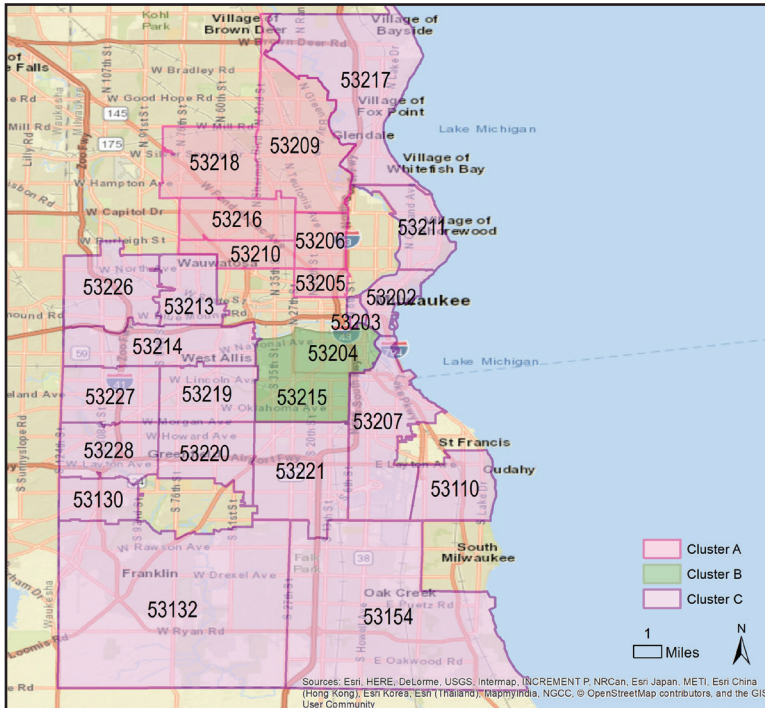


Milwaukee Collaborative Project 2016-2019



The **Milwaukee Collaborative Project**,* part of the Wisconsin Retail Assessment Project, performed 465 unique store assessments at tobacco retailers across **three demographically distinct regions** of Milwaukee County from 2016-2019.

The UWM Zilber School of Public Health analyzed the data. The findings highlight information on tobacco **products, prices, placement, and promotion** at tobacco retailers. Research links these marketing tactics to increased tobacco use, initiation, and relapse after quit attempts.

The findings in Milwaukee identified **inequities in the retail environment**, which may contribute to disparities in tobacco use and therefore disparities in health outcomes.

Cluster A

- 76% Black
- 4% Hispanic/Latinx
- 15% White

Cluster B

- 8% Black
- 67% Hispanic/Latinx
- 55% White

Cluster C

- 5% Black
- 11% Hispanic/Latinx
- 85% White

Retailer Density

The **tobacco retailer density is higher** in Clusters A and B than in Cluster C.

Some Cluster A zip codes had a retailer density **4x higher** than Cluster C.



This is associated with higher rates of tobacco use, increasing the likelihood of negative health outcomes for residents of these neighborhoods.

Proximity to Schools

There are **3x more tobacco retailers within 500 feet of schools** in Clusters A and B than in Cluster C.



This increases the likelihood of youth tobacco use in these neighborhoods.

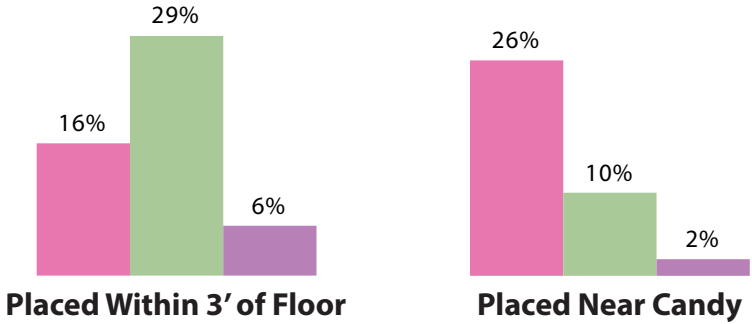
*The Collaborative included the WI African American Tobacco Prevention Network, WI Tobacco Prevention and Poverty Network, WI Hispanic Latino Tobacco Prevention Network, City of Milwaukee Tobacco Free Alliance, and Tobacco-Free Suburban Milwaukee and Ozaukee Counties.

Product Placement

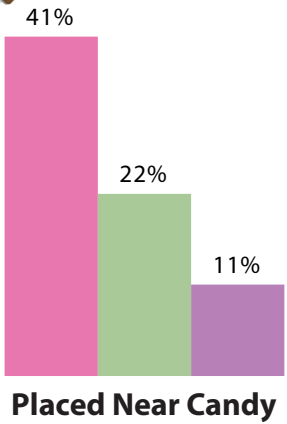
Tobacco products are more likely to be placed **within 3 feet of the floor** and **near candy** at retailers in Clusters A and B than in Cluster C.



Cigarettes and Menthols



Cigarillos

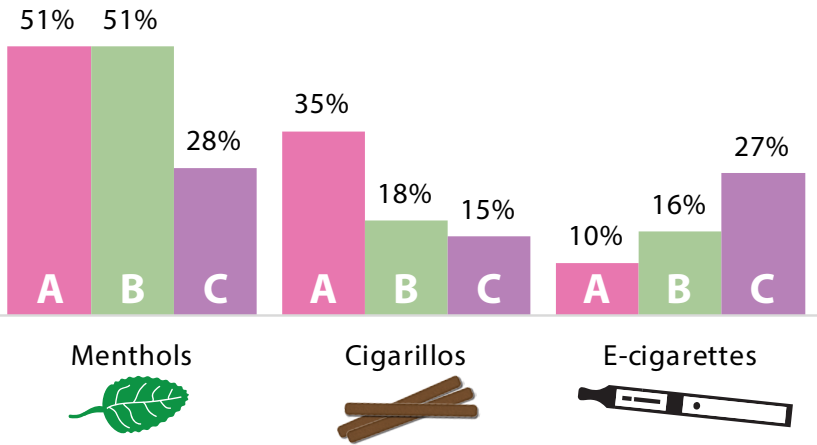


There are particularly high rates of tobacco placed near candy in Cluster A. When these products are placed near candy and within 3' of the floor, they are more likely to catch the attention of youth.

Outdoor Marketing

Menthols and **cigarillos** are much more likely to have outdoor marketing in Clusters A and B.

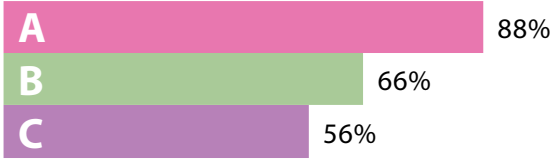
E-cigarettes are more likely to have outdoor marketing in Cluster C.



Outdoor marketing normalizes tobacco use and makes it harder to quit.

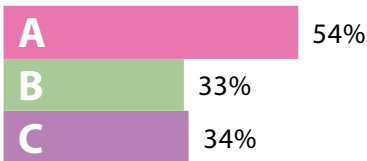
Pricing and Promotion

Cigarillos Below \$1



Retailers in **Cluster A** were more likely to **sell Cigarillos for less than \$1** and have **menthol price promotions** than in other clusters.

Menthol Price Promotion



Trends in pricing, promotions, and outdoor marketing highlight how certain products are targeted specifically to demographic populations.