

Tobacco and Alcohol Retail Assessment (TARA) Training

Training for data collectors

Acknowledgement: This presentation is based on materials developed by the Stanford Prevention Research Center for the California Tobacco Control Program (CTCP). Thanks are due to CTCP and the Tobacco Control Evaluation Center for sharing photos and training materials.



About the retail assessment

Objectives for data collectors

- Recognize key product categories and brands
- Learn key concepts:
 - Flavors
 - Advertisements
 - Product placement
 - Price promotions

Tobacco and Alcohol
Retail Assessment
Pocket Guide



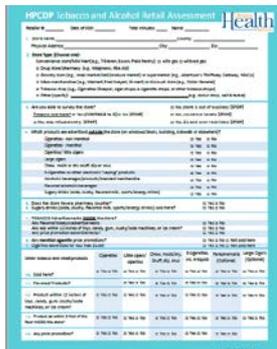
Pocket Guide

- Follow along with your pocket guide during presentation
- Take notes in the “training notes” section of pocket guide

Supplies

Paper Survey Version

- Copies of survey
- Pocket guide
- Pen
- Hard writing surface (e.g. notebook, clipboard)
- List of stores to visit, map of area



Online Survey Version

- iPad/Electronic device
- Pocket guide
- List of stores to visit, map of area



TARA

HPCDP Tobacco and Alcohol Retail Assessment 

Retailer #: _____ Date of Visit: _____ Total minutes: _____ Name: _____

1. Store name: _____ County: _____
Physical Address: _____ City: _____ Zip: _____

2. Store Type: (Choose one):
 Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Food Pantry) with gas without gas
 Drug store/pharmacy (e.g., Walgreens, Rite Aid)
 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)
 Mass merchandiser (e.g., Wal-Mart, Fred Meyer, Bi-Mart) or discount store (e.g., Dollar General)
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)
 Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store? No, store is out of business [STOP]
 Tobacco sold here? Yes [CONTINUE to 8] No [STOP]
 No, could not locate [STOP]
 No, was refused entry [STOP]
 No, 21 and over restricted [STOP]

4. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?
 Cigarettes - non menthol Yes No
 Cigarettes - menthol Yes No
 Cigarillo/ little cigars Yes No
 Large cigars Yes No
 Chew, moist or dry snuff, dip or snus Yes No
 E-cigarettes or other electronic "vaping" products Yes No
 Alcoholic beverages/products/branded merchandise Yes No
 Flavored alcoholic beverages Yes No
 Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) Yes No

5. Does the store have a pharmacy counter? Yes No
 Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? Yes No

7. TOBACCO Advertisements inside the store?
 Any flavored tobacco advertisements Yes No
 Any ads within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? Yes No
 Any price promotion advertisements? Yes No

8. Any menthol cigarette price promotions? Yes No Not sold here
 Cigarillo advertised for less than \$1.00? Yes No Not sold here

Other tobacco and retail products	Cigarettes	Little cigars/ cigarillos	Chew, moist/dry, snuff, dip, snus	E-cigarettes, inc. e-liquids	Paraphernalia (optional)	Large Cigars (optional)
10. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
11. Flavored Products?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
12. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
13. Product ad within 3 feet of the floor INSIDE the store?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
14. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No					

Last edited: 2/9/2018

- Core: 21 questions, ≈15 minutes
- Tasks include assessing the following:
 - Types of tobacco products
 - Types of alcohol products
 - Outside advertisements
 - Product placement
 - Interior ad placement
 - School affiliations for alcohol products
 - Optional: 13 questions, times may vary

Alcohol products	Beer	Wine	Malt Liquor	Atcappo or Wine cooler	Hard Apple Cider
15. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
16. Any ads INSIDE?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
17. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
18. Are there any large product displays visible from entrance?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
19. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
20. Any school affiliations or university cross-promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
21. (Optional): Any alcohol displays signed with sports or outdoor activities					<input type="checkbox"/> Yes <input type="checkbox"/> No
22. (Optional): WIC and/or SNAP (i.e., food stamps, EBT) accepted here?					<input type="checkbox"/> Yes <input type="checkbox"/> No
23. (Optional): Visible information provided with help for problem gambling					<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not sold here
24. (Optional): Self-service lottery machines within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?					<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not sold here
25. (Optional): Kratom sold here?					<input type="checkbox"/> Yes <input type="checkbox"/> No
26. (Optional): Any ALCOHOL paraphernalia?					<input type="checkbox"/> Yes <input type="checkbox"/> No

