

Retail Intervention to Reduce Sale of Harmful Legal Products

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Purpose:

The purpose of this community health plan is to address high incidence of intoxication with harmful legal products (HLP's), such as hand sanitizer and mouthwash. The following information outlines an evidence based, retail oriented plan to help reduce sales of HLP's for the purpose of intoxication.



Background:

- Fremont County has a population of 41,000; 30% of which is made up of Shoshone and Arapaho tribal members.
- 16% of the county struggles with alcoholism
- A large percentage of the people who suffer from alcoholism are American Indian
- Public health officials are concerned by the number of individuals who are choosing to become intoxicated or high with HLP's.



Methods:

- Literature review identified a strategy where community members work with retail owners to decrease sale of HLP's
- Plan was discussed with Fremont County Public Health Nurse



Results:

- Retailer Intervention includes:
 - In person interview with retail owners or store managers.
 - Education provided to retailers on breadth of problem and health impact
 - Give retailer information on interventions that could be used to lessen sales/theft of HLP's for intoxication purposes
 - Give retailer technical assistance to implement changes
 - Follow up interview to see if implementation has impacted sales



Discussion:

- The studies found addressing this issue targeted adolescent HLP users. Shifting the strategy used by the researchers to fit a growing problem with adult HLP users in this community will present some challenges.
- There is a concern that the American Indian population would be discriminated against in the implementation of this program. Care would need to be taken to ensure that retailers and staff apply any new policies to all buyers.