

PEERS AGAINST TOBACCO



*Texas College Initiative: Tobacco Environmental Scan:
Training for Data Collectors Presentation
Keryn E. Pasch*

Tobacco Marketing is Targeting YOU!

- Smoking habits often begin in early-to-mid adolescence.
 - Adolescent smokers often become adult smokers.
- Internal tobacco industry documents prove that they are targeting YOU.
 - “Today’s teenager is tomorrow’s potential customer” (Myron Johnston, Philip Morris Research Department, 1981)
 - And “The renewal of the market stems almost entirely from 18-year-old smokers” (Diane Burrows, RJR Marketing Department, 1984).

Point-Of-Sale (POS) tobacco advertising

- As tobacco advertising became more restricted, they shifted their focus to POS.
 - The majority of their advertising spending goes into POS marketing.
- People don't even notice POS advertising anymore because we are constantly surrounded by it, so much that it has become the norm.
- But we need to document the types of advertising they use to attract youth.
- This is where you come in...

Objectives for data collectors

- Understand the importance of the point-of-sale environment
- Recognize key product categories and brands.
- Learn key concepts:
 - Tobacco Flavors
 - Store Types
 - Advertisements
 - Product Placement
 - Price Promotions
 - Product Pricing

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Standardized Tobacco Assessment for Retail Settings (STARS)

FIELD NOTES

- This retail environment provides a great photo opportunity.

1. Date of visit: _____ Start Time: _____ End Time: _____
2. School Name/ID: _____
3. Store Name/ID: _____
 Store name matches assigned name
4. Store Address: _____
 Actual address matches assigned address
5. Can you survey this store? [If not, then select an option below and STOP!]
 Yes, I can
 No, store does not exist
 No, store is closed
 No, under 18 not allowed to enter
 No, membership or fee required to enter
 No, environment unsafe for me
 No, asked to leave before completing the survey
 Other (specify): _____

EXTERIOR

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

- | | | |
|--|------------------------------|-----------------------------|
| a. Cigarettes - non-menthol | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Cigarettes - menthol | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Cigarillos/little cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Large cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Chew, moist or dry snuff, dip or snus | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. E-cigarettes | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. E-hookah | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

INTERIOR

7. Store Type: (Choose one)

- Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)
 Drug store/pharmacy (e.g., Walgreens, Rite Aid, Duane Reade)
 Beer, wine, or liquor store (e.g., ABC)
 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertson's)
 Mass merchandiser (e.g., Wal-Mart, Costco, B's, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)
 Tobacco, Vape or Smoke shop (e.g., cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)
 Other (specify): _____ (e.g., donut shop, bait & tackle)

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)? (Choose one)

- Yes and visible to customers
 Yes but not visible to customers
 No (STOP if focusing on tobacco retailers)

9. Does the store have a pharmacy counter?

- Yes No

10. Alcoholic beverages sold here?

- Yes No

11. Does store display a graphic health warning sign?

- Yes No



Version 1.0 (05/12/16)

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Let's begin...

Standardized Tobacco Assessment for Retail Settings (STARS)

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 No, environment unsafe for me
 No, asked to leave before completing the survey
 Other (specify): _____

EXTERIOR

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

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|--|------------------------------|-----------------------------|
| a. Cigarettes – non-menthol | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Cigarettes – menthol | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Cigarillos/little cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Large cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Chew, moist or dry snuff, dip or snus | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. E-cigarettes | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. E-hookah | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Date of Visit, Start Time, End Time, School Name, Store ID and Store Address

- Record date of visit, start time and end time.
- Write the name of the outlet.
- Make sure each school and store has a unique number.
 - *School ID numbers will be assigned.
- Enter the store address from your list.
 - If address matches the address on your list, check the box for “Actual address matches assigned address”

Standardized Tobacco Assessment for Retail Settings (STARS)

FIELD NOTES

- This retail environment provides a great photo opportunity.

1. Date of visit: _____ Start Time: _____ End Time: _____

2. School Name/ID: _____

3. Store Name/ID: _____

- Store name matches assigned name

4. Store Address: _____

- Actual address matches assigned address

5. Can you survey this store? [If not, then select an option below and STOP.]

- Yes, I can
 No, store does not exist
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 No, asked to leave before completing the survey
 Other (specify): _____

EXTERIOR

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

- | | | |
|--|------------------------------|-----------------------------|
| a. Cigarettes – non-menthol | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Cigarettes – menthol | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Cigarillos/little cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Large cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Chew, moist or dry snuff, dip or snus | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. E-cigarettes | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. E-hookah | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Can you survey this store?