Price Information: Sold here?
 (OPTIONAL) Enter single pack/item price

27. Marlboro Red regular hard pack	28. Newport Menthol, regular hard pack	29. Vuse disposable e-cigarette menthol	30. Skoal, Wintergreen (Singles)	31. 23.5 oz. Four Loko (6 Pack, glass bottles)	32. Budweiser
					
<input type="checkbox"/> Yes <input type="checkbox"/> No					
\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

General Instructions

- 1-2 people per team
- Regular store hours, in daylight
- If the store is busy, wait a few minutes
- If you don't feel safe, leave
- Use your list of retailers to plan your routes
 - Assess locations that are near each other

General Instructions

- **For all stores:** conduct exterior assessments without permission
- **For large stores:** don't need to ask permission. If asked, you can explain the study and provide information letter if needed
- **For small stores:** better to ask permission, provide information letter if needed

Store Etiquette

- If you need to talk with employee, wait until there are no customers
 - Be as brief as possible
- Be aware of store employees and other shoppers
 - Try not to stand in front of any one area for a long period of time

Introducing the project

Hello, my name is _____ . We are working on a project in our community where we are assessing the kinds of products that are sold in our stores.

Would you mind if I looked around? This is not an inspection. It will only take a few minutes and I will not get in the way of your customers.

Let's begin...

HPCDP Tobacco and Alcohol Retail Assessment 

Store #: _____ Date of Visit: _____ Tobacco retailer: _____ Name: _____

1. Store Name: _____ County: _____
Physical Address: _____ City: _____ Zip: _____

2. Store Type: (Choose one)-
Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Plaid Pantry): with gas without gas
 Drug store/pharmacy (e.g., Walgreens, Rite Aid)
 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)
 Mass-merchandiser (e.g., Walmart, Fred Meyers, Bi-mart) or discount store (e.g., Dollar General)
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)
 Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store? No, store is out of business [STOP]
Tobacco sold here? Yes [CONTINUE to 3] No [STOP] No, could not locate [STOP]
 No, was refused entry [STOP] No, 21 and over restricted [STOP]

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

Cigarettes - non menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarettes - menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarillos/ little cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Large cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Chew, moist or dry snuff, dip or snus	<input type="checkbox"/> Yes <input type="checkbox"/> No
E-cigarettes or other electronic "vaping" products	<input type="checkbox"/> Yes <input type="checkbox"/> No
Alcoholic beverages/products/branded merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
Flavored alcoholic beverages	<input type="checkbox"/> Yes <input type="checkbox"/> No
Sugary drinks (soda, slushy, flavored milk, sports/energy drinks)	<input type="checkbox"/> Yes <input type="checkbox"/> No

5. Does the store have a pharmacy counter? Yes No
6. Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? Yes No

7. TOBACCO Advertisements INSIDE the store?
Any flavored tobacco advertisements Yes No
Any ads within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? Yes No
Any price promotion advertisements? Yes No

8. Any menthol cigarette price promotions? Yes No Not sold here
9. Cigarillos advertised for less than \$1.00? Yes No Not sold here

Other tobacco and retail products	Cigarettes	Little cigars/ cigarillos	Chew, moist/dry, Snuff, dip, snus	E-cigarettes, inc. e-liquids	Paraphernalia (Optional)	Large Cigars (Optional)
10. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
11. Flavored Products?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
12. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
13. Product ad within 3 feet of the floor <u>INSIDE</u> the store?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
14. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No					

Last edited: 2/5/2018

1. Store name: _____ County: _____
Physical Address: _____ City: _____ Zip: _____

2. Store Type: (Choose one)-
Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Plaid Pantry): with gas without gas
 Drug store/pharmacy (e.g., Walgreens, Rite Aid)
 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)
 Mass-merchandiser (e.g., Walmart, Fred Meyers, Bi-mart) or discount store (e.g., Dollar General)
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)
 Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store? No, store is out of business [STOP]
Tobacco sold here? Yes [CONTINUE to 3] No [STOP] No, could not locate [STOP]
 No, was refused entry [STOP] No, 21 and over restricted [STOP]

