

Chain Drugstore Policies And Attitudes About Tobacco Sales and Promotions — Phase II



Executive Summary

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Introduction

The Pharmacy Partnership has worked to eliminate tobacco sales in pharmacies and chain drugstores throughout California since 1995. During the first two years, work was concentrated around eliminating tobacco products from independently owned pharmacies. After helping to achieve a success rate of nearly 80% (tobacco free independent pharmacies), Pharmacy Partnership began to address the issue with the larger chain drugstores in California.

This survey was first conducted in 1997 to gain an overview of what the current trends were among chain drugstores. It was found that of the five major chain drugstores in the state the Medicine Shoppe chain was the only chain that did not allow any of its stores to promote or sell tobacco products. The other four corporate drugstore chains in California including Rite-Aid (formerly Thrifty-Payless), Sav-On Drugstores, Longs Drugs, and Walgreens all allowed tobacco promotion and sales in their stores. In 1997 over 93% of the drugstores interviewed sold cigarettes in their stores; 84.4% sold cigars; 80.9% sold pipe or loose tobacco; and 81.7% sold chewing tobacco.

A second survey to collect follow-up data was conducted in 2000. The project increased the number of questions that asked pharmacists about their cessation practices, tobacco knowledge and attitude toward the sale of tobacco in pharmacies and drugstores in general. Due to the large amount of information contained in this survey, our evaluator did a brief summary of their findings (at the end of this document) which is an overview of the current findings compared to those in 1997.

We would like to address the marked decrease (from 54.2% in 1997 to 38.4% in 2000) in the number of chain drugstores that no longer sell tobacco products from open display cases (self-service displays). While we would like to attribute these changes to the progressive actions on the part of the corporate chain management, we must take into consideration that in recent years the trend of local communities to pass ordinances that eliminate tobacco sales from these types of displays play a significant role in this decrease.

If you have any comments or questions regarding this executive summary, please feel free to contact Prescription for Change (formerly Pharmacy Partnership) at (415) 882-3326. We recognize that there is still some distance to go to eliminating all tobacco promotions and sales from chain drugstores in California. However, within the last year more Californians became aware of the inherent contradiction of commercial health centers, pharmacies and chain drugstores, selling tobacco products at the same time they sell prescriptions aimed at relieving the pain and disease caused by tobacco use and second hand smoke. Due to community norm changes, California consumers are increasingly intolerant of this type of hypocrisy in their communities.

Methodology

Eight hundred sixty-seven chain pharmacy sites were initially surveyed in 1997. Of these, 849 are still in business, and these sites comprised the initial sample for the 2000 survey. Data collection in 2000 served two functions: first, to create a panel design in conjunction with 1997 data, and second to provide pre-test data for a second three-year grant period, commencing Summer of 2000. A list was obtained from the California Board of Pharmacies from which 175 additional sites were identified as new locations to be included among pre-test data for the new grant period, however results obtained from these new locations are not reported here.

The survey questionnaire initially consisted of two parts, the first of which was to be completed by a store manager and the second by the pharmacist on duty. After six days of interviewing, it was determined that administering the two portions of the questionnaire together as one instrument was inefficient. Frequently, the “store policy” component of the survey was easily completed by the manager on duty, but the pharmacist was not available to answer the second section of the questionnaire. This resulted in a large number of partially completed interviews. It became apparent that the most effective time to contact the store manager was not necessarily the most convenient time for the pharmacist to answer survey questions. On April 27, the survey questionnaire was divided into two instruments and the data collection effort separated into “two studies”.

Because of the division of the survey questionnaire, completed interviews may consist of both pharmacy and store information or either the “store” or “pharmacy” components of the questionnaire alone. Among the 767 chain drugstores re-interviewed in 2000, 513 (66.9%) completed both store policy and pharmacist opinion questionnaires. At 87 locations (11.3%), only store policy information was obtained, and only pharmacists’ opinions were collected from the remaining 167 locations (21.8%). For the analyses that compare 1997 and 2000 survey results, 600 cases are matched. This number may decrease with some analyses because only valid responses are included.

Some telephone numbers used in the 1997 survey were no longer in service or had reverted to non-business uses in 2000. Information assistance and Internet directories were utilized to obtain more recent telephone numbers, or to determine that the operation was defunct. Chain drugstores for which no alternative phone number was available were given the final disposition “not a business” or “phone disconnect.” All chain drugstores in which the store manager or pharmacist referred the interviewer to their corporate office in lieu of answering any survey questions were attempted at least one more time before receiving the final disposition “refer to corporate.” The table on the following page depicts the final disposition of the initial sample for the 2000 survey.

Table 1
Final Disposition

No Answer	5
Busy	1
Phone Disconnect	8
Fax Machine	1
Not a Business	3
Qualified Refusal	3
Unqualified Refusal	5
Complete	767
Unqualified Callback	19
Complete Came Back	1
Not Qualified	2
Not Available Project Dates/Hours	1
Refer to Corporate	31
Total	849

To complete 767 interviews, 6,143 individual calls were made. 34.4% of the interviews were completed on the first attempt, 20.5% on the second, 12.3% on the third attempt, 8.1% on the fourth call, and 24.8% on the fifth or higher attempt. The response rate for this survey is 85.08%; an exceptionally high rate that promotes confidence in the generalizeability of the findings.

1997 and 2000 Survey Results

Classification of Stores by Chain

Of the 767 chain drugstores re-interviewed in 2000, 362 (47.2%) are Rite-Aid (formerly Thrifty-Payless), 180 (23.5%) are Sav-On Drugstores, 119 (15.5%) Longs Drugs, 77 (10.0%) Walgreen, and 29 (3.8%) The Medicine Shoppe.

These percentages differ slightly from 1997 due to changes in store identity. In both 1997 and 2000, the majority (95% and 92%, respectively) reported that they are corporate owned. Some of the interviews obtained in 2000 were completed only by pharmacists. These surveys do not include store sale and policy information, so the N in the 2000 column is less than the panel total of 767. Unless otherwise noted, all tables and figures depict numbers and percentages computed on the basis of valid responses. That is, “Don’t Know” and “Refused” responses are classified as missing and are not included in the analyses. Removing these responses further reduces the N resulting in marginal totals that are often less than 767 for 1997 and less than 600 for 2000.

Sale of Tobacco Products by Chain

Table 2 below depicts the percentage of stores in 1997 and 2000 that report selling any kind of tobacco product

Table 2
Does your drugstore sell tobacco products of any kind?