- **Yes** answer is most common
 - If **No**, select the option that explains why not
 - If asked to leave store before completing survey mark, “No, asked to leave before completing survey”
 - If store is temporarily closed, note reopening date in “field notes” section of survey form
- If you answer **No**, then stop survey and continue to next store

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Which products are advertised outside the store (on windows/doors buildings, sidewalk or elsewhere)?

EXTERIOR

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

- | | | |
|--|------------------------------|-----------------------------|
| a. Cigarettes – non-menthol | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Cigarettes – menthol | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Cigarillos/little cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Large cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Chew, moist or dry snuff, dip or snus | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. E-cigarettes | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. E-hookah | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

- Select **Yes** for each tobacco product advertised outside the store
- If there are no exterior advertisements for a tobacco product, select **No**

STORE CHARACTERISTICS

Outside advertisements



Definition: Include any sign, poster, banner, decal, sticker, neon light or other three-dimensional object that promotes a brand. Advertisements are pre-printed or professionally-produced but may include hand-written information about price. These may be located on the building or property (e.g., on the sidewalk, window, sidewalk, front door, gas pump, side of the building).

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Advertisements are

- Intended to sell products
- Branded (name or logo)
- Displayed as a sign, poster, banner or neon light
 - With or without price
- Printed, not hand-written
 - Can have hand-written price information



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Advertisements are not



Hand-written promotions



Unbranded references (e.g., cigars, hookah, cigarettes)



Store name

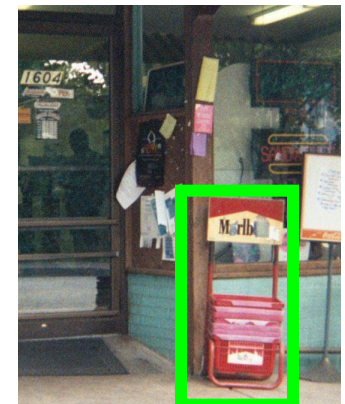
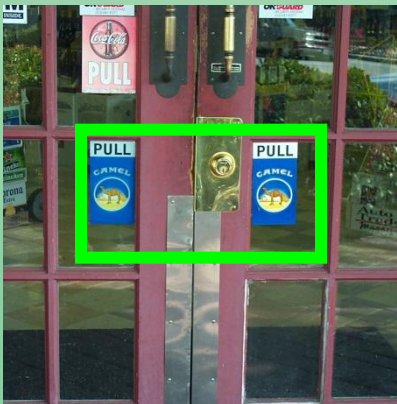


Product displays inside that are visible through the window

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Where to look for advertisements

- Storefront windows, doors, building & sidewalk
- Push/pull, enter/exit signs and functional items (e.g. shopping basket, trash can) with product advertisement
- Include advertisements on a door that is propped open and on top of gas pumps



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Product overview

PRODUCT EXAMPLES

Cigarettes



Menthol cigarettes



Cigarillos/little cigars



Single cigarillos



Large cigars



PRODUCT EXAMPLES

Chew, moist or dry snuff, dip or snus



Definition: Tobacco products that do not produce smoke or vapor, often referred to as smokeless tobacco.

E-cigarettes



Definition: Battery-powered cigarettes that produce vapor instead of smoke. This category does not include e-hookahs or e-cigs.

Cigarettes

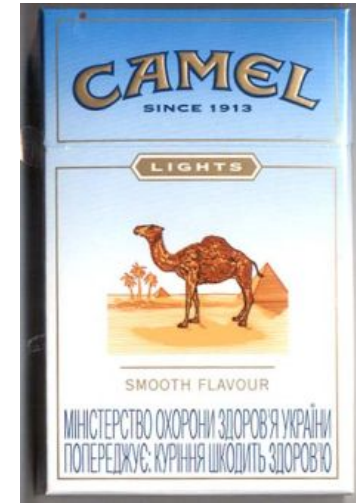
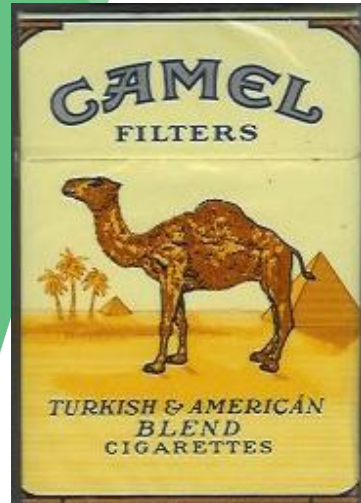
- Refer exclusively to tobacco cigarettes
 - Does NOT include electronic cigarettes
- Cigarettes may be menthol cigarettes or non-menthol



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Popular brands of cigarettes

