

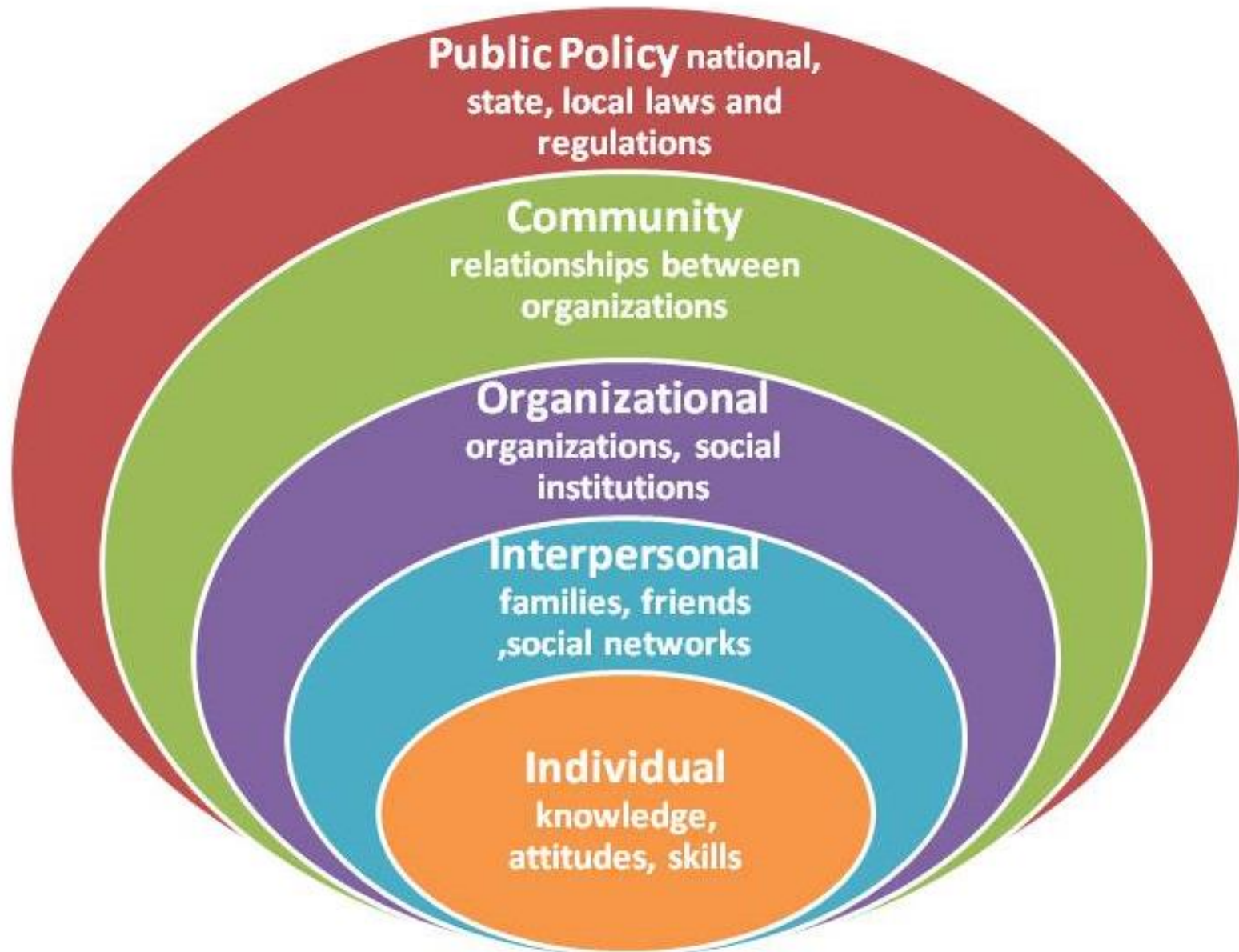
Public Health Impacts of the Visual Environment