Chain	Percent “Yes”	
	1997	2000
Walgreen	71 (92.2%)	55 (91.7%)
Rite-Aid	359 (99.2%)	277 (99.3%)
Longs	113 (95.0%)	73 (92.4%)
Sav-On	178 (98.9%)	157 (100%)
Medicine Shoppe	1 (3.1%)	2 (8.0%)
Total	722 (94.1%)	564 (94.0%)

- The proportion of stores that sell tobacco products did not change significantly between 1997 and 2000.
- With the exception of The Medicine Shoppe chain, more than nine out of ten stores report the sale of tobacco products.

Table 3 on the following page shows the proportion of stores in 1997 and 2000 that report the sale of individual tobacco products.

- Overall, small decrements in the sale of each tobacco product are observed in the Walgreen and Longs chains.
- Conversely, the proportion of Rite-Aid stores increased slightly across each product category.
- No consistent pattern is evident in Sav-On and The Medicine Shoppe stores.

Table 3

Does your drugstore sell...? (N and Proportion of “Yes” responses depicted below)

Chain	Chewing or Smokeless		Cigarettes		Cigars		Pipe or Loose Tobacco	
	1997	2000	1997	2000	1997	2000	1997	2000
Walgreen	60 (78.9%)	44 (74.6%)	71 (92.2%)	55 (91.7%)	70 (90.9%)	49 (81.7%)	64 (83.1%)	46 (76.7%)
Rite-Aid	300 (82.9%)	249 (89.9%)	356 (98.3%)	275 (98.6%)	305 (84.5%)	257 (92.1%)	296 (82.2%)	251 (90.0%)
Longs	92 (77.3%)	53 (67.1%)	110 (92.4%)	70 (88.6%)	102 (85.7%)	63 (79.7%)	95 (79.8%)	48 (61.5%)
Sav-On	177 (98.3%)	120 (76.4%)	178 (98.9%)	156 (99.4%)	178 (98.9%)	156 (99.4%)	174 (96.7%)	150 (96.2%)
Medicine Shoppe	1 (3.4%)	1 (4.0%)	0 (0%)	2 (8.0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Total	630 (82.2%)	467 (78.2%)	715 (93.2%)	558 (93.0%)	655 (85.5%)	525 (87.5%)	629 (82.2%)	495 (82.8%)

The percentage of affirmative responses reported in Table 3 above can be further examined by classifying change between 1997 and 2000. Tables 4 through 7 below classify changes as “No Sale to Sale” (stores that did not sell tobacco products in 1997 but do in 2000); “No Change” (stores that either did or did not sell tobacco in both years); and “Sale to No Sale” (stores that sold tobacco products in 1997 but do not in 2000). This classification permits calculation of the statistical significance of the observed change. One or more asterisks signify statistically significant change.

Table 4

Change in the Sale of Chewing or Smokeless Tobacco

	No Sale to Sale	No Change	Sale to No Sale
Walgreen	4 (6.9%)	46 (79.3%)	8 (13.8%)
Rite-Aid*	28 (10.1%)	237 (85.6%)	12 (4.3%)
Longs	5 (6.2%)	60 (75.9%)	14 (17.7%)
Sav-On***	1 (.6%)	119 (75.8%)	37 (23.6%)
Medicine Shoppe	1 (4.0%)	23 (92.0%)	1 (4.0%)
Total	39 (6.5%)	485 (81.4%)	72 (12.1%)

* refers to $p < .05$; ** refers to $p < .01$; *** refers to $p < .001$

- Stores in the Rite-Aid chain exhibit the largest proportion (10.1%) of change from “No Sale” in 1997 to “Sale” of chewing or smokeless tobacco in 2000.

- Stores in the Sav-On chain exhibit the largest proportion (23.6%) of change from “Sale” in 1997 to “No Sale” in 2000.

Table 5
Change in the Sale of Cigarettes

	No Sale to Sale	No Change	Sale to No Sale
Walgreen	0 (0%)	60 (100.0%)	0 (0%)
Rite-Aid	3 (1.1%)	272 (97.5%)	4 (1.4%)
Longs	1 (1.3%)	75 (94.9%)	3 (3.8%)
Sav-On	0 (0%)	156 (99.4%)	1 (.6%)
Medicine Shoppe	2 (8.0%)	23 (92.0%)	0 (0%)
Total	6 (1.0%)	586 (97.7%)	8 (1.3%)

- There are no statistically significant differences between 1997 and 2000 in the overwhelming proportion of stores that sell cigarettes.

Table 6
Change in the Sale of Cigars

	No Sale to Sale	No Change	Sale to No Sale
Walgreen	1 (1.7%)	53 (88.3%)	6 (10.0%)
Rite-Aid**	28 (10.1%)	241 (86.7%)	9 (3.2%)
Longs	3 (3.8%)	69 (87.3%)	7 (8.9%)
Sav-On	0 (0%)	156 (99.4%)	1 (.6%)
Medicine Shoppe	****No Medicine Shoppe Location Reported the Sale of Cigars		
Total	32 (5.6%)	519 (90.4%)	23 (4.0%)

* refers to $p < .05$; ** refers to $p < .01$; *** refers to $p < .001$

- Again, stores in the Rite-Aid chain show the largest proportion (10.1%) of movement from “No Sale” in 1997 to “Sale” of cigars in 2000.

Table 7
Change in the Sale of Pipe or Loose Tobacco

	No Sale to Sale	No Change	Sale to No Sale
Walgreen	2 (3.3%)	52 (86.7%)	6 (10.0%)
Rite-Aid**	32 (11.6%)	233 (84.1%)	12 (4.3%)
Longs**	5 (6.4%)	53 (67.9%)	20 (25.6%)
Sav-On	3 (1.9%)	147 (94.2%)	6 (3.8%)
Medicine Shoppe	****No Medicine Shoppe Location Reported the Sale of Pipe or Loose Tobacco		
Total	42 (7.4%)	485 (85.0%)	44 (7.7%)

* refers to $p < .05$; ** refers to $p < .01$; *** refers to $p < .001$

- Stores in the Rite-Aid chain exhibit the largest proportion (11.6%) of change from “No Sale” in 1997 to “Sale” of pipe or loose tobacco in 2000.
- Stores in the Longs chain exhibit the largest proportion (25.6%) of change from “Sale” in 1997 to “No Sale” in 2000.

Table 8 below depicts chains in 1997 and 2000 that sell at least one tobacco product from an open display case.