Popular brands include Marlboro, Newport, Pall Mall, Camel, and Winston



Menthol cigarettes

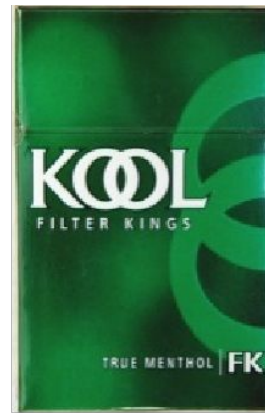
- Menthol is the only flavored cigarette permitted by federal law
- Typically green packs but may come in other colors



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Popular brands of menthol cigarettes

Popular brands include Newport, Salem, Kool, and Marlboro menthol



Cigarillos/Little Cigars

- Tobacco wrapped in a tobacco leaf (or a brown paper containing tobacco)
- Short (3-4 inches) or the size of a cigarette
- May be sold individually, a few in a pack, or in a pack of 20 or more that looks like a cigarette pack
 - Blunt and blunt wrappers are considered cigarillos/little cigars



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Popular brands of cigarillos/little cigars

Popular brands include Swisher Sweets, Black & Mild, Phillies, and White Owl



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Single cigarillos/little cigars

- Smaller unit sizes indicate lower purchase price
- Examine the brands of cigarillos/little cigars to try and find single cigarillos/little cigars



Does not count as single cigarillo/little cigars because it is sold in packs of two



Large cigars

- Typically contains at least one-half ounce of aged, fermented tobacco wrapped in tobacco leaf (or a brown paper containing tobacco)
- Often sold as singles but can be found in boxes
- Larger than cigarillos/little cigars



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Images of large cigars



NOTE: Some cigarillos/little cigars have the word “cigar” on the package (e.g. “25 pipe-tobacco cigars”). These are not considered large cigars since they are sold in a pack and are smaller than a large cigar.

Chew, moist or dry snuff, dip or snus

- These are different forms of smokeless tobacco all treated as one product category
- You don't need to recognize the difference between chew, snuff, dip or snus
- The products are packaged in cans or pouches and are usually shelved near cigarettes



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Popular brands of smokeless tobacco

Popular brands include Marlboro, Camel, Skoal and General



Electronic cigarettes (E-cigarettes)

- Battery-powered devices that produce vapor instead of smoke
 - Can be disposable or refillable
- Using e-cigarettes is called “vaping”
- Category does not include e-hookah or e-cigars
- May be shelved with tobacco products, in a self-service container or with nicotine-replacement products like Nicorette
 - Some e-cigarette displays advertise “100% water vapor”



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Popular brands of e-cigarettes

Popular brands include Blu, NJOY, Swisher and Starbuzz



- Convenient & Long Lasting
- Classic Tobacco Taste
- 18mg Nicotine

The Official e-cigarette of the World Series of Poker



Electronic Hookah (E-hookah)

- AKA: hookah pen, disposable hookah
- Battery powered device that creates vapor
 - Can be disposable or reusable
- E-shisha used inside, often flavored
 - Blend of E-liquid mixed with flavors
 - Available in nicotine and tobacco free
- Mostly use of flavor enjoyment NOT for nicotine delivery

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Popular brands of E-Hookah

Popular brands include Starbuzz, Tsunami, Fantasia, Beamer, Royal, and Square



Vaporizers

- AKA: Vape pens
- Produces vapor by heating extracted oils
- Usually used for tobacco or marijuana leaves, not liquid



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Accessories



- E-liquid/e-juice
 - Used in e-cigs
 - Comes in varying levels of nicotine and nicotine free



- E-shisha
 - Used in e-hookahs
 - Blend of e-liquid mixed with flavors
 - Comes in varying levels of nicotine, nicotine free and tobacco free

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Accessories

- **Drip Tips**
 - Acts as a mouthpiece for the juice attachment
- **Atomizer**
 - Heating element that produces vapor from e-liquid
- **Cartomizer**
 - Consists of an atomizer surrounded by a liquid-soaked poly-foam that acts as an e-liquid holder
- **Clearomizer**
 - Clear tank in which an atomizer is inserted

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Accessories



- **Atomizer Adaptor**
 - Allows you to use different sized batteries and cartridges
- **Blank Cartridges**
 - Refillable cartridge for e-liquid
- **Portable Charging Cases/Carrying cases**
 - Case for e-cig or e-hookah
- **Volt Car adapter**
 - Cigarettes lighter adapter used to charge e-cig or vape batteries

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Let's practice...



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Quiz #1: Which storefront windows/doors advertise tobacco products? (choose all)



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Quiz #1: Which storefront windows/doors advertise tobacco products?

Answer: B,C, D

Not an advertisement because it is unbranded.



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Quiz #2: Which products are advertised outside the store?