Date, Total Minutes and Coder Name

- Record date and total minutes within the store
 - Our goal is to be in the store on average 15 mins
- Record data collector (coder) name

HPCDP Tobacco and Alcohol Retail Assessment 

Retailer #: _____ Date of Visit: _____ Total minutes: _____ Name: _____

1. Store name: _____ County: _____
Physical Address _____ City: _____ Zip: _____

2. **Store Type: (Choose one)-**

Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Plaid Pantry): with gas without gas

Drug store/pharmacy (e.g., Walgreens, Rite Aid)

Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)

Mass-merchandise (e.g., Walmart, Fred Meyers, Bi-mart) or discount store (e.g., Dollar General)

Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)

Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store? No, store is out of business [STOP]

Tobacco sold here? Yes [CONTINUE to 3] No [STOP] No, could not locate [STOP]

No, was refused entry [STOP] No, 21 and over restricted [STOP]

1 & 2. Store Name and Address

- You will be visiting assigned stores, confirm that the store name and address match the assigned name and address and store type
 - If the name, address, and/or store type does not match then record the actual name or address

HPCDP Tobacco and Alcohol Retail Assessment 

Retailer #: _____ Date of Visit: _____ Total minutes: _____ Name: _____

1. Store name: _____ County: _____
Physical Address _____ City: _____ Zip: _____

2. **Store Type: (Choose one)-**

Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Plaid Pantry): with gas without gas

Drug store/pharmacy (e.g., Walgreens, Rite Aid)

Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)

Mass-merchandise (e.g., Walmart, Fred Meyers, Bi-mart) or discount store (e.g., Dollar General)

Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)

Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store? No, store is out of business [STOP]

Tobacco sold here? Yes [CONTINUE to 3] No [STOP] No, could not locate [STOP]

No, was refused entry [STOP] No, 21 and over restricted [STOP]

2. Store type

HPCDP Tobacco and Alcohol Retail Assessment



Retailer #: _____ Date of Visit: _____ Total minutes: _____ Name: _____

1. Store name: _____ County: _____

Physical Address _____ City: _____ Zip: _____

2. Store Type: (Choose one)-

- Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Plaid Pantry): with gas without gas
- Drug store/pharmacy (e.g., Walgreens, Rite Aid)
- Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)
- Mass-merchandiser (e.g., Walmart, Fred Meyers, Bi-mart) or discount store (e.g., Dollar General)
- Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)
- Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store?

Tobacco sold here? Yes [CONTINUE to 3] No [STOP]

No, was refused entry [STOP]

No, store is out of business [STOP]

No, could not locate [STOP]

No, 21 and over restricted [STOP]

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

Store categories

Convenience store with or without gas: Convenience stores, also known as food marts, sell a limited line of goods that generally include milk, bread, soda, and snacks. Some convenience stores sell gas (e.g., Arco AM/PM, Chevron FoodMart, BP Connect, Valero), and others don't (e.g., 7-Eleven, Circle K, Quik Stop).

Drug store/pharmacy: These are known primarily for selling prescription drugs as well as over-the-counter medicines (e.g., CVS, Rite Aid, Walgreens, Duane Reade).

Liquor store: Beer, wine or liquor stores mostly sell alcoholic beverages and may sell a limited supply of snack foods.

Grocery store: This includes a small market, deli, produce market, large grocery and supermarket (e.g., Safeway, Kroger, Giant Food, Piggly Wiggly, Vons, Luckys, Ralph's). Some supermarkets have gas pumps. The difference between a convenience store and a grocery store is that grocery stores sell raw meat that is meant to be cooked at home.

Mass merchandiser or discount store: Mass merchandisers sell a variety of goods including clothes, electronics and food (e.g., Walmart, Costco, BJ's, Sam's Club). Discount stores sell a wide range of general merchandise including fresh and perishable goods (e.g., 99 Cent Stores, Dollar Tree, Dollar General).

