

STARS Policy Crosswalk

The Standardized Tobacco Assessment for Retail Settings (STARS) was designed as a user-friendly and concise tool to facilitate data collection for evidence-based tobacco control policies. This table pairs items from STARS with relevant POS policies, and offers supplemental options from the six POS policy domains.

Point-of-sale (POS) policy domains

LD	licensing & density
AD	advertising
NT	non-tax price increases
PP	product placement
HW	health warning
EC	e-cigarettes
Msc	miscellaneous

Policy problem	STARS items	Relevant policies	Potential options
Exterior ads	6a-f	restrict placement of outdoor ads implement content-neutral ad restrictions	AD LD
Type of store selling tobacco products	7 9-10	ban sales at certain types of stores establish minimum distance between retailers	LD
Sale and display of tobacco products	8 12a-b	limit #/sq. footage of product displays ban product displays	PP
Graphic health warnings displayed	11	require posting of graphic health warnings require posting of quitline information	HW
Tobacco products/ads near youth items	12c-d 13-15e-f	ban self-service for OTPs limit placement of indoor ads	LD AD PP
Price promotions or cross-product promotions	12e-f 13-15h-i	ban price & multipack discounts ban redemption of coupons	NT
Cheap cigarette prices & ads	18-19a-c	establish minimum cigarette pack price ban price discounts	NT
Sale of OTPs	13-15a	establish minimum package laws for OTPs raise MLSA for tobacco products	LD Msc
Sale of flavored OTPs	13-15b	ban flavored OTPs ban sales in youth locales	LD Msc
Sale of single/cheap OTPs	13c-d	establish minimum package laws for OTPs ban price discounting	NT Msc
Self-service sales of OTPs	13-14g	ban self-service for OTPs ban sales in youth locales	PP LD
Sale of e-cigs & flavored e-cigs	16a-b	ban sales of e-cigs at certain types of stores require license to sell e-cigs	EC
E-cigs/ads near youth items	16e-f	ban sales of e-cigs at certain types of stores establish MLSA for e-cigs	EC
Self-service sale of e-cigs	16g	ban self-service of e-cigs require license to sell e-cigs	EC
E-cig price promotions or cross-product promotions	16h-i 20a-c	establish tax on e-cigs ban price discounts	EC NT

OTPs = other tobacco products, including cigars, cigarillos, little cigars, snuff, smokeless tobacco, loose tobacco, hookah; MLSA = minimum legal sales age; E-cigs = e-cigarettes, e-liquid, accessories; Youth locales = near schools, parks, libraries; Youth items = candy, soda, slushies, ice cream, toys

Point-of-sale Policy Domains

Policy domain	Example policy options
LD licensing & density	<ul style="list-style-type: none"> establish or increase licensing fees limit or cap total number of licenses in a specific area prohibit tobacco sales in youth locales restrict retailers from operating within a certain distance of other retailers restrict retailers in certain zones (e.g., residential zones) prohibit tobacco sales in certain types of retailers (e.g., pharmacies) limit number of hours or days for sales
AD advertising	<ul style="list-style-type: none"> limit the times (of day) when advertising is permitted limit placement of ads at certain store locations (e.g., near youth locales) limit placement of ads inside stores (e.g., near cash registers) limit placement of outdoor ads ban certain manners of advertising (e.g., outdoor sandwich board-style ads) establish content-neutral advertising restrictions (e.g., 15% of window space)
NT non-tax price increases	<ul style="list-style-type: none"> establish cigarette minimum price laws ban price discounting (e.g., specials, multipack options) ban redemption and/or distribution of coupons require disclosure of manufacturer incentives for retailers (i.e., sunshine law) establish mitigation fees (e.g., to clean up cigarette litter, to cover cessation services)
PP product placement	<ul style="list-style-type: none"> ban product displays (i.e., require products to be stored out of view) ban self-service displays for OTPs restrict the number of products that can be displayed (e.g., one sample of each) limit times during which product displays are visible (e.g., after school hours)
HW health warning	<ul style="list-style-type: none"> require posting of graphic health warnings at POS require posting of quitline information at POS
EC e-cigarettes	<ul style="list-style-type: none"> establish MLSA for e-cigs limit where e-cigs can be sold (e.g., near youth locales, at certain types of retailers) ban self-service displays for e-cigs establish tax on e-cigs require licensing for e-cig retailers
Msc miscellaneous	<ul style="list-style-type: none"> ban flavored OTPs (e.g., cigarillos, little cigars) require minimum pack size for OTPs (e.g., no single or two-pack cigarillos) raise the MLSA for tobacco products (e.g., from 18 to 21)

To learn about four states' experiences, check out the CPHSS report, *Assessing Retail Environments with STARS*, available at <http://bit.ly/1MUFHuP>.

MORE INFORMATION:

STARS	http://www.sctcresearch.org/blog/standardized-tobacco-assessment-for-retail-setting
POS Policy	http://cphss.wustl.edu/Projects/Pages/ASPiRE-Products.aspx http://cphss.wustl.edu/Projects/Pages/Tobacco-Control-Guides.aspx http://publichealthlawcenter.org

