goal post area – term used in retail stores where buyers make purchases
  - Switch selling – Tobacco employees convince tobacco users to use another brand or type of product. They may offer an individual cash or smell a product.
  - BLUFF – is a dangerous neighborhood (normally inhabited by low-income/poverty, drug/alcohol addiction, homeless individuals, including children).
  - TMS – Tobacco Territory Manager
    - Will wear civilian casual clothing, drive a general automobile without any business advertisements.
- Encourage tobacco recovery patients to:
  - Buy items online (where they will not encounter triggers)
  - Shop at mass merchandiser such as CVS, Walmart, and Target for example
  - Use the drive-through to purchase or pick-up bought items
- If you have any questions, you can contact her at [LaTanish@Follow-the-Signs.com](mailto:LaTanish@Follow-the-Signs.com)
- Handouts mentioned in Ms. Wright's presentation will be sent upon receipt.

## **Lung Association Coalition Updates, *Staff members of Health Promotions***

- See attached PowerPoints

### **Questions & Closing Remarks**

Please complete the evaluation survey! We value your feedback. [meeting survey link](#)

### **Upcoming Coalition Meetings, location TBD**

- SC Region: March 7, 2023, 10:00 am - 2:00 pm
- NC Region: March 14, 2023, 10:00 am - 2:00 pm
- NE Region: March 15, 2023, 10:00 am – 2:00 pm
- SC Region: June 6, 2023, 10:00 am – 2:00 pm
- NC Region: June 7, 2023, 10:00 am- 2:00 pm
- NE Region: June 13, 2023, 10:00 am – 2:00 pm

**Adjournment: 12:42**