EXTERIOR

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

- | | | | | |
|--|--------------------------|-----|--------------------------|----|
| a. Cigarettes – non-menthol | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| b. Cigarettes – menthol | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| c. Cigarillos/little cigars | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| d. Large cigars | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| e. Chew, moist or dry snuff, dip or snus | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| f. E-cigarettes | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| g. E-hookah | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |



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Quiz #2: Which products are advertised outside the store?

Answer: **Cigarettes- non-menthol** and **cigarettes- menthol**

Cigarettes – menthol

Cigarettes – non menthol



EXTERIOR

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

- | | | | | |
|--|--------------------------|-----|--------------------------|----|
| a. Cigarettes – non-menthol | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| b. Cigarettes – menthol | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| c. Cigarillos/little cigars | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| d. Large cigars | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| e. Chew, moist or dry snuff, dip or snus | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| f. E-cigarettes | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| g. E-hookah | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |

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Quiz #3: Which products are advertised outside the store?



EXTERIOR

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

- | | | | | |
|--|--------------------------|-----|--------------------------|----|
| a. Cigarettes – non-menthol | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| b. Cigarettes – menthol | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| c. Cigarillos/little cigars | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| d. Large cigars | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| e. Chew, moist or dry snuff, dip or snus | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| f. E-cigarettes | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| g. E-hookah | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |

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Quiz #3: Which products are advertised outside the store?

Answer: Cigarettes- non menthol, cigarettes-menthol and e-cigarettes

E-cigarettes

Cigarettes – non menthol



EXTERIOR

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

- | | | |
|--|------------------------------|-----------------------------|
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| c. Cigarillos/little cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Large cigars | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Chew, moist or dry snuff, dip or snus | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. E-cigarettes | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. E-hookah | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

INTERIOR

7. Store Type: (Choose one)

- ₁ Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)
- ₂ Drug store/pharmacy (e.g., Walgreens, Rite Aid, Duane Reade)
- ₃ Beer, wine, or liquor store (e.g., ABC)
- ₄ Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertson's)
- ₅ Mass merchandiser (e.g., WalMart, Costco, BJ's, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)
- ₆ Tobacco, Vape or Smoke shop (e.g., cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)
- ₇ Other (specify): _____ (e.g., donut shop, bait & tackle)

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarmillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)? (Choose one)

- ₁ Yes and visible to customers
- ₂ Yes but not visible to customers
- ₀ No (STOP if focusing on tobacco retailers)

9. Does the store have a pharmacy counter?

- ₁ Yes ₀ No

10. Alcoholic beverages sold here?

- ₁ Yes ₀ No

11. Does store display a graphic health warning sign?

- ₁ Yes ₀ No



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Store Type

Choose one from seven store types defined in the following slides.



Follow along in your protocol

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Convenience store with or without gas

- Sell limited line of goods (e.g., milk, bread, soda, snacks)
- Can have gas pumps
- Do NOT sell uncooked meats intended to be cooked before eating
- Popular convenience stores include:
 - 7-eleven
 - Speedy Stop
 - Chevron Food Mart
 - Exxon



Drug store/pharmacy



- Known primarily for selling prescription drugs and over the counter medicines
- Popular drug store/pharmacies include:
 - Walgreens
 - CVS
 - Rite Aid

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Beer, Wine, or Liquor Store

- Sell mostly beer, wine, and/or liquor
- May sell a limited supply of snack foods
- Popular beer, wine, or liquor stores include:
 - Twin Liquors
 - Spec's





Grocery store or supermarket

- Includes small market, deli and produce market
- Some have gas pumps
- Sell raw meat that is meant to be cooked at home
 - The sale of raw meat (meant to be cooked at home) distinguishes a grocery store from a convenience store.
- Popular grocery stores or supermarkets include:
 - HEB
 - Randalls
 - Kroger



Mass merchandiser or discount store

- Sell variety of goods including clothes, electronics and food
- Sell products at lower prices than traditional retail outlets
- Some have gas pumps
- Popular mass merchandisers and discount stores include:
 - Walmart
 - Costco
 - Sam's Club
 - Dollar General
 - Family Dollar

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Tobacco, Vape, & Smoke Shop



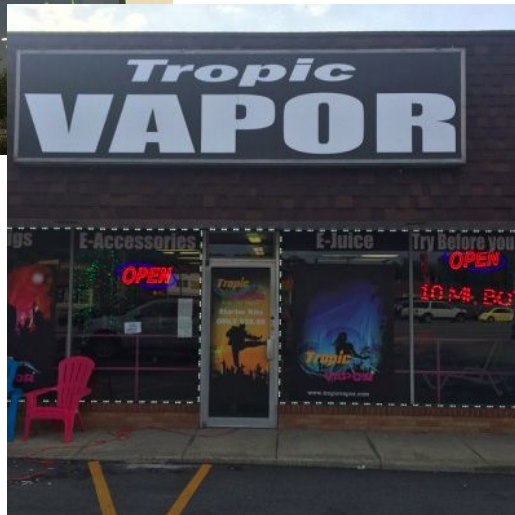
- Smoke shop or other retailer that primarily sells tobacco products
- Includes hookah bars, e-cigarette shops, vape bars, and cigar shops
- Popular tobacco shops include:
 - All About Vapor
 - Classic Tobacco

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Tobacco, Vape, & Smoke Shops

- These types of stores are very different than many tobacco retailers .
- These type of shops specialize in the selling of electronic cigarette products.