Amy Hillier, MSW, PhD, University of Pennsylvania



Social Ecological Model

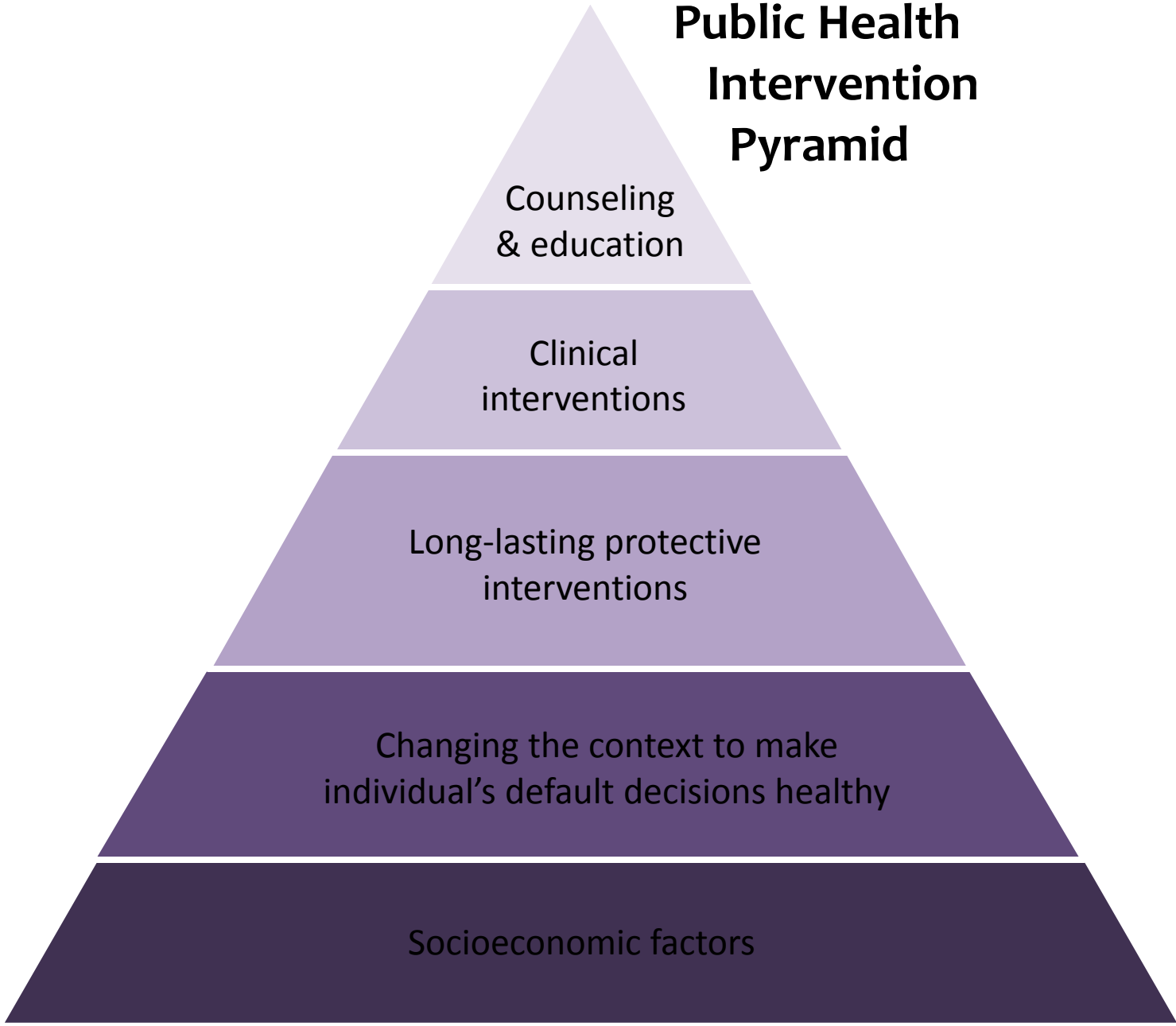


small impact



large impact

**Public Health
Intervention
Pyramid**



Counseling
& education

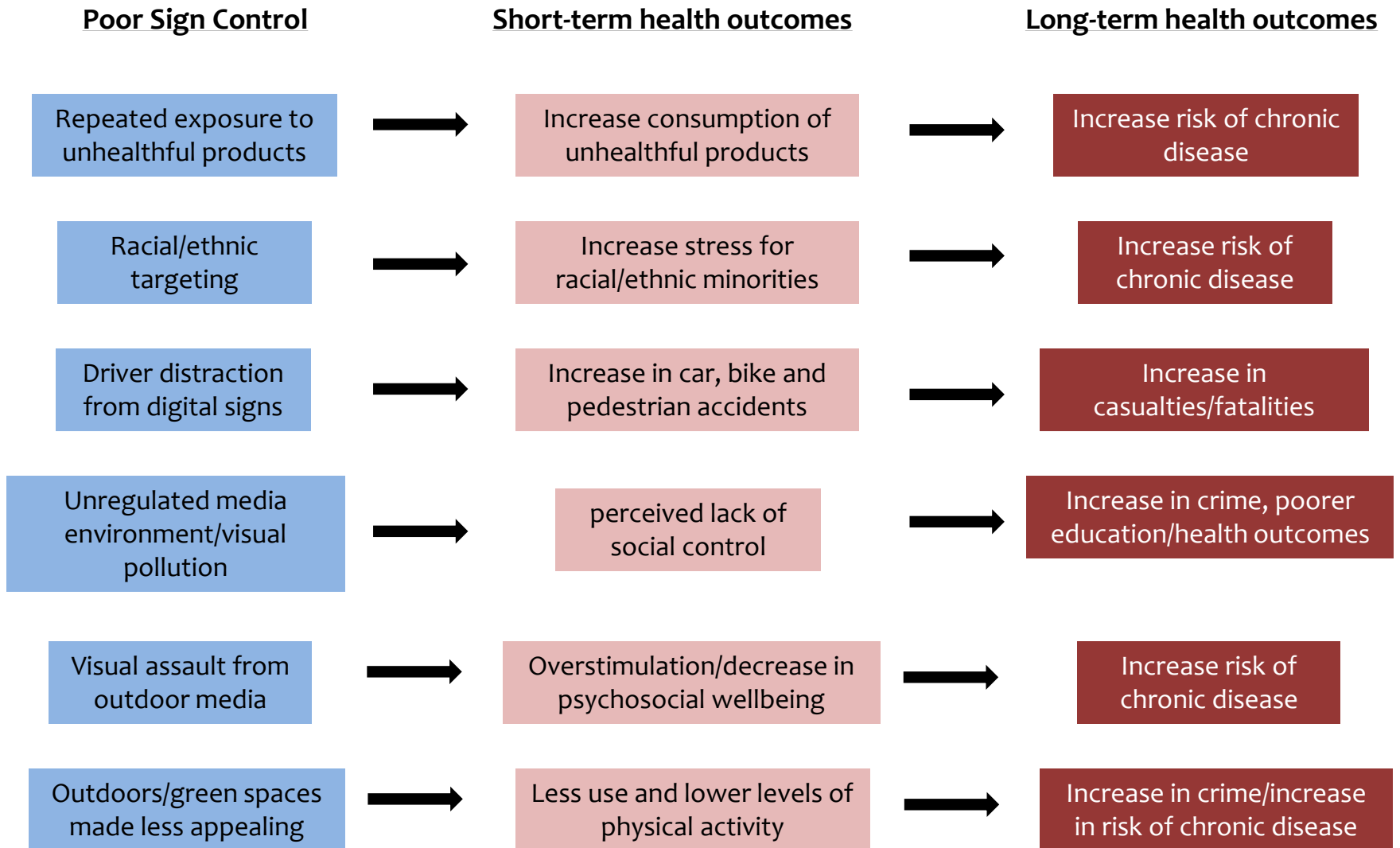
Clinical
interventions

Long-lasting protective
interventions