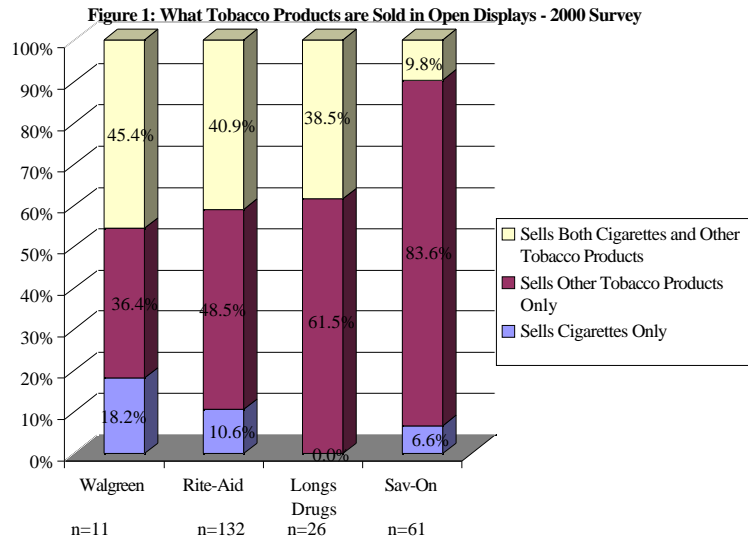
Table 8
Does your drugstore sell tobacco from open display cases?

Chain	Percent “Yes”	
	1997	2000
Walgreen	36 (46.8%)	11 (18.3%)
Rite-Aid	214 (57.8%)	132 (47.4%)
Longs	61 (55.0%)	26 (32.9%)
Sav-On	105 (59.3%)	61 (38.9%)
Medicine Shoppe	****No Medicine Shoppe Location Reported the Sale of Tobacco from Open Display Cases	
Total	416 (54.2%)	230 (38.4%)

- The sale of tobacco products from open display cases decreased substantially for all chains that sell tobacco.

- The largest decrease is observed among stores in the Walgreen chain (28.5%), followed by Longs (22.1%), Sav-On (20.4%), and Rite-Aid (10.4%).

Figure 1 below depicts the proportion of stores that sell both cigarettes and other tobacco products from open display cases, those that sell only cigarettes, and those that sell only other tobacco products.



- Considering “cigarettes alone” together with “both cigarettes and other tobacco products” 63.6% of stores in the Walgreen chain sell cigarettes from open display cases, compared to 51.5% of Rite-Aid stores, 38.5% of Longs stores, and 16.4% of Sav-On stores.

Table 9 on the following page presents the classification of change between 1997 and 2000 for chains that sell tobacco products from open display cases.

Table 9
Change in the Sale of Any Tobacco Products from Open Display Cases

	No Sale to Sale	No Change	Sale to No Sale
Walgreen***	6 (7.8%)	40 (51.9%)	31 (40.3%)
Rite-Aid***	36 (9.9%)	210 (58.0%)	116 (32.0%)
Longs***	7 (5.9%)	68 (57.1%)	44 (37.0%)
Sav-On***	23 (12.8%)	89 (49.7%)	67 (37.4%)
Medicine Shoppe	****No Medicine Shoppe Location Reported the Sale of Cigarettes or Other Tobacco Products from Open Displays		
Total	72 (9.8%)	407 (55.2%)	258 (35.0%)

*refers to $p < .05$; ** refers to $p < .01$; *** refers to $p < .001$

- The proportion of stores that changed from “Sale” in 1997 to “No Sale” in 2000 is statistically significant in each chain.

Table 10 on the following page illustrates the proportion of stores by chain in 1997 and 2000 that indicated the presence of tobacco advertising in various locations.

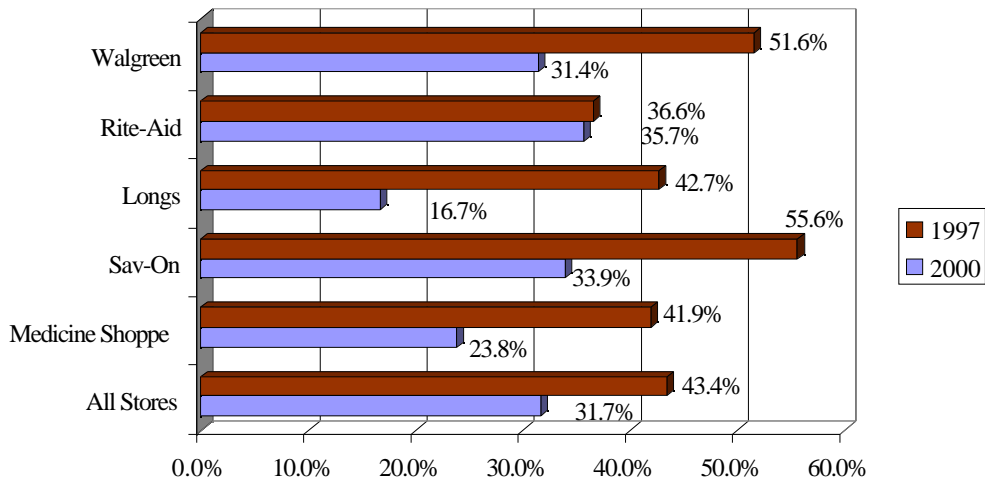
Table 10
Presence of Tobacco Advertising on Items in Chain Drugstores

	Walgreen		Rite-Aid		Longs		Sav-On		Medicine Shoppe	
	1997	2000	1997	2000	1997	2000	1997	2000	1997	2000
Tobacco Advertising On:										
Door Signs?	2 (2.6%)	3 (5.0%)	11 (3.0%)	14 (5.1%)	1 (0.9%)	3 (3.8%)	6 (3.4%)	6 (3.9%)	0 (0%)	0 (0%)
The Store's Open/Closed Signs?	7 (9.2%)	4 (6.7%)	28 (7.7%)	30 (10.8%)	0 (0%)	4 (5.1%)	6 (3.4%)	8 (5.2%)	0 (0%)	0 (0%)
Shopping baskets?	4 (5.2%)	4 (6.7%)	45 (12.2%)	29 (10.5%)	0 (0%)	7 (8.9%)	4 (2.3%)	9 (5.7%)	0 (0%)	0 (0%)
Display Cases or Shelves or Cabinets?	28 (36.4%)	23 (39.0%)	76 (20.7%)	118* (42.3%)	32 (28.8%)	16 (20.3%)	83 (46.6%)	69 (44.2%)	0 (0%)	1 (4.0%)
Posters or Signs?	15 (19.7%)	5 (8.5%)	24 (6.5%)	55* (19.7%)	4 (3.6%)	5 (6.3%)	17 (9.6%)	27 (17.3%)	0 (0%)	0 (0%)
Checkout area materials	3 (3.9%)	5 (8.8%)	30 (8.2%)	58* (21.0%)	9 (8.1%)	4 (5.3%)	19 (10.7%)	10 (6.4%)	0 (0%)	0 (0%)
Giveaway or Promotional items?	13 (17.1%)	3 (5.1%)	30 (8.1%)	40 (14.6%)	6 (5.4%)	1 (1.3%)	21 (11.9%)	12 (7.8%)	0 (0%)	0 (0%)
Any other item?	5 (6.5%)	0 (0.0%)	14 (3.8%)	11 (4.0%)	2 (1.8%)	0 (0%)	9 (5.1%)	1 (0.6%)	0 (0%)	0 (0%)

- Increases in the proportion of Rite-Aid stores that report the presence of tobacco advertising on “Display Cases, Shelves, or Cabinets”; “Posters or Signs”; and “Checkout area materials” are statistically significant.