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Other shops



- Select “**other**” if none of the six store types fit
- Specify the store type (write a brief description)
- Other shops may include
 - Gas station kiosk
 - Donut shop
 - Bait & Tackle
 - Cell phone or electronic store
 - Auto repair shop

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Time to go inside the store!

- Completing this survey may require talking with a cashier or other store employee
- Refer to the training materials about how to introduce yourself in each store
- Courtesy is important
 - Wait for paying customers to finish before asking questions
 - Don't block the doors or aisles
 - Avoid disrupting store employees or customers



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INTERIOR

7. Store Type: (Choose one)

- Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)
- Drug store/pharmacy (e.g., Walgreens, Rite Aid, Duane Reade)
- Beer, wine, or liquor store (e.g., ABC)
- Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertson's)
- Mass merchandiser (e.g., WalMart, Costco, BJ's, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)
- Tobacco, Vape or Smoke shop (e.g., cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)
- Other (specify): _____ (e.g., donut shop, bait & tackle)

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)? (Choose one)

- Yes and visible to customers
- Yes but not visible to customers
- No [STOP if focusing on tobacco retailers]

9. Does the store have a pharmacy counter?

- Yes No

10. Alcoholic beverages sold here?

- Yes No

11. Does store display a graphic health warning sign?

- Yes No



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Any tobacco products sold here?

- Select **Yes** if any tobacco product(s) is sold and is visible
- If you cannot see tobacco products, ask the cashier whether the store sells them
- Select **Yes, NOT visible to customers** if tobacco products are kept in a case so that they cannot be seen by customers
- Select **No** if there are no tobacco products sold at the location
 - Do not continue survey if focusing on tobacco retailers.



Follow along in your pocket guide

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Where to look for tobacco products



Often near cash register



Walk around the store, particularly if you are in a supermarket or mass merchandiser.



Indicate that tobacco is still sold at the store even if the product is "out of stock"



Sometimes advertisements are visible but products are not. Products might not be visible if they are in a covered display case.

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Does the store have a pharmacy counter?

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, (Choose one)

- ₁ Yes and visible to customers
₂ Yes but not visible to customers
₀ No [STOP if focusing on tobacco retailers]

9. Does the store have a pharmacy counter?

- ₁ Yes ₀ No

10. Alcoholic beverages sold here?

- ₁ Yes ₀ No

11. Does store display a graphic health warning sign?

- ₁ Yes ₀ No

- Select **Yes** if the store has a pharmacy counter
- Select **No** if the store does not have a pharmacy counter

NOTE: Stores do not have to be a drug store/pharmacy to have a pharmacy counter (e.g. WalMart)

Pharmacy counter



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8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, (Choose one)

- ₁ Yes and visible to customers
₂ Yes but not visible to customers
₀ No [STOP if focusing on tobacco retailers]

9. Does the store have a pharmacy counter?

- ₁ Yes ₀ No

10. Alcoholic beverages sold here?

- ₁ Yes ₀ No

11. Does store display a graphic health warning sign?

- ₁ Yes ₀ No

Alcoholic beverages sold here?

- Select **Yes** if alcoholic beverages are sold at the store
- Select **No** if the store does not sell alcoholic beverages

Alcoholic beverages



Definition: Include any beverage designed for consumption that contains at least 0.5% alcohol by volume (e.g., wine, beer, distilled spirits, alcopops). This category does not include products that contain alcohol but are not meant for consumption as a beverage (e.g., cooking wine, vanilla).

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Alcoholic beverages

- Includes any beverage designed for consumption that contains at least 0.5% alcohol by volume
- Do not include products that contain alcohol but are not meant for consumption as a beverage (e.g., cooking wine, vanilla)



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Examples of alcoholic beverages



Beer



Wine (including fortified wine, and champagne)



Distilled spirits (e.g., whiskey, rum, vodka and other distilled products)



Alcopops (labeled “malt beverages” usually with a sweet, fruity flavor)

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew,
(Choose one)

- ₁ Yes and visible to customers
₂ Yes but not visible to customers
₀ No [STOP if focusing on tobacco retailers]

9. Does the store have a pharmacy counter?

- ₁ Yes ₀ No

10. Alcoholic beverages sold here?

- Yes No

11. Does store display a graphic health warning sign?

- ₁ Yes ₀ No

Counter-marketing: Does store display graphic health warning sign?