Changing the context to make
individual's default decisions healthy

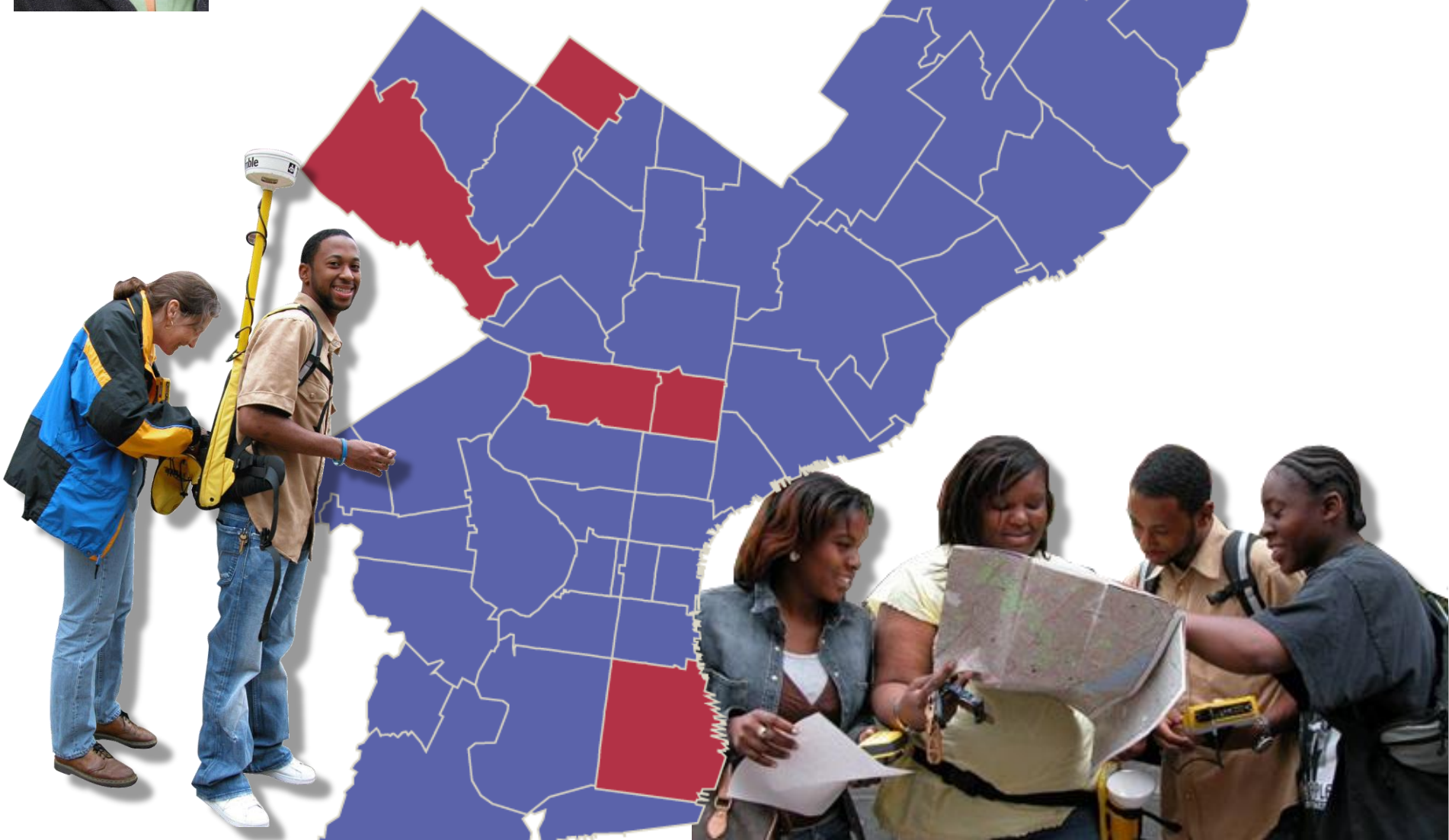
Socioeconomic factors

Plausible causal pathways to human health





Antronette Yancey, MD, MPH
“A Cross-Sectional Prevalence Study of Ethnically Targeted
and General Audience Outdoor Obesity-Related Advertising”
(Millbank Quarterly, 2009)



NEXT MEDIA

ENJOY RESPONSIBLY



DON'T JUST
STAND THERE.
GET RICH.

COURVOISIER EARN IT.

9509





Trimble

Newport
pleasure

to go!

Newport

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

SPECIAL OFFER

\$4.20

Offers. MANUFACTURER'S PROMOTION AND COST. LIMIT 1 CARTON PER CUSTOMER. WHILE SUPPLIES LAST.