Figure 2 below depicts the proportion of store managers who indicated that their store has a policy regarding in-store tobacco promotions and advertising.

Figure 2: Does your drugstore have a policy regarding in-store Tobacco Promotions/Advertising? (Percent "Yes")



- Overall, the proportion of stores that reported a policy regarding in-store promotions and advertising decreased from 43.4% in 1997, to 31.7% in 2000.
- The Rite-Aid chain started out with the lowest proportion of stores with a policy and showed the least amount of change in this regard. The largest decrease in proportion occurred in the Longs chain.

Store managers who indicated that they had an in-store policy regarding tobacco promotions and advertising were asked which of three statements best described their policy. Table 11 on the following page compares the results by chain for survey years 1997 and 2000.

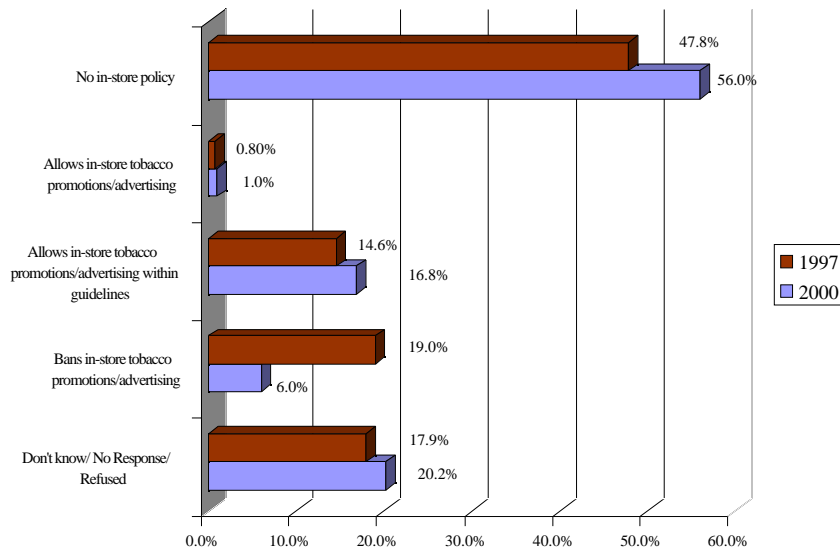
- In no case did the proportion of stores that ban in-store tobacco promotions/advertising increase. Rather, substantial decreases in this proportion are observed among Medicine Shoppe stores (25.9%), Longs (19.4%), and Sav-On (16.4%).

Figure 3 on page 12 combines all stores. This figure indicates that the only decrease between 1997 and 2000 occurs with regard to the proportion of stores that ban tobacco advertising and promotion.

Table 11
 In-Store Policy Regarding the Promotion and Advertising of Tobacco Products

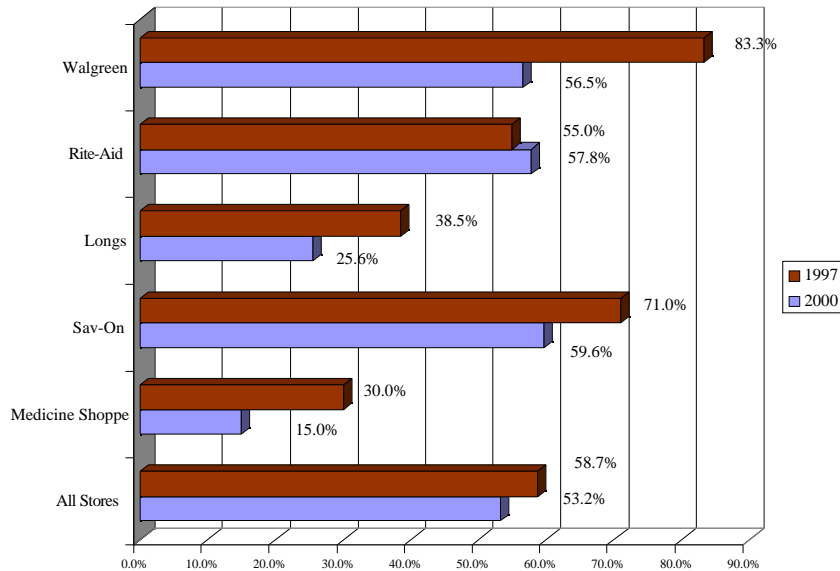
Which Statement best describes your in-store policy?		No policy on in-store tobacco promotions/ advertising	Allows in-store tobacco promotions/ advertising	Allows in-store tobacco promotions/ advertising within guidelines	Bans in-store tobacco promotions/ advertising	Don't know/ No response
Walgreen	1997	30 (39.0%)	0 (0%)	24 (31.2%)	6 (7.8%)	17 (22.1%)
	2000	35 (58.3%)	1 (1.7%)	10 (16.7%)	3 (5.0%)	11 (18.3%)
Rite-Aid	1997	199 (53.8%)	5 (1.4%)	41 (11.1%)	61 (16.5%)	64 (17.3%)
	2000	148 (53.0%)	5 (1.8%)	53 (19.0%)	17 (6.1%)	56 (20.1%)
Longs	1997	55 (49.5%)	0 (0%)	10 (9.0%)	30 (27.0%)	16 (14.4%)
	2000	55 (69.6%)	0 (0%)	4 (5.1%)	6 (7.6%)	14 (17.8%)
Sav-On	1997	64 (36.0%)	1 (1.3%)	37 (20.1%)	36 (20.2%)	40 (22.5%)
	2000	82 (52.2%)	0 (0%)	33 (21.0%)	6 (3.8%)	36 (23.0%)
Medicine Shoppe	1997	18 (58.1%)	0 (0%)	0 (0%)	13 (41.9%)	0 (0%)
	2000	16 (64.0%)	0 (0%)	1 (4.0%)	4 (16.0%)	4 (16.0%)
All Stores	1997	366 (47.8%)	6 (.8%)	112 (14.6%)	146 (19.0%)	137 (17.9%)
	2000	336 (56.0%)	6 (1.0%)	101 (16.8%)	36 (6.0%)	121 (20.2%)

Figure 3: Which of the following three statements best describes your store's policy? (All Stores)



In addition to the data for store policy presented above, store managers were also asked if there was a corporate policy regarding in-store tobacco promotion and advertising. Figure 4 below presents these responses by chain drugstore.