Tobacco shop: Use this category for a smoke shop or other retailer that primarily sells tobacco products (e.g., Cigarettes Cheaper, Cigar shops, or e-cigarette shops).



Follow along in your pocket guide

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
 - Arco AM/PM
 - Chevron Food Mart

Drug store/pharmacy



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

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

- Safeway
- Albertsons
- Walmart Neighborhood Market



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
- Fred Meyer's
- Dollar General



Tobacco shop



- Smoke shop or other retailer that primarily sells tobacco products
- Includes hookah bars, e-cigarette shops and cigar shops
- Popular tobacco shops include
 - Cigarettes cheaper
 - Cigar shops

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



5. 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, refused entry”
- If you answer **No**, then stop survey and continue to next store

3. Are you able to survey the store?

Tobacco sold here? Yes [CONTINUE to 4] No [STOP]

No, was refused entry [STOP]

No, store is out of business [STOP]

No, could not locate [STOP]

No, under 21 restricted [STOP]

Tobacco product overview

PRODUCT
EXAMPLES

Cigarettes



Large cigars



PRODUCT
EXAMPLES

Menthol cigarettes



Chew, moist or dry snuff, dip or snus



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

Cigarillos/little cigars



Single cigarillos



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



Follow along in your pocket guide

Menthol cigarettes

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



Follow along in your pocket guide

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
 - Smaller than a large cigar
- May be sold individually, a few in a pack, or in a pack of 20 or more that looks like a cigarette pack



Follow along in your pocket guide

Popular brands of cigarillos/little cigars

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



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.



Follow along in your pocket guide

Electronic cigarettes (E-cigarettes)

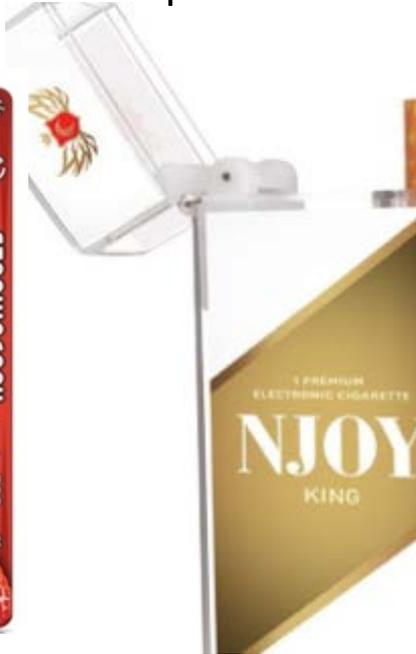
- Battery-powered devices that produce vapor instead of smoke
 - Can be disposable or refillable
- Using e-cigarettes is called vaporizing
- Category does not include e-hookah or e-cigars
- May be shelved with tobacco products, in a self-service container or with nicotine-replacement products like Nicorette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



Follow along in your pocket guide

Popular brands of e-cigarettes

Popular brands include Blu, NJOY, Swisher and Starbuzz



Tobacco product flavors

- Tobacco products come in a variety of flavors
- Tobacco products that can be flavored include cigarillos/little cigars, large cigars, chew, snuff, dip or snus, and e-cigarettes
 - Cigarettes can not be flavored (menthol is not considered a flavor)
- You do not need to tell the difference between flavor types (e.g. fruit, liquor) – you only need to find one flavor of any type

Flavor examples		
Fruit or sweet	Liquor	Mint
Apple (green, wild)	Bourbon	Fresh
Cherry	Cognac	Frost
Chocolate	Margarita	Peppermint
Cinnamon	Peach schnapps	Spearmint
Cream	Pina Colada	Wintergreen
Grape (white, red)	Spiced Rum	Winterchill
Honey	Whiskey	
Java	Wine	
Peach	Wine grape	
Spice		
Strawberry		
Sweet		
Vanilla		



Follow
along in
your pocket
guide

Fruit or Sweet	Liquor	Mint	NOT Flavored
Apple	Bourbon	Fresh	Black
Cherry	Margarita	Frost	Bold
Chocolate	Peach schnapps	Peppermint	Gold
Cinnamon	Pina Colada	Spearmint	Perfecto
Cream	Spiced Rum	Wintergreen	Purple haze
Grape (white, red)	Whiskey	Winterchill	Red
Honey	Wine		Royal
Java	Wine grape		
Peach			
Spice			
Strawberry			
Sweet			
Vanilla			