censes

VACU

Phone

AIR

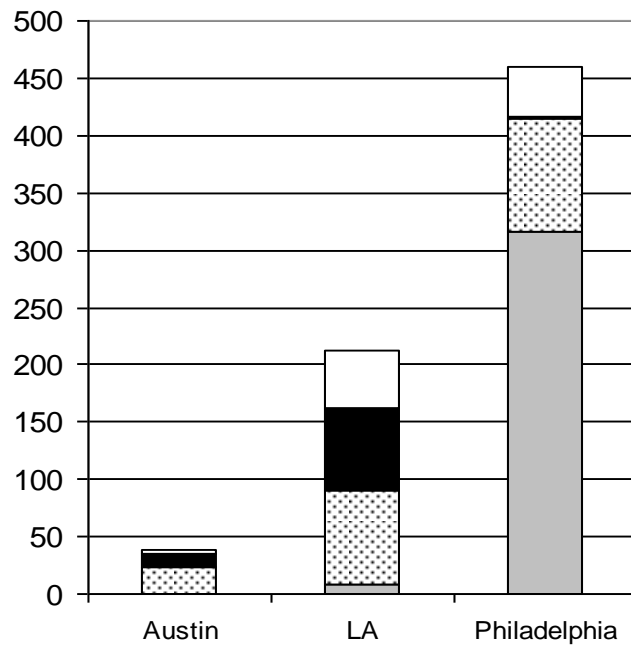
DO NOT
ENTER



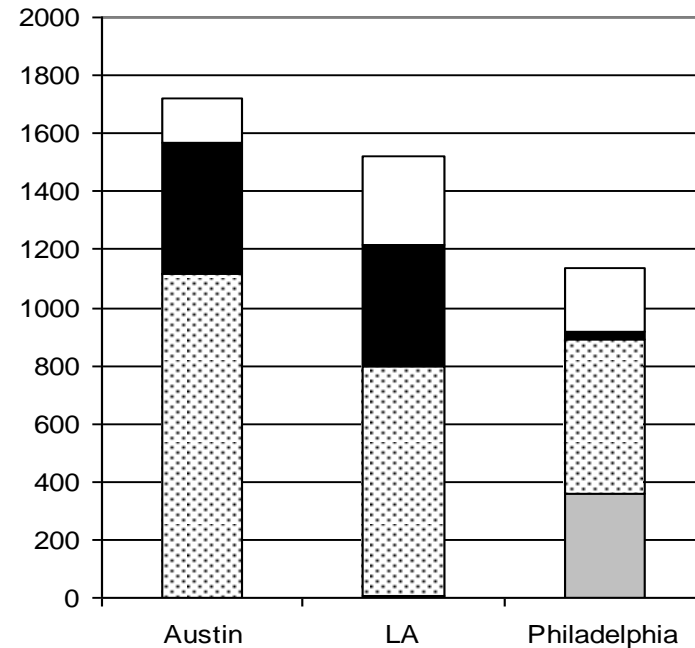
	Austin	Los Angeles	Philadelphia
Total ads	297	832	640
Total sheets	11,281	8,779	3,031
Total unhealthy ads	38 (12.8%)	213 (25.6%)	460 (72%)
Total unhealthy sheets	1,718 (15.2%)	1,522 (17.3%)	1,138 (37.5%)



Total ads



Total ad sheets



Tobacco ads
 Alcohol ads
 Fast food ads
 Sugary beverage ads



“Clustering of unhealthy outdoor advertisements around child-serving institutions: A comparison of three cities,” *Health & Place* 2009

Health + Science



Mapping ads in Philly neighborhoods

Thursday, July 9th, 2009



From bicycle paths to farmer's markets, researchers are measuring the health impact of neighborhoods. Now, a new University of Pennsylvania study considers the influence of advertising.

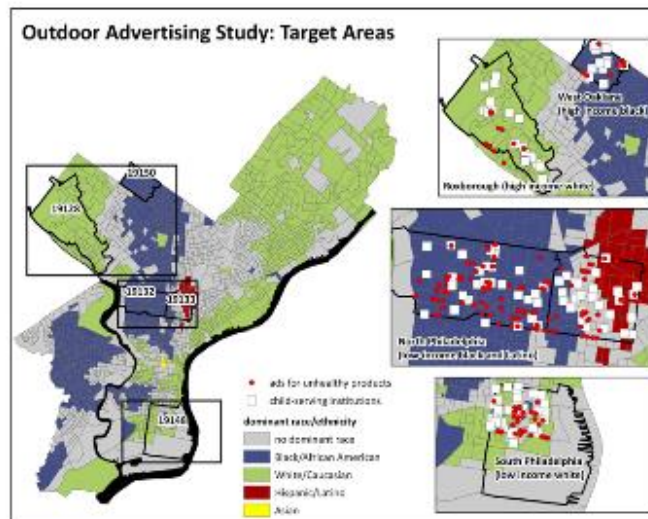
Listen:



Amy Hillier is one of those moms. When she sees something wrong in her neighborhood, she tries to get it fixed.

Hillier: I took Isaac and we went into the corner pizza place and said: What's up with that ad outside? Would you mind taking it down? And they did.

The sign was a soft drink ad and Hillier doesn't want her 1-year-old Isaac exposed to advertising that promotes soda or other products she considers unhealthy. Some neighborhoods have more than their fair share of those ads, and Hillier thinks they influence health and health choices.



WELCOME
MINI MARKET
FRESH FOOD • DELI • CEREAL • BEVERAGES & MORE...
215-334-3901
ferni
MINI MARKET
SNACKS • ICE CREAM • FOOD STAMPS ACCEPTED • CANDY

ONE WAY

Local Calls 25¢

ATM HERE

AMERICAN ATM
ATM
1-800-4348-ATM

MAVERICK
Newport
Pleasure tastes great in Red
LOW PRICE
\$ 495
\$ 540
SPECIAL OFFER
\$ 630

NEW
Everfresh
Tropical Carrot

Sun Drop
MEN

Gallop
able Here
Garden of Eatin'
PureLife

PREPAID
Wireless Cards
COKE LOVES FANS
FANS LOVE COKE
75¢
NO SMOKING

Are there any promotional materials for tobacco products in the store? If yes, answer the following questions for the 5 largest ads.

What product is being promoted?

Regular cigarettes
Light (low-tar, mild) cigarettes
Menthol cigarettes
Cigars
Chewing tobacco
Snuff or dipping tobacco
Wraps
Other, please specify

Other: _____

Where in the store is the located?

Free standing display
On a food shelf
On a refrigerator/freezer
On wall (not at register)
At register
Hanging from ceiling
Other

Other location: _____

How high is the ad?