Figure 4: Is there a Corporate Policy regarding in-store Tobacco Promotions/advertising? ("Yes" Responses)



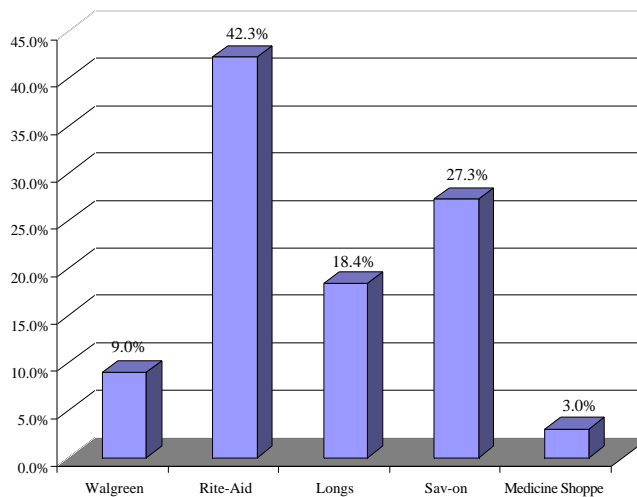
- Rite-Aid is the only chain drugstore that indicated an increase in the presence of a corporate policy, however this increase is very small.
- The most dramatic decrease in reports of corporate policy occurs in the Walgreen chain.

2000 Survey Results

Six hundred fifty-nine of 665 respondents in 2000 provided a valid response to a question about the display of signs referencing laws associated with tobacco sales, such as the minimum age to purchase tobacco products. Of these, 92.0% replied in the affirmative, indicating the presence of such signage.

Eight and seven-tenths percent of the stores reported any fixed or stationary tobacco advertising located at or below four feet from the floor.

Figure 5: "Does your drugstore display any counter-promotional ads or items to encourage customers to stop using tobacco?"



Overall, just over one third (35.9%) of all chain drugstores surveyed (743 valid responses) display any counter promotional ads or items to encourage customers *to stop* using tobacco products. Figure 5 illustrates this proportion by chain.

- Counter-promotional ads are least frequently displayed at Walgreen and Medicine Shoppe stores, and most frequently displayed at Rite-Aid.

Pharmacists were asked to rank their perception of the importance of tobacco control in their practice setting. On a scale from one to ten, with one signifying no importance and ten great importance, these averages ranged from 7.92 (Save-on) to 8.96 (Medicine Shoppe). Although differences are observed, they are slight and not statistically significant. Pharmacists were also asked to indicate their involvement in various anti-tobacco events and activities. As depicted in Table 12 on the following page, over three-quarters of the pharmacists in all chain drugstores surveyed, indicated that they had counseled individual patients. Pharmacists were least likely to indicate that they had participated in “speaking at a media event”.

Table 12
 Percentage of Pharmacists Indicating Involvement in the Following Activities

Chain	Counseling Individual Patients	Presentations to Youths	Presentations to Adults	Speaking at a Media Event	Developing Tobacco Policy	Participating in Great Amer. Smoke Out, etc.	Protesting Tobacco Sponsored Events
Walgreen	66 (81.5%)	14 (17.3%)	14 (17.3%)	0 (0%)	4 (4.9%)	10 (12.3%)	0 (0%)
Rite-Aid	302 (84.1%)	70 (19.5%)	85 (23.7%)	9 (2.5%)	26 (7.2%)	53 (14.8%)	10 (2.8%)
Longs	116 (87.2%)	19 (14.3%)	25 (18.8%)	1 (.8%)	5 (3.8%)	22 (16.5%)	7 (5.3%)
Sav-On	137 (79.2%)	21 (12.1%)	23 (13.3%)	5 (2.9%)	10 (5.8%)	30 (17.3%)	5 (2.9%)
Medicine Shoppe	21 (80.8%)	1 (3.8%)	6 (23.1%)	0 (0%)	4 (15.4%)	7 (26.9%)	0 (0%)

Note: Pharmacists could have indicated involvement in one or more activities, therefore, total percentages are not included.

Pharmacists who indicated that they were not involved in any of the activities listed above were asked how likely they would be to get involved if materials were provided to them. Table 13 on the following page presents these results. More pharmacists at Longs (62.5%) indicated that they were either “very” or “somewhat” likely to get involved. This number decrease slightly to 60% of The Medicine Shoppe pharmacists, 55.5% at Rite-Aid, 46.6% at Sav-On, and 33.3% at Walgreen.

Table 13

How likely would you be to get involved in tobacco control activities if materials were made available to you?

Chain	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
Walgreen	0 (0.0%)	4 (33.3%)	4 (33.3%)	4 (33.3%)
Rite-Aid	10 (22.2%)	15 (33.3%)	8 (17.8%)	12 (26.7%)
Longs	4 (25.0%)	6 (37.5%)	2 (12.5%)	4 (25.0%)
Sav-On	4 (13.3%)	10 (33.3%)	8 (26.7%)	8 (26.7%)
Medicine Shoppe	3 (60.0%)	0 (0.0%)	0 (0.0%)	2 (40.0%)

Pharmacists were asked which of several cessation/intervention materials they offered or used for customers interested in cessation. For all stores, Nicotine Replacement Product Information was available at the most locations (87.4%), followed by Protocols for Patients (48.4%), Other Informational Handouts (46.4%), California Smokers Helpline Phone Numbers (34.7%), Referrals (34.4%), and then Self-Help Materials (28.7%). The results by chain drugstore are presented in Table 14 on the following page.

Table 14
 Which of the Following Cessation/Intervention Materials do you Offer to Interested Customers?

	Walgreen	Rite-Aid	Longs	Sav-On	Medicine Shoppe
Protocols for Patients	10 (43.5%)	53 (48.2%)	23 (48.9%)	36 (51.4%)	4 (50.0%)
CA Smokers Helpline Phone Numbers	9 (40.9%)	42 (39.6%)	14 (30.4%)	17 (25.0%)	3 (37.5%)
Nicotine Replacement Product Information	17 (73.9%)	103 (92.0%)	42 (89.4%)	68 (94.4%)	7 (87.5%)
Other Informational Handouts	10 (41.7%)	47 (42.7%)	17 (37.8%)	43 (59.7%)	4 (50.0%)
Referrals to Cessation Programs	6 (25.0%)	43 (39.8%)	16 (33.3%)	17 (23.9%)	4 (50.0%)
Self Help Materials	5 (21.7%)	44 (39.3%)	15 (31.3%)	26 (38.8%)	1 (12.5%)

Table 15

How do you characterize your personal motivation to be involved in tobacco control activities?