- Select **Yes** if a graphic health warning sign is visible in the store
- Select **No** if the store does not have a graphic health warning sign



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Graphic health warning

- Realistic photo or illustration that depicts negative health consequences of tobacco use
- Does not include graphic health warnings that appear on tobacco products or signs requesting ID if under 18



Answer these questions about cigarettes

- The next set of slides will guide you through key questions related specifically to cigarettes.

CIGARETTES

12. Answer these questions about cigarettes.

- | | | |
|--|------------------------------|-----------------------------|
| a. Any cigarettes sold here? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Menthol cigarettes sold here? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Any cigarettes (menthol or non-menthol) within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Cigarette ad (menthol or non-menthol) within 3 feet of the floor? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Any cigarette price promotions? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. Any menthol cigarette price promotions? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

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Any cigarettes or menthol cigarettes sold here?

- Select **Yes** if cigarettes (any kind) or menthol cigarettes are sold at the store
 - If cigarettes or menthol cigarettes are usually sold but are currently “out of stock,” select **Yes**
- If there are no cigarettes or menthol cigarettes sold at the store, select **No**
- Please ask the cashier in stores where tobacco products are not visible to customers

CIGARETTES

12. Answer these questions about cigarettes.

- | | | |
|---|------------------------------|-----------------------------|
| a. Any cigarettes sold here? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Menthol cigarettes sold here? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Any cigarettes (menthol or non-menthol) within 12 inches of any vending machine, slushy/soda machines, or ice cream? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Cigarette ad (menthol or non-menthol) within 3 feet of the floor? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Any cigarette price promotions? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. Any menthol cigarette price promotions? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

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Any cigarettes or menthol cigarettes within 12 inches of youth products or 3 feet from floor?

- Select **Yes** if cigarettes (any kind) or menthol cigarettes are within *12 inches of youth products or within 3 feet of the floor*
 - *Examples in next slide.*
- If there are no cigarettes or menthol cigarettes within *12 inches of youth products or within 3 feet of the floor*, select **No**

CIGARETTES

12. Answer these questions about cigarettes.

- | | | |
|--|------------------------------|-----------------------------|
| a. Any cigarettes sold here? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. Menthol cigarettes sold here? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Any cigarettes (menthol or non-menthol) within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Cigarette ad (menthol or non-menthol) within 3 feet of the floor? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Any cigarette price promotions? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. Any menthol cigarette price promotions? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

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Any product within 12 inches of youth products (toys, candy, gum, slushy/soda machines or ice cream)?



- Look carefully at the cigarette display
- 12 inches is roughly equal to two hand lengths
- Do not count cigarette advertisements near toys, candy, etc.
- Select **Yes** if any cigarette (menthol or non-menthol) is within 12 inches of question items
- If there are no cigarettes (menthol or non-menthol) within 12 inches of question items, select **No**



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Within 3 feet of floor



Product ad within 3 feet of floor?

- Look on door, near counter and around store entrance
- Do not include advertisements outside of the store (e.g., sidewalk signs) or behind the counter
- Select **Yes** if any cigarette (menthol or non-menthol) advertisement is within 3 feet of floor
- If there are no cigarette (menthol or non-menthol) advertisements within 3 feet of floor, select **No**

Any cigarette or menthol cigarette price promotions?

- Select **Yes** if there is a visible cigarette or menthol cigarette price promotion inside or outside the store
- If there are no cigarette or menthol cigarette price promotions inside or outside the store, select **No**

CIGARETTES

12. Answer these questions about cigarettes.

- | | | | | |
|--|--------------------------|-----|--------------------------|----|
| a. Any cigarettes sold here? | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| b. Menthol cigarettes sold here? | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| c. Any cigarettes (menthol or non-menthol) within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| d. Any cigarette ad (menthol or non-menthol) within 5 feet of the floor? | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| e. Any cigarette price promotions? | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |
| f. Any menthol cigarette price promotions? | <input type="checkbox"/> | Yes | <input type="checkbox"/> | No |

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Special price: Indicated by terms such as "special value", "discount", "cents off", "on sale", "reduced price", or "limited time offer"



Multi-pack discount: An offer to purchase more than one item that results in a lower price (e.g., buy-one-get-one free, get 5 free when you buy 3, pay \$__ when you buy more than one)

Price promotions are...