3 feet or below
3-6 feet (waist to eye-level)
6 feet or above

Are there any products targeted to children (chips, candy, toys, next to the ad?

Yes
No

If yes, please describe:

Notes: _____

[detailed tobacco ad questions x5]

What is the total number of tobacco ads INSIDE the store?

0-20+

If yes, for what specific beverages? (check all that apply)

Regular (not diet) soda
Diet soda
Other diet beverage
100% fruit juice
Sweetened fruit drink
Sweetened iced tea
Flavored milk
Skim or 1% milk
2% milk
Whole milk
Milk (unspecified fat content)
Sports drink
Energy drink with caffeine
Alcohol
Water
Other, please specify

Other beverage being advertised: _____

Are there any ads for tobacco products visible from the OUTSIDE the store?

Yes
No

If yes, for what specific tobacco products? (check all that apply)

Regular cigarettes
Light (low-tar, mild) cigarettes
Menthol cigarettes
Cigars
Chewing tobacco
Snuff or dipping tobacco
Wraps
Other, please specify

Other tobacco product: _____

Which of the following tobacco warning signs is visible from the OUTSIDE the store? (choose all that apply)

Tobacco license
"We Card" (Under 18) sign
"Buying tobacco for minors"
"It's the law" - blue sign
Orange sticker- 1-888-99SMOKE
Other warning sign
NONE

Other (please be specific): _____

1/30/12 FINAL

Ad Monitoring Tobacco Outlet Survey Instrument

Time and date of survey (automatic timestamp)
Surveyor name
Tobacco outlet ID

What type of tobacco outlet is this?

corner store
chain convenience store
local pharmacy
chain pharmacy
gas station
liquor store
sidewalk booth/newsstand
grocery store
supermarket
smoke shop
restaurant/take-out
check-cashing
other, please specify

Other outlet type: _____

Are there 2 or more people standing outside of the store (not walking in our out)?

Yes
No

Are there any ads for beverages visible from the OUTSIDE of the store?

Yes
No

NOT FOR DISTRIBUTION



Tobacco outlets by type

Outlet type	Count	Percent
Bar	30	1%
Beer distributor	79	3%
Beer to go	110	4%
Chain convenience store	105	4%
Chain pharmacy	126	4%
Check-cashing	57	2%
Corner store	1085	39%
Dollar Store	25	1%
Gas station	184	7%
Grocery store	233	8%
Laundromat	39	1%
Local pharmacy	35	1%
Restaurant/take-out	411	15%
Sidewalk booth/newsstand	105	4%
Smoke shop	29	1%
Supermarket	70	2%
Other	91	3%
Total	2814	100%



Other store types include beauty/wig supplies, dollar stores, & laundromats



Tobacco outlets with tobacco ads outside

Outlet type	Count	Percent
Bar	3	10%
Beer distributor	49	62%
Beer to go	74	67%
Chain convenience store	76	72%
Chain pharmacy	3	2%
Check-cashing	31	54%
Corner store	762	70%
Dollar Store	21	84%
Gas station	160	87%
Grocery store	166	71%
Laundromat	9	21%
Local pharmacy	10	29%
Restaurant/take-out	42	10%
Sidewalk booth/news stand	63	60%
Smoke shop	24	83%
Supermarket	12	17%
Other	39	43%
Total	1544	55%



Store type with **highest** frequency of outdoor tobacco ads (gas station)



Store type with **lowest** frequency of outdoor tobacco ads (chain pharmacy)


'Unhealthy' ads more common in poor neighborhoods, survey finds



Keith Gant, born and raised in West Philadelphia, was part the survey team hired to count up "unhealthy" ads. (Taunya English/WHYY)