Chain	Very Motivated	Somewhat Motivated	Not Very Motivated	Not at all Motivated
Walgreen	12 (14.8%)	51 (63.0%)	12 (14.8%)	6 (7.4%)
Rite-Aid	84 (23.6%)	201 (56.5%)	48 (13.5%)	23 (6.5%)
Longs	15 (11.3%)	88 (66.2%)	23 (17.3%)	7 (5.3%)
Sav-On	38 (22.2%)	96 (56.1%)	25 (14.6%)	12 (7.0%)
Medicine Shoppe	5 (19.2%)	14 (53.8%)	3 (11.5%)	4 (15.4%)
Total	154 (20.1%)	450 (58.7%)	111 (14.5%)	52 (6.8%)

As shown in Table 15 above, most pharmacists indicated that they were “somewhat motivated” to be involved in tobacco control activities. No statistically significant differences between chains are observed. The proportion “Not very motivated” and “Not at all motivated” ranges between 20% and 22.6%.

Figure 6 on the following page presents the responses from pharmacists regarding “What would help them to become motivated.” One quarter of those surveyed indicated that “Nothing” would help them to become motivated, and approximately 23% indicated that they would become more involved if the had “more time” or “more energy.”

Figure 6: What would motivate you or help you to become involved or to become more involved in tobacco control events or activities? (All stores)

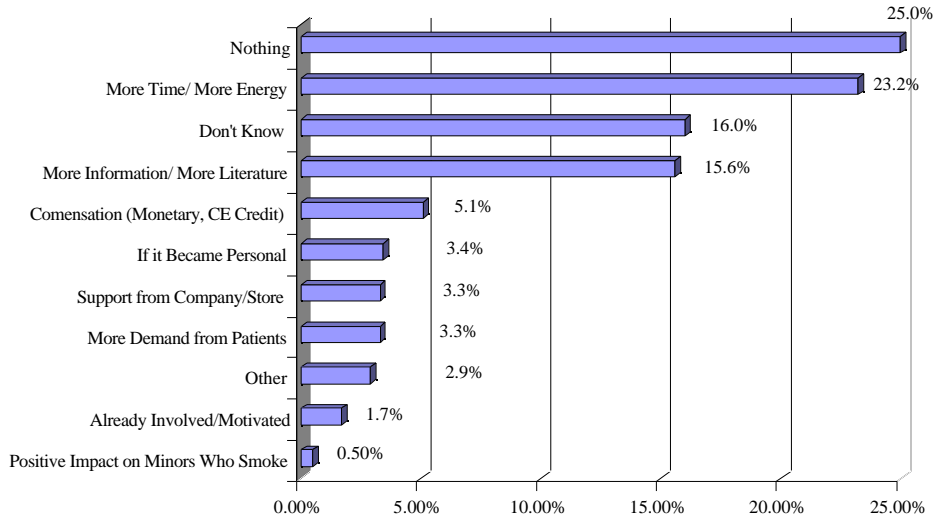


Table 16

Are you currently a member of the California Pharmacists Association, do you belong to another pharmacy alliance, or are you not currently affiliated with a pharmacy organization?

Chain	Member of CPhA	Member of Another Organization	Not Currently a Member of a Pharmacy Organization
Walgreen	23 (28.8%)	7 (8.8%)	50 (62.5%)
Rite-Aid	109 (30.4%)	36 (10.1%)	213 (59.5%)
Longs	30 (22.7%)	14 (10.6%)	88 (66.7%)
Sav-On	48 (27.9%)	14 (8.1%)	110 (64.0%)
Medicine Shoppe	21 (80.8%)	0 (0%)	5 (19.2%)
Total All Stores	231 (30.1%)	71 (9.2%)	466 (60.7%)

Slightly over 80% of Medicine Shoppe pharmacists reported membership in the California Pharmacists Association. Longs Drugstore had the highest percentage of pharmacists who indicated no professional affiliation.

Pharmacists at each store were asked a series of questions to determine their perceptions regarding the propriety of the sale and advertisement of tobacco products in drugstores and pharmacies. Overall, 80.7% of pharmacists indicated that they either “Disagree” or “Strongly Disagree” that it is appropriate for pharmacies and drugstores to carry tobacco products. The Medicine Shoppe pharmacists indicated the most opposition with 96.2% indicating that they “Disagree” or “Strongly Disagree”, the least opposition was reported by Rite-Aid pharmacists (77.6%).

Table 17

It is appropriate for pharmacies and drugstores to carry tobacco products

Chain	Strongly Agree	Agree	Disagree	Strongly Disagree	Totals for each Store
Walgreen	2 (2.6%)	14 (18.4%)	53 (69.7%)	7 (9.2%)	76 (100%)
Rite-Aid	4 (1.2%)	73 (21.2%)	207 (60.2%)	60 (17.4%)	344 (100%)
Longs	0 (0%)	19 (15.0%)	88 (69.3%)	20 (15.7%)	127 (100%)
Sav-on	1 (0.6%)	29 (17.4%)	112 (67.1%)	25 (15.0%)	167 (100%)
Medicine Shoppe	0 (0%)	1 (3.8%)	11 (42.3%)	14 (53.8%)	26 (100%)
Total All Stores	7 (0.9%)	136 (18.4%)	471 (63.6%)	126 (17.0%)	740 (100%)

As illustrated by Table 18 on the following page, about 10% more pharmacists disagree with pharmacies and drugstores displaying ads and promotions for tobacco products than disagree with the availability of these products for sale.

Table 18

It is appropriate for pharmacies and drugstores to display ads and promotions for tobacco

Chain	Strongly Agree	Agree	Disagree	Strongly Disagree	Totals for each Store
Walgreen	0 (0%)	9 (11.4%)	58 (73.4%)	12 (15.2%)	79 (100%)
Rite-Aid	3 (0.9%)	34 (9.8%)	240 (69.0%)	71 (20.4%)	348 (100%)
Longs	0 (0%)	6 (4.7%)	96 (74.4%)	27 (20.9%)	129 (100%)
Sav-on	0 (0%)	9 (5.3%)	124 (73.4%)	36 (21.3%)	169 (100%)
Medicine Shoppe	0 (0%)	0 (0%)	11 (42.3%)	15 (57.7%)	26 (100%)
Total All Stores	3 (0.4%)	58 (7.7%)	529 (70.4%)	161 (21.4%)	751 (100%)

Table 19

I am in favor of tobacco products being sold in drugstores

Chain	Strongly Agree	Agree	Disagree	Strongly Disagree	Totals for each store
Walgreen	0 (0%)	11 (15.1%)	48 (65.8%)	14 (19.2%)	73 (100%)
Rite-Aid	1 (0.3%)	51 (15.1%)	225 (66.6%)	61 (18.0%)	338 (100%)
Longs	0 (0%)	11 (8.9%)	94 (75.8%)	19 (15.3%)	124 (100%)
Sav-on	1 (0.6%)	21 (12.4%)	124 (73.4%)	23 (13.6%)	169 (100%)
Medicine Shoppe	0 (0%)	0 (0%)	15 (57.7%)	11 (42.3%)	26 (100%)
Total All Stores	2 (0.3%)	94 (12.9%)	506 (63.9%)	128 (17.5%)	730 (100%)

The table below depicts coded open-ended responses to a question about the rationale for pharmacists' opinions about the sale of tobacco products in their practice settings.