- Signs or package labels that indicate sale (cents or dollar-off), discount, time-limited or trial offer
 - Can be hand-written
- Do not need to know difference between special price and multi-pack discount price promotions
- Look outside the store on windows, doors, side of building or sidewalk for price promotions if none are visible in the store for a tobacco product



Follow along in your pocket guide

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OTHER PRODUCTS

	13. Cigarillos/little cigars	14. Large cigars	15. Smokeless (e.g. chew, snuff, dip, or snus)	16. E-cigarettes
a. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
b. Flavored products?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
c. Singles sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No			
d. Advertised for less than \$1?	<input type="checkbox"/> Yes <input type="checkbox"/> No			
e. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
f. Product ad within 3 feet of floor?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
g. Self-service display?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Yes <input type="checkbox"/> No
h. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
i. Cross-product promotion with cigarettes?			<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

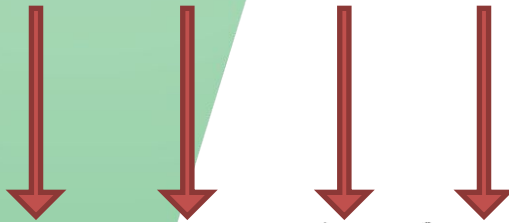
Other Products

- The next tab is dedicated to specific product questions.
 - Cigarillos
 - Cigars
 - Smokeless
 - E-cigarettes
- There are a lot of options, so take your time and make sure you select the appropriate choice.

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Products

- Focus on one product at a time
 - Work down the columns to answer the questions
- As you become familiar with this form you may develop your own method for answering the questions
- The next set of slides addresses the following concepts:
 - Product placement
 - Advertisement placement
 - Price promotion
 - Self-service display
 - Cross-product promotion with cigarettes



OTHER PRODUCTS	13. Cigarillos/little cigars	14. Large cigars	15. Smokeless (e.g. chew, snuff, dip, or snus)	16. E-cigarettes
a. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
b. Flavored products?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
c. Singles sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No			
d. Advertised for less than \$1?	<input type="checkbox"/> Yes <input type="checkbox"/> No			
e. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
f. Product ad within 3 feet of floor?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
g. Self-service display?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Yes <input type="checkbox"/> No
h. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
i. Cross-product promotion with cigarettes?			<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

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Examples of flavored cigarillos/little cigars



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Examples of flavored chew,
snuff, dip and snus



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Examples of flavored e-cigarettes



Examples of flavored e-cigarettes



Menthol and tobacco are not considered flavors

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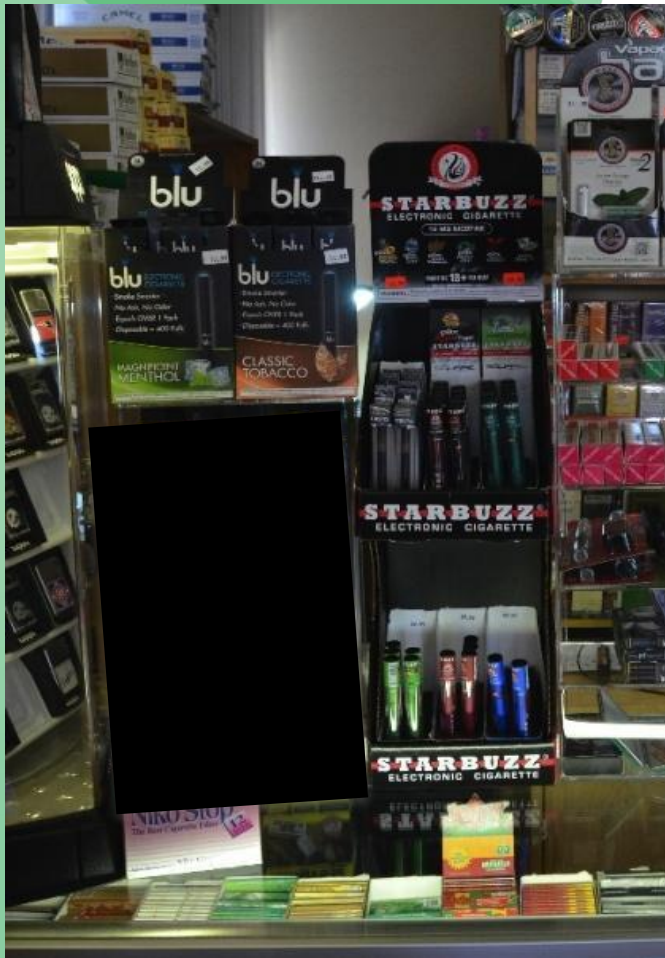
Self-service display?