BY TAUNYA ENGLISH

ABOUT 

FOLLOW 

E-MAIL 

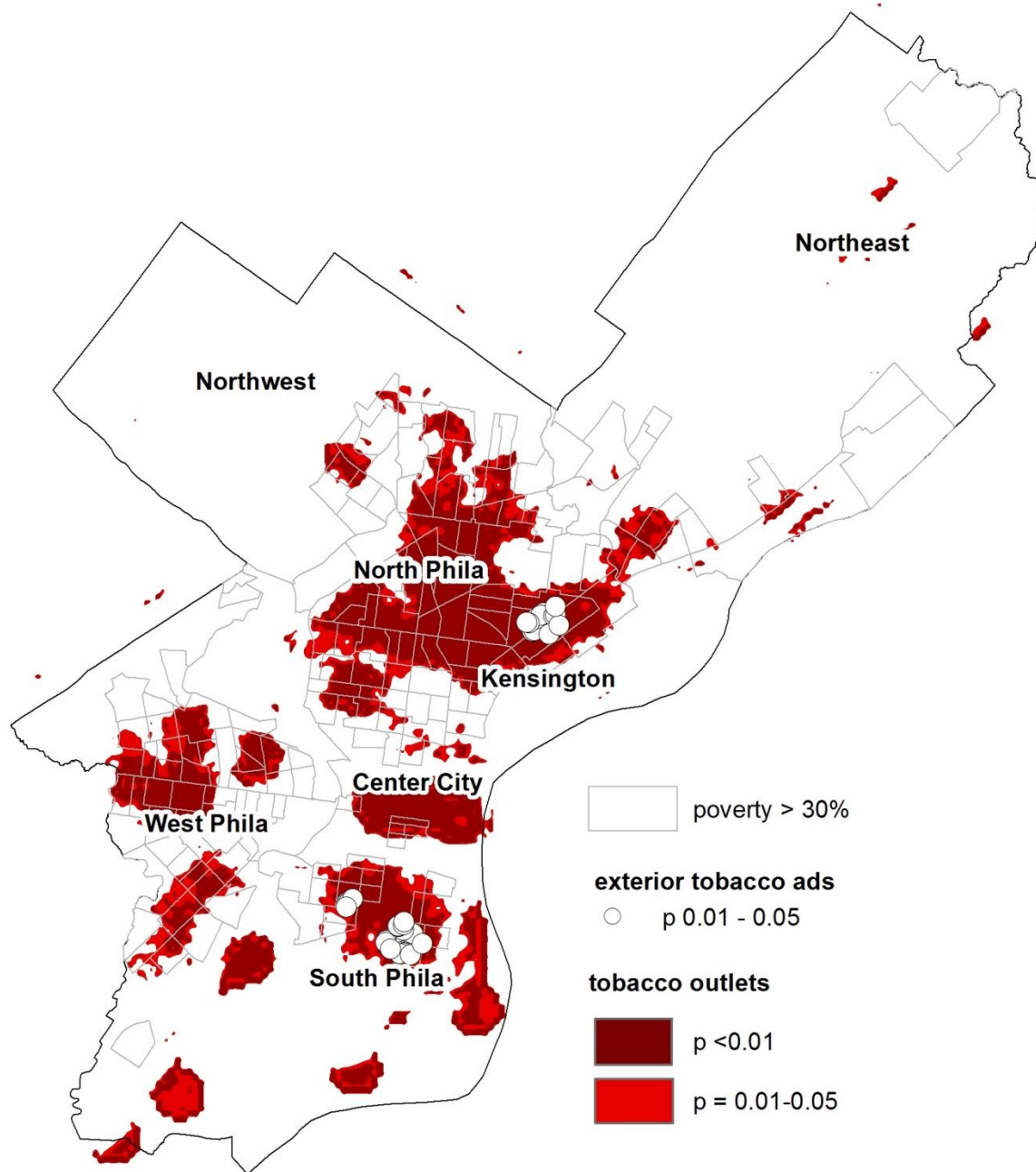
A city zoning law could help curb the number of advertisements for cigarettes and sugary drinks in Philadelphia — and a new survey may provide ammunition for stepped-up enforcement of the 2012 rule.

"The Marlboro Man is not on the highways now. The corner store has become the new tobacco billboard," said PennDesign professor and survey leader Amy Hillier. "Big tobacco industries are fighting for their business on this scale, on this neighborhood scale."

The report, released today, found a disproportionate concentration of "unhealthy" ads in low-income neighborhoods and at places that participate in



Researchers found a higher concentration of tobacco and sugar drink ads at outlets in low-income Philadelphia neighborhoods (Taunya English/WHYY)