Table 20

Why do you feel the way you do about tobacco products being sold in drugstores?

	Walgreen	Rite-Aid	Longs	Sav-on	Medicine Shoppe	Total for each store
Anti any tobacco use/sales	5 (11.4%)	17 (38.6%)	5 (11.4%)	16 (36.4%)	1 (2.3%)	44 (100%)
Contrary to the promotion of health; It is ethically and morally wrong	15 (6.0%)	117 (46.4%)	46 (18.3%)	59 (23.4%)	15 (6.0%)	252 (100%)
Libertarian/ Free enterprise	9 (11.5%)	43 (55.1%)	9 (11.5%)	17 (21.8%)	0 (0%)	78 (100%)
Tobacco should not be accessible to minors	1 (16.7%)	1 (16.7%)	3 (50.0%)	1 (16.7%)	0 (0%)	6 (100%)
Tobacco is unhealthy/causes illness	26 (10.7%)	112 (46.1%)	43 (17.7%)	54 (22.2%)	8 (3.3%)	243 (100%)
I am an ex - or nonsmoker	2 (25.0%)	3 (37.5%)	3 (37.5%)	0 (0%)	0 (0%)	8 (100%)
Feel it is inappropriate	6 (17.6%)	16 (47.1%)	3 (8.8%)	8 (23.5%)	1 (2.9%)	34 (100%)
Encourages or promotes smoking	2 (20.0%)	6 (60.0%)	0 (0%)	2 (20.0%)	0 (0%)	10 (100%)
Should be sold in specialty stores	2 (9.1%)	10 (45.5%)	5 (22.7%)	5 (22.7%)	0 (0%)	22 (100%)
Other	2 (20.0%)	3 (30.0%)	2 (20.0%)	2 (20.0%)	1 (10.0%)	10 (100%)
Depends upon the setting of the drugstore	1 (16.7%)	2 (33.3%)	1 (16.7%)	2 (33.3%)	0 (0%)	6 (100%)
If sold in drugstores, anti-smoking counseling can occur	0 (0%)	3 (60.0%)	1 (20.0%)	1 (20.0%)	0 (0%)	5 (100%)
Don't Know/ No response	2 (18.2%)	5 (45.5%)	2 (18.2%)	2 (18.2%)	0 (0%)	11 (100%)
Total for all stores	73 (10.0%)	338 (46.4%)	123 (16.9%)	169 (23.2%)	26 (3.6%)	729 (100%)

Table 21

I am in favor of tobacco products being advertised in drugstores

Chain	Strongly Agree	Agree	Disagree	Strongly Disagree	Totals for each store
Walgreen	0 (0%)	4 (5.2%)	57 (74.0%)	16 (20.8%)	77 (100%)
Rite-Aid	1 (0.3%)	14 (4.2%)	248 (73.8%)	73 (21.7%)	336 (100%)
Longs	0 (0%)	2 (1.6%)	101 (80.2%)	23 (18.3%)	126 (100%)
Sav-on	0 (0%)	3 (1.8%)	138 (81.7%)	28 (16.6%)	169 (100%)
Medicine Shoppe	0 (0%)	0 (0%)	14 (53.8%)	12 (46.2%)	26 (100%)
Total All Stores	1 (0.1%)	23 (3.1%)	558 (76.0%)	152 (20.7%)	734 (100%)

Table 22

Why do you feel the way you do about tobacco products being advertised in drugstores?

	Walgreen	Rite-Aid	Longs	Sav-on	Medicine Shoppe	Total for each store
Anti any tobacco use/sales	7 (17.1%)	18 (43.9%)	4 (9.8%)	10 (24.4%)	2 (4.9%)	41 (100%)
Contrary to the promotion of health; It is ethically and morally wrong	18 (9.0%)	87 (43.3%)	44 (21.9%)	44 (21.9%)	8 (4.0%)	201 (100%)
Libertarian/ Free enterprise	3 (12.5%)	15 (62.5%)	3 (12.5%)	3 (12.5%)	0 (0%)	24 (100%)
Exposes Children to tobacco use	6 (10.3%)	25 (43.1%)	15 (25.9%)	12 (20.7%)	0 (0%)	58 (100%)
Tobacco is unhealthy/causes illness	21 (12.9%)	73 (44.8%)	24 (14.7%)	38 (23.3%)	7 (4.3%)	163 (100%)
I am an ex - or nonsmoker	1 (50.0%)	1 (50.0%)	0 (0%)	0 (0%)	0 (0%)	2 (100%)
Feel it is inappropriate	2 (5.9%)	15 (44.1%)	4 (11.8%)	13 (38.22)	0 (0%)	34 (100%)
Encourages or promotes smoking	6 (10.0%)	31 (51.7%)	9 (15.0%)	14 (23.3%)	0 (0%)	60 (100%)
Tobacco doesn't need to be advertised	3 (7.7%)	20 (51.3%)	3 (7.7%)	12 (30.8%)	1 (2.6%)	39 (100%)
Other	1 (12.5%)	4 (50.0%)	1 (12.5%)	1 (12.5%)	1 (12.5%)	8 (100%)
Specialty stores sold sell and advertised tobacco	1 (11.1%)	4 (44.4%)	3 (33.3%)	0 (0%)	1 (11.1%)	9 (100%)
Same as answer to q23	7 (9.1%)	35 (45.5%)	11 (14.3%)	19 (24.7%)	5 (6.5%)	77 (100%)
Don't Know/ No response	1 (5.6%)	8 (44.4%)	5 (27.8%)	3 (16.7%)	1 (5.6%)	18 (100%)
Total for all stores	77 (10.5%)	336 (45.8%)	126 (17.2%)	169 (23.0%)	26 (3.5%)	734 (100%)

Table 23

Are you familiar with the “Proud to be Tobacco Free” campaign?

