Social Ecological Model

- Public Policy: national, state, local laws and regulations
- Community: relationships between organizations
- Organizational: organizations, social institutions
- Interpersonal: families, friends, social networks
- Individual: knowledge, attitudes, skills
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

**Poor Sign Control**
- Repeated exposure to unhealthful products
- Racial/ethnic targeting
- Driver distraction from digital signs
- Unregulated media environment/visual pollution
- Visual assault from outdoor media
- Outdoors/green spaces made less appealing

**Short-term health outcomes**
- Increase consumption of unhealthful products
- Increase stress for racial/ethnic minorities
- Increase in car, bike and pedestrian accidents
- perceived lack of social control
- Overstimulation/decrease in psychosocial wellbeing
- Less use and lower levels of physical activity

**Long-term health outcomes**
- Increase risk of chronic disease
- Increase risk of chronic disease
- Increase in casualties/fatalities
- Increase in crime, poorer education/health outcomes
- Increase in crime/increase in risk of chronic disease
- Increase in crime/increase in risk of chronic disease
Antronette Yancey, MD, MPH
DON'T JUST STAND THERE.
GET RICH.

COURVOISIER EARN IT.
Newport pleasure to go!

SPECIAL OFFER

$4.20
<table>
<thead>
<tr>
<th></th>
<th>Austin</th>
<th>Los Angeles</th>
<th>Philadelphia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total ads</td>
<td>297</td>
<td>832</td>
<td>640</td>
</tr>
<tr>
<td>Total sheets</td>
<td>11,281</td>
<td>8,779</td>
<td>3,031</td>
</tr>
<tr>
<td>Total unhealthy ads</td>
<td>38 (12.8%)</td>
<td>213 (25.6%)</td>
<td>460 (72%)</td>
</tr>
<tr>
<td>Total unhealthy sheets</td>
<td>1,718 (15.2%)</td>
<td>1,522 (17.3%)</td>
<td>1,138 (37.5%)</td>
</tr>
</tbody>
</table>
“Clustering of unhealthy outdoor advertisements around child-serving institutions: A comparison of three cities,” *Health & Place* 2009
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.
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/frezer
- 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, etc.) 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?
- 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 (choose all that apply)
- "We Care" (Under 18) sign
- "Buying tobacco for minors"
- "It's the law" - blue sign
- Orange stickers - 1-888-999-SMOKER
- 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

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

*Other store types include beauty/wig supplies, dollar stores, & laundromats*
Tobacco outlets with tobacco ads outside

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

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

Store type with **lowest** frequency of outdoor tobacco ads (chain pharmacy)
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...
Table 3. Logistic regression results for tobacco ad type by tobacco outlet retail type and characteristics of outlet location in Philadelphia PA, 2012

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

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.