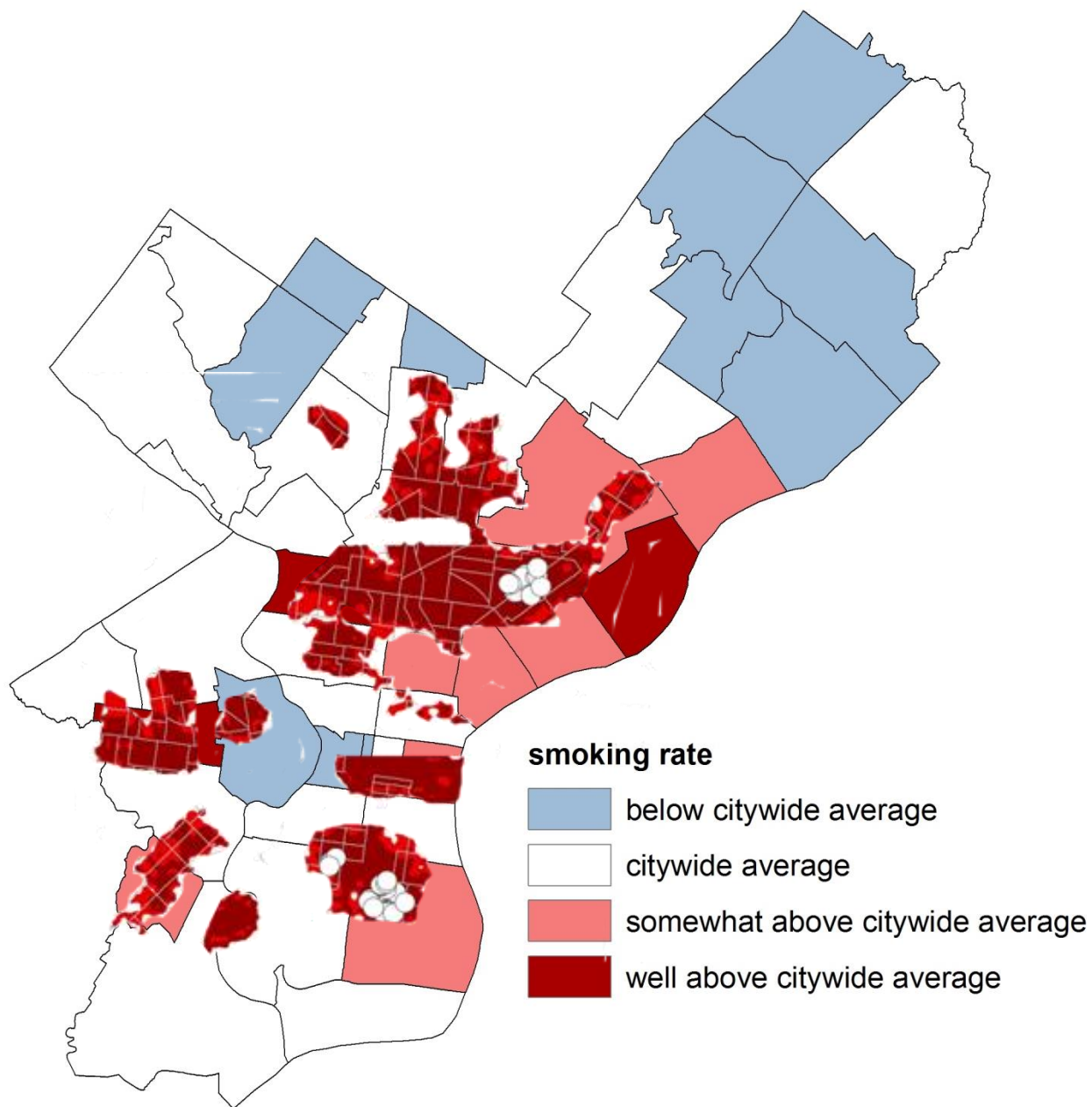


Table 3. Logistic regression results for tobacco ad type by tobacco outlet retail type and characteristics of outlet location in Philadelphia PA, 2012

Characteristic	Exterior Ads		Interior Ads		Near Kids' Products	
	OR	95% CI	OR	95% CI	OR	95% CI
SNAP	1.57	1.33-1.86	3.32	2.69-4.11	1.70	1.33-2.16
WIC	1.42	1.13-1.79	1.59	1.16-2.19	1.63	1.27-2.11
corner store	2.86	2.39-3.41	1.18	0.95-1.46	3.39	2.67-4.30
arterial street	1.31	1.12-1.54	1.43	1.19-1.73	0.96	0.76-1.20
Center City	0.60	0.43-0.82	0.40	0.28-0.55	0.44	0.22-0.90
residential	0.80	0.68-0.95	0.93	0.76-1.15	0.95	0.76-1.18
poverty >50%	0.76	0.62-0.93	0.45	0.35-0.56	0.55	0.41-0.75
Black > 50%	1.30	1.12-1.51	0.72	0.60-0.87	1.39	1.13-1.72
constant	.483		1.51		0.09	

SNAP: Supplemental Nutrition Assistance Program; WIC: Special Supplemental Nutrition Program for Women, Infants, and Children; OR: odds ratio; CI: confidence interval





Window Sign.

- (.1) Window signs shall be limited to the ground floor, except that in CMX-2, CMX-2.5, CMX-3, CMX-4, CMX-5, CA-1, and CA-2 districts, window signs for businesses that are not located on the ground floor shall also be permitted in second floor windows. The total area of window signs per floor shall not exceed 20% of the total transparent glazed area of all windows and transparent glass doors on that floor.