- Displayed so customers can take tobacco product instead of asking clerk for assistance
- The opening must face the customer
- Do not include
 - Products that face the customer but that are behind the counter
 - Products that are on the counter but are protected by a display case
 - Cigarettes (menthol or non-menthol), chew, snuff, dip or snus that are self-service



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Examples of self-service displays



 Follow along in your pocket guide

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Signs that advertise more than one product

Some brands sell multiple tobacco products, therefore you might see signs that advertise more than one type of tobacco product.

Marlboro



Swisher Sweets



This sign advertises:
-Cigarettes – non-menthol
-Cigarettes – menthol
-Snus

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Cross-product promotion with cigarettes?

- An offer to purchase any brand of cigarettes (menthol or non-menthol) that results in a free or discounted price of any brand of smokeless tobacco (e.g., chew, snuff, dip or snus) or e-cigarettes



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Let's practice...



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Quiz #4: Which of these are price promotions? (choose all)

A



B



C



D



Not a price promotion because it is only stating the price of the product.

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11a-11b: WIC and SNAP accepted here?

17. WIC and/or SNAP (i.e., food stamps, EBT) accepted here?

a.  Yes No

b.  Yes No

- Ask cashier if WIC or SNAP (i.e., food stamps, EBT) is accepted if there is no visible sign **OR** examine store for WIC and SNAP logos
- Select **Yes** if WIC or SNAP is accepted
- Select **No** if the store does not accept WIC or SNAP



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WIC



- WIC stands for Women, Infants and Children
 - Special supplemental nutrition program that provides food to women, infants and children who may be nutritionally at risk
- WIC symbol differs state by state
- Look for WIC symbol on
 - Windows/doors
 - Near cash register
 - Food price labels

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SNAP (food stamps/EBT)

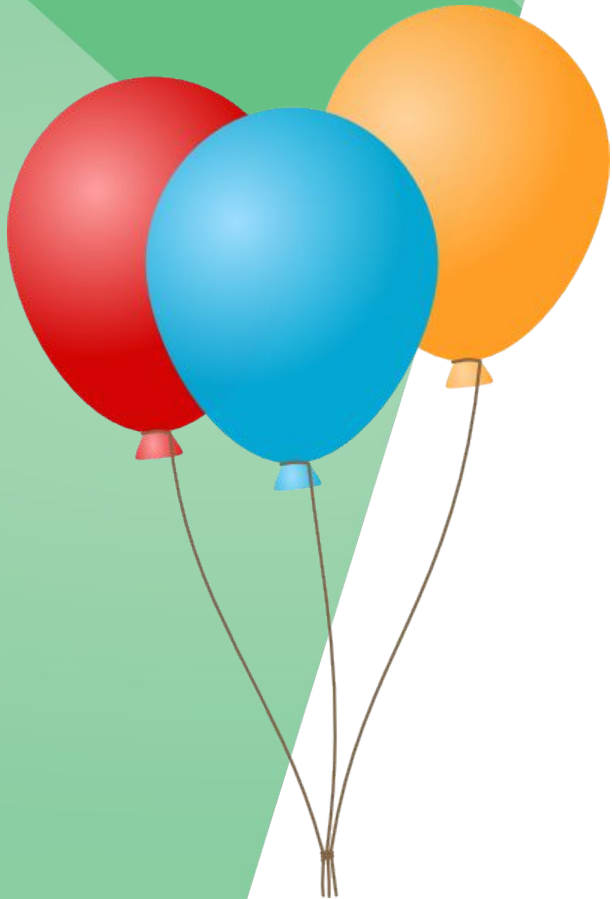
- Referred to as food stamps
- SNAP= Supplemental Nutrition Assistance Program
 - Provides financial assistance for purchasing foods to low-income people in the U.S.
- Funds for SNAP can be placed on a payment card called an Electronic Benefit Transfer Card (EBT)
- Look for SNAP, food stamp or EBT symbol on
 - Windows/doors
 - Near cash register
 - Food price labels



Best Practices in Tobacco Field Work

- Be discrete
- Begin outside
- Leave non-necessary research material in the car
 - Will minimize distraction for yourself and help you stay less noticed
- Once inside, begin with perimeter of store
 - WIC/SNAP, pharmacy, alcohol
- If approached by outlet staff, be honest and present study letter
 - Student-led project to document and understand the tobacco environment
 - Will help students learn about their environment
 - Serve as a tool to create a healthier campus environment
- Stay confident, cool, and collected 😊
 - If asked to leave, thank them for time in the store and complete as much information as possible upon returning to vehicle.

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Congratulations, you have completed the training!

- Take this time to review any concepts you'd like (e.g. price promotion, cross-product promotion)
- Feel free to review these slides at any time during your data collection
- If you have any questions, please contact:
 - Ana Herrera at analaherrera@utexas.edu
Or
 - Dr. Keryn Pasch at kpasch@austin.utexas.edu