Chain	Very Familiar	Somewhat Familiar	Only a little Familiar	Not at all Familiar	Totals for each store
Walgreen	2 (2.5%)	17 (21.3%)	15 (18.8%)	46 (57.5%)	80 (100%)
Rite-Aid	10 (2.8%)	48 (13.4%)	61 (17.0%)	240 (66.9%)	359 (100%)
Longs	2 (1.5%)	23 (17.4%)	18 (13.6%)	89 (67.4%)	132 (100%)
Sav-on	3 (1.7%)	21 (12.1%)	19 (11.0%)	130 (75.1%)	173 (100%)
Medicine Shoppe	1 (4.0%)	8 (32.0%)	4 (16.0%)	12 (48.0%)	25 (100%)
Total All Stores	18 (2.3%)	117 (15.2%)	117 (15.2%)	517 (67.2%)	769 (100%)

Table 24

Are you interested in any of the Pharmacy Partnership resources or information to help drugstores with the issues of tobacco sales, economics, youth access, or patient cessation?

Chain	Yes
Walgreen	27 (34.6%)
Rite-Aid	148 (41.7%)
Longs	40 (30.8%)
Sav-on	75 (43.9%)
Medicine Shoppe	12 (48.0%)
Total All Stores	302 (39.8%)

Table 25
How many pharmacists are at your location?

Number of Pharmacists	Walgreen	Rite-Aid	Longs	Sav-on	Medicine Shoppe	Totals for all stores
1	1 (1.2%)	36 (10.0%)	3 (2.3%)	2 (1.2%)	16 (61.5%)	58 (7.5%)
2	25 (30.9%)	208 (57.9%)	17 (12.8%)	49 (28.3%)	6 (23.1%)	305 (39.5%)
3	33 (40.7%)	75 (20.9%)	60 (45.1%)	68 (39.3%)	2 (7.7%)	238 (30.8%)
4	9 (11.1%)	24 (6.7%)	42 (31.6%)	27 (15.6%)	1 (3.8%)	103 (13.3%)
5	8 (9.9%)	11 (3.1%)	6 (4.5%)	16 (9.2%)	0 (0%)	41 (5.3%)
6	3 (3.7%)	4 (1.1%)	2 (1.5%)	6 (3.5%)	0 (0%)	15 (1.9%)
7	0 (0%)	1 (0.3%)	0 (0%)	2 (1.2%)	0 (0%)	3 (0.4%)
8	0 (0%)	0 (0%)	1 (0.8%)	0 (0%)	0 (0%)	1 (0.1%)
9	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
10	1 (1.2%)	0 (0%)	0 (0%)	1 (0.6%)	0 (0%)	2 (0.3%)
11	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
12	0 (0%)	0 (0%)	1 (0.8%)	0 (0%)	0 (0%)	1 (0.1%)
Don't Know	0 (0%)	0 (0%)	0 (0%)	2 (1.2%)	0 (0%)	2 (0.3%)
Refused to answer	1 (1.2%)	0 (0%)	1 (0.1%)	0 (0%)	1 (0.1%)	3 (0.4%)
Total for each store:	81 (100%)	359 (100%)	133 (100%)	173 (100%)	26 (100%)	772 (100%)

Highlight of Survey Results

1997 and 2000 Survey Results

Personnel at 767 of the 849 chain pharmacy sites initially surveyed in 1997 were re-interviewed for this study in 2000. At both data points in 1997 and 2000, drugstores in five chains were surveyed: Rite-Aid (formerly Thrifty-Payless), Sav-On Drugstores, Longs Drugs, Walgreen, and The Medicine Shoppe.

Sale of Tobacco Products

With the exception of The Medicine Shoppe, over 90% of all stores in both survey years report the sale of tobacco products. Survey data for 2000 show that, with the exception of the Medicine Shoppe, Longs Drugs has the smallest proportion of stores that sell chewing or smokeless tobacco (67.1%), cigarettes (88.6%), cigars (79.7%), and pipe or loose tobacco (61.5%). Stores in the Rite-Aid chain exhibit the largest proportion of change from “No Sale” in 1997 to “Sale” in 2000 of *chewing or smokeless tobacco* (10.1% increase), *cigars* (10.1% increase), and *pipe or loose tobacco* (11.6% increase). The sale of tobacco from open displays decreased substantially for all chains (from 54.2% to 38.4% overall). The least reduction (10.4% change, from 57.8% in 1997 to 47.4% in 2000) occurred among Rite-Aid stores and the greatest reduction among Walgreen stores (28.5% change, from 46.8% in 1997 to 18.3% in 2000 that sell tobacco from open display cases).

Promotion of Tobacco Products

The only statistically significant increase in tobacco advertising on store fixtures and equipment occurred for *display cases or shelves or cabinets, posters or signs, and checkout area materials* among Rite-Aid stores. While there were some reductions among other chains, none were statistically significant.

Corporate and Store Policies Regarding Tobacco Promotions/ Advertising

Overall, the proportion of stores that reported a policy regarding in-store promotions and advertising decreased from 43.4% in 1997, to 31.7% in 2000. The Rite-Aid chain started out with the lowest proportion of stores with a policy in 1997 (36.6%) and showed the least amount of change in this regard (35.7% in 2000). The largest decrease in the proportion of stores with a policy occurred in the Longs chain— a decrease of 26% from 42.7% in 1997 to 16.7% in 2000.

Among all five chains, 58.7% of stores reported a corporate policy regarding in-store tobacco promotions and advertising in 1997, compared to 53.2% in 2000. The most dramatic decrease in reports of a corporate policy occurs in the Walgreen chain, from 83.3% in 1997 to 56.5% in 2000.

2000 Survey Results

Over 92% of respondents indicated that their stores displayed signs referencing laws associated with tobacco sales, such as the minimum age to purchase tobacco products. However, only 35.9% of all chain drugstores surveyed display counter-promotional ads or items to encourage customers to stop using tobacco. Counter-promotional ads are least frequently displayed at Walgreen (9%) and Medicine Shoppe (3%) stores, and most frequently displayed at Rite-Aid (42.3%).

Overall, 80.6% of pharmacists indicate that they either “disagree” or “strongly disagree” with the statement, “It is appropriate for pharmacies and drugstores to carry tobacco products.” Pharmacists at The Medicine Shoppe locations reported the most opposition (53.8% “Strongly Disagree”), pharmacists at Walgreen stores reported the least (9.2% “Strongly Disagree”).

Overall, more pharmacists are opposed to displaying ads and promotions for tobacco in their stores (21.4% “Strongly Disagree” with this practice) than to the availability of these products for sale (17.5% “Strongly Disagree” with the sale of tobacco in drugstores).

Though small in number, the Medicine Shoppe pharmacists are the strongest advocates of tobacco control, and the most opposed to the advertising and sale of tobacco products in drugstores.