
2017 – 2018 HEALTHY STORES FOR A HEALTHY COMMUNITY CAMPAIGN INDICATORS

INDICATOR TOPIC	CTCP INDICATOR NUMBER(S)	INDICATOR DEFINITION
1. Store Interior Marketing	1.1.1	The number of jurisdictions with a policy banning or restricting time, place, and manner, in-store tobacco product (including ESD) advertising, promotions, or product displays (e.g., “power walls”) consistent with the First Amendment and federal law
2. Content Neutral Signage Restrictions	1.1.2	The number of jurisdictions with a policy restricting outdoor window signage or other exterior signage such as hanging signs, wall signs attached to the outside of the building, or sidewalk signs consistent with the First Amendment and federal law.
3. Minimum Retail Price	1.2.6	The number of jurisdictions with a policy setting a minimum retail sale price for tobacco products or banning, or constraining tobacco industry promotional practices such as buydowns, multi-pack offers, and discounts, consistent with the First Amendment and federal law.
4. Minimum Package/Volume Size	1.2.7	The number of jurisdictions with a policy establishing a minimum package or volume size for tobacco and/or that eliminates the sale and distribution of individual or small unit packages of tobacco products.
5. Healthy Community Incentives	1.2.8	The number of jurisdictions offering incentives in the form of financial aid, tax credits, a lower local tobacco retail license fee, technical assistance (e.g., business planning) or other tangible goods and services in exchange for adopting meaningful and sustainable health promoting practices (e.g., healthy retail programs, building smoke-free multi-unit housing) that support tobacco free living and non-nicotine dependence.
6. Tobacco Retail Licensing	3.2.1	The number of jurisdictions with a policy requiring retailers that sell, give or furnish tobacco (including ESD) products to be licensed and to designate a portion of the license fee for enforcement.

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7. Tobacco Retailer Density/Zoning	3.2.2	The number of jurisdictions with a policy restricting the number, location, and/or density of tobacco (including ESD) retail outlets through use of any of the following means: conditional use permits, zoning, tobacco retail permits or licenses, or direct regulation.
8. Self Service Displays	3.2.3	The number of jurisdictions with a policy prohibiting the sale of tobacco (including ESD) products through self-service displays and requiring them to be in a locked or covered case.
9. Tobacco Industry Sampling, Coupons/Discounts/Gifts	3.2.4	The number of jurisdictions with a policy restricting the distribution of free or low-cost tobacco (including ESD) products, and/or restricting the distribution and/or redemption of coupons, coupon offers, gift certificates, gift cards, rebate offers or other similar offers for tobacco and ESD products consistent with the First Amendment and federal law.
10. Tobacco-free Pharmacies and Health Care Providers	3.2.7	The number of jurisdictions with a policy eliminating the sale and distribution of tobacco (including ESD) products from places where pharmacy and/or other health care services are provided by a licensed health care professional (e.g., hospital, vision screening, blood pressure screening).
11. Menthol and Other Flavored Tobacco Products	3.2.9	The number of jurisdictions with a policy restricting or prohibiting the sale and/or distribution of any mentholated cigarettes and other flavored tobacco (including ESD) products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers).
12. Electronic Smoking Device Sales	3.2.11	The number of jurisdictions with a policy prohibiting the sale or distribution of any ESDs including electronic cigarettes, electronic pipes, electronic cigars, and electronic hookahs.
13. Healthy Retail Standards	3.2.14	The number of jurisdictions with a healthy retail recognition program that includes defined standards and criteria incorporating two or more community partners (e.g., Nutrition, Alcohol Prevention, Tobacco Control, Women/Infants/Children Program, Sexually Transmitted Disease Prevention, etc.).

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14. American Indian Tobacco 21	3.2.16	The number of American Indian tribal governments with a policy designating the legal minimum age of commercial tobacco sales on tribal lands to be 21 years of age. (Note: This indicator is tribal government specific as tribal governments are sovereign nations and have authority to enact age of tobacco sale laws or enter into agreements with the State to comply with the State's tobacco age-of-sale law.)
15. No Sale of Tobacco Products	3.2.17	The number of jurisdictions with a policy prohibiting the sale and distribution of any tobacco products (including ESD).
16. Tobacco Only Store Sales	3.2.18	The number of jurisdictions with a policy restricting the sale of all tobacco products to tobacco-only stores.
17. Adult Only Venue Tobacco Sales	3.2.19	The number of jurisdictions with a policy restricting the sale of tobacco (including ESD) products to adult-only venues not accessible to persons under 21 years of age.