



# Finding Your Story and Testing Policy Solutions

**1. What three policies to limit the location, density, or type of retailer that can be tested using the “Policy Tester” tab of the Mapper?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**2. What is another “green light” policy strategy you could explore to change access to tobacco at the point of sale?**

\_\_\_\_\_

*For this activity, please complete the following steps in the Mapper:*

1. Navigate to [www.countertools.org/iamapping](http://www.countertools.org/iamapping)
2. Click the “Get a report” button
3. Select the “Area of Interest Report” section
4. Select “Retailers and Density” from the “Select a Report Type” dropdown
5. Select “City and Town Boundaries” from the first “Select the area to report” dropdown
6. Select “Iowa City” from the next dropdown
7. Select “Entire state” from the dropdown under “Select the second area for comparison”
8. Leave the two boxes checked
9. Click “Generate Report”
10. Repeat steps 4-9 three more times, changing “Retailers and Density” to “Policy, Pharmacy”, “Policy, Within 500’ of Another”, and “Policy, Near Schools and/or Parks”

## **F**ocus on a geographic area.

You represent a neighborhood advocacy group in Iowa City. Let’s look for a story there.

## **I**investigate spatial trends.

How many retailers are in Iowa City?

\_\_\_\_\_

Is the density of retailers lower or higher than the state overall?

\_\_\_\_\_



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## **Note demographic changes.**

The neighborhood where our advocacy organization is located has a high population of households with children and with lower incomes. Look at the reports and describe the trends in tobacco retailer density by age and income. Is there a strong relationship between density and these demographics?

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## **Demonstrate an actionable solution.**

How many and what percentage of all retailers would be impacted by each type of policy change?

Number and percentage of retailers within 1000' of schools and parks:

\_\_\_\_\_(\_\_\_%)

Number and percentage of retailers that are also pharmacies:

\_\_\_\_\_(\_\_\_%)

Number and percentage of retailers within 500' of another:

\_\_\_\_\_(\_\_\_%)

Based on this information, which policy would have the greatest impact?

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For the policy that you selected in the last question, compare the impact of the policy across different incomes by comparing retailer density before and after the ban. Would this policy have a greater impact among lower or higher income households?

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