Note: these are only examples of flavors and not an exhaustive list

Not flavors



The following are not considered flavors:

- Black
- Bold
- Diamond
- Jazz
- Menthol
- Mild
- Perfecto
- Purple or purple haze
- Red
- Regular
- Royale



Examples of flavored cigarillos/little cigars



Note: Cigarillos/little cigars that are labeled “sweet” are considered flavored

Examples of flavored chew, snuff, dip and snus



Examples of flavored e-cigarettes



 Examples of flavored e-cigarettes

 Menthol and tobacco are not considered flavors

Alcohol and other product overview



Definition: A beer with a high alcohol content. Commonly sold in 40 fluid ounce bottles.



Definition: An alcoholic beverages, made from fruit juice and wine or malt liquor in combination with sugar and sometimes carbonation. Flavors may vary.



Definition: An alcoholic beverages, made mainly from the juices of apples. For this assessment we will be focusing on ANY hard ciders flavors. It is not necessary to identify individual flavor types.



Definition: Any soda, slushy, flavored milk, sports or energy drinks that do not explicitly say no sugar added/ no calories and/or diet.

Beer

- Typically contains about 4-6% alcohol, may vary
- Made from barley or hops
- Popular brands include; Coors Lite, Budweiser... etc.



Follow along in your pocket guide

Wine

Typically contains 12.5-14.5% alcohol content. Sold in bottles or boxes.



- Including fortified wine, and champagne
- Boxed wine
- Canned wine



Follow along in your pocket guide

Malt Liquors (Unflavored)

- Beer with high alcohol content
- Commonly sold in 40 oz bottles



Follow along in your pocket guide

Alcopop or wine cooler

- Combinations of fruit juices and wine or malt liquors
 - Always flavored
 - Often with carbonation
 - Often colorful



Follow along in your pocket guide

Hard Ciders

- Alcohol beverage made from fermented juices of fruits, mainly apples
- Other juice flavors include pear, peach, raspberry... etc.



Follow along in your pocket guide

Sugary Drinks

- Refers to any beverage with added sugar.
 - Includes soda, fruit punch, slushies, lemonade, sweetened energy and sports drinks... etc



Follow along in your pocket guide

Outside the store...



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

HPCDP Tobacco and Alcohol Retail Assessment



Retailer #: _____ Date of Visit: _____ Total minutes: _____ Name: _____

1. Store name: _____ County: _____
Physical Address _____ City: _____ Zip: _____

2. Store Type: (Choose one)-
Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Food Pantry): with gas without gas
 Drug store/pharmacy (e.g., Walgreens, Rite Aid)
 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)
 Mass-merchandise (e.g., Walmart, Fred Meyers, Bi-mart) or discount store (e.g., Dollar General)
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)
 Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store? No, store is out of business [STOP]
Tobacco sold here? Yes [CONTINUE to 4] No [STOP] No, could not locate [STOP]
 No, was refused entry [STOP] No, under 21 restricted [STOP]

4. Which products are advertised **OUTSIDE** the store (on windows/doors, building, sidewalk or elsewhere)?

Cigarettes - non menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarettes - menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarillos/ little cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Large cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Chew, moist or dry snuff, dip or snus	<input type="checkbox"/> Yes <input type="checkbox"/> No
E-cigarettes or other electronic "vaping" products	<input type="checkbox"/> Yes <input type="checkbox"/> No
Alcoholic beverages	<input type="checkbox"/> Yes <input type="checkbox"/> No
Alcoholic co-branded merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
Sugary drinks (soda, slushy, flavored milk, sports/energy drinks)	<input type="checkbox"/> Yes <input type="checkbox"/> No

5. Does the store have a pharmacy counter? Yes No
6. Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? Yes No
7. WIC and/or SNAP (i.e., food stamps, EBT) accepted here? Yes No

Tobacco products	Cigarettes	Little cigars/ cigarillos	Chew, moist/dry, Snuff, dip, snus	E-cigarettes, inc. e-liquids	Paraphernalia (Optional)	Large Cigars (Optional)
8. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
9. Flavored products? (menthol for cigarettes)	<input type="checkbox"/> Yes <input type="checkbox"/> No					
10. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
11. Product ad within 3 feet of the floor INSIDE the store?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
12. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
13. Any MENTHOL price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
14. Advertised for less than \$1?		<input type="checkbox"/> Yes <input type="checkbox"/> No				

Last edited: 3/1/2018

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



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).



Follow along in your pocket guide

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



Advertisements are not



Hand-written promotions



Store name



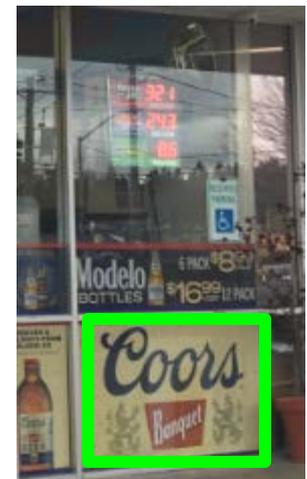
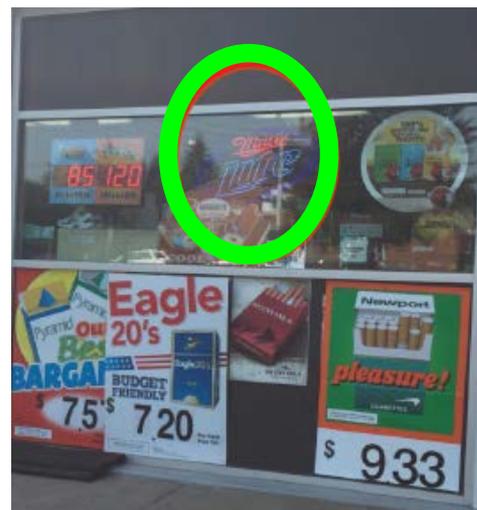
Unbranded references (e.g., cigars, hookah, cigarettes, bottles)



Product displays inside that are visible through the window

Where to look for advertisements

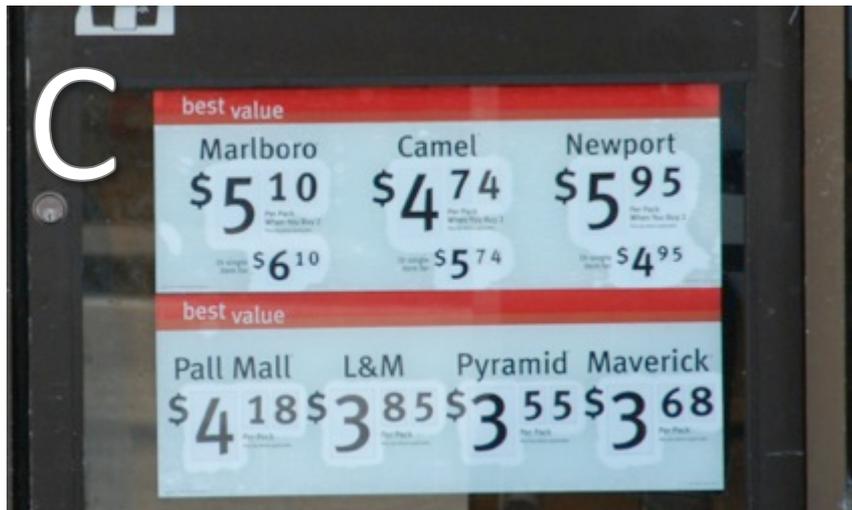
- Storefront windows, doors, building & sidewalk
- Push/pull, enter/exit signs and functional items (e.g. shopping basket, trash can) with product advertisement
- Include advertisements on a door that is propped open and on top of gas pumps



Let's practice...



Lets Practice: Which storefront windows/doors advertise tobacco products? (Choose all that apply)



Which storefront windows/doors advertise tobacco products?

Not an advertisement because it is unbranded.



Not an advertisement because it is handwritten.



Which storefront windows/doors advertise alcohol products?

A



C



D



E



Which storefront windows/doors advertise alcohol products?

A



B

ors LIGHT

C



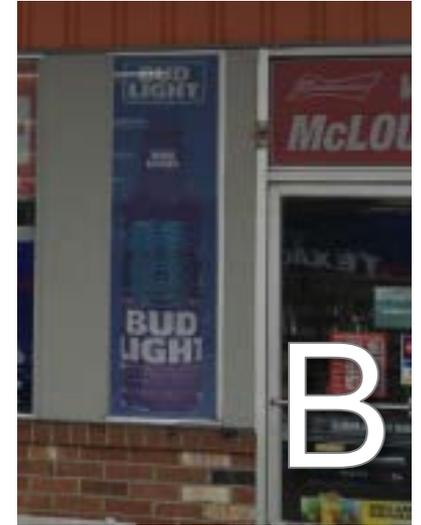
D



E



Which storefront windows/doors advertise alcohol products?





Products seen through windows are NOT advertisements



pepsi
G

**FAST
MART**
GROCERY &
FOOD TO-GO

mtndew
AQUAFINA

SENECA
CLASS A CIGARETTES



SMOKE SENSITIVE BRONCHITIS, SMOKING CAUSES LUNG CANCER, HEART DISEASE, EYES, AND BIRTH DEFECTS. Quitting Now Greatly Reduces Serious Risks to Your Smoking. For More Information, Call 1-877-4-NO-TABACCO.

AT

WELCOME

COLDEST
BEVERAGES
IN TOWN

pepsi

Alchemy

SHARE THE FIZZ.
99¢
32 OZ FOUNTAIN CUP
pepsi
LIVE FOR NOW

FAST MART

GOVILITE
DASHIRE

Corona Extra

RECHARGE AND REFRESH
RECHARGE REFRIGERATE
99¢

TWICE AS RICE
2 for \$3.99

FAST MART

OPEN

810

SOLD HERE

BUD

3 for \$5.00

FAST MART

The Sentinel



AT

WELCOME

COLDEST BEVERAGES IN TOWN



OPEN

810





AT

WELCOME

COLDEST BEVERAGES IN TOWN



OPEN



FAST MART



FAS



The Sentinel

pepsi
G

**FAST
MART**
GROCERY &
FOOD TO-GO

mtndew
AQUAFINA

SENECA
CLASS A CIGARETTES



Seneca Class A Cigarettes pack featuring a Native American portrait and the brand name 'SENECA CLASS A CIGARETTES'.

AT

Alchemy



Alchemy logo featuring a crown and decorative flourishes.

Corona
Extra



Corona Extra logo with a crown.

OPEN
810

BUD



Budweiser logo.

WELCOME

COLDEST
BEVERAGES
IN TOWN

pepsi

SHARE THE FIZZ.
99¢
32 OZ FOUNTAIN CUP
pepsi
LIVE FOR NOW



Pepsi fountain cup advertisement showing a cup of Pepsi with the text 'SHARE THE FIZZ. 99¢ 32 OZ FOUNTAIN CUP pepsi LIVE FOR NOW'.

FAST MART



FAST MART logo and various award logos including '2 TOWNS', 'CONVITE', and 'DASHIRE'.

FAST MART

RECHARGE
AND REFRESH
99¢



Coca-Cola Recharge advertisement with the text 'RECHARGE AND REFRESH 99¢'.

SENECA
SOLD
HERE

3 for \$5.00
Monster Energy



Monster Energy advertisement showing three cans for \$5.00.

FAS

The Sentinel



AT

WELCOME

COLDEST BEVERAGES IN TOWN



Alchemy



FAST MART



Corona Extra



FAST MART

OPEN

810

SENECA SOLD HERE



FAS



Which products are advertised outside the store?



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

Cigarettes - non menthol

Yes No

Cigarettes - menthol

Yes No

Cigarillos/ little cigars

Yes No

Large cigars

Yes No

Chew, moist or dry snuff, dip or snus

Yes No

E-cigarettes or other electronic "vaping" products

Yes No

Alcoholic beverages

Yes No

Alcoholic cobranded merchandise

Yes No

Sugary drinks (soda, slushy, flavored milk, sports/energy drinks)

Yes No



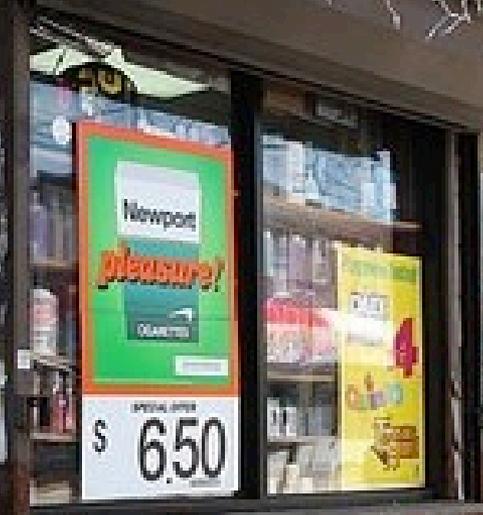
blu
ELECTRONIC CIGARETTES
AVAILABLE INSIDE



Newport
SMOOTH SELECT
SPECIAL OFFER
\$ 5.95



MAVERICK
American Quality
LOW PRICE
\$ 5.15



Newport
pleasure!
SPECIAL OFFER
\$ 6.50

WE ACCEPT
FOOD
STAMP

MARKET



Which products are advertised outside the store?



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

Cigarettes - non menthol

Yes No

Cigarettes - menthol

Yes No

Cigarillos/ little cigars

Yes No

Large cigars

Yes No

Chew, moist or dry snuff, dip or snus

Yes No

E-cigarettes or other electronic "vaping" products

Yes No

Alcoholic beverages

Yes No

Alcoholic cobranded merchandise

Yes No

Sugary drinks (soda, slushy, flavored milk, sports/energy drinks)

Yes No

Alcohol and university cobranding outside the store?



- University partnerships with industry
 - Banners
 - Neon signs
 - Sandwich boards
 - Posters
- A great photo opportunity



Time to go inside the store!

- Completing this survey may require talking with a cashier or other store employee, however this time should be limited
- Refer to the training materials from your local health department or community agency about introducing yourself in each store
- Courtesy is important
 - Wait for paying customers to finish before asking questions of a cashier
 - Don't block the doors or aisles and avoid disrupting store employees or customers

5. Does the store have a pharmacy counter? Yes No

6. Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? Yes No

7. WIC and/or SNAP (i.e., food stamps, EBT) accepted here? Yes No

8. Any **menthol cigarette** price promotions? Yes No Not sold here

9. Cigarillos advertised for less than \$1.00? Yes No Not sold here

5. Does the store have a pharmacy counter?

5. Does the store have a pharmacy counter? Yes No
6. Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? Yes No
7. WIC and/or SNAP (i.e., food stamps, EBT) accepted here? Yes No
8. Any **menthol cigarette** price promotions? Yes No Not sold here
9. Cigarillos advertised for less than \$1.00? Yes No Not sold here



Follow along in your pocket guide

6. Sugary drinks sold here?

5. Does the store have a pharmacy counter? Yes No
6. Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? Yes No
7. WIC and/or SNAP (i.e., food stamps, EBT) accepted here? Yes No
8. Any **menthol cigarette** price promotions? Yes No Not sold here
9. Cigarillos advertised for less than \$1.00? Yes No Not sold here



Follow along in your pocket guide

7. WIC and/or SNAP here?

5. Does the store have a pharmacy counter? Yes No
6. Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? Yes No
7. WIC and/or SNAP (i.e., food stamps, EBT) accepted here? Yes No
8. Any **menthol cigarette** price promotions? Yes No Not sold here
9. Cigarillos advertised for less than \$1.00? Yes No Not sold here



Follow along in your pocket guide

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
- Look for WIC symbol on
 - Windows/doors
 - Near cash register
 - Food price labels

SNAP (food stamps/EBT/ Oregon Trail)



- Referred to as food stamps
- SNAP stands for Supplemental Nutrition Assistance Program
 - Provides financial assistance for purchasing foods to low-income people in US
- Look for SNAP, food stamp or EBT symbol on
 - Windows/doors
 - Near cash register
 - Food price labels



Where to look for tobacco products



Often near cash register



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



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



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

8-14: Tobacco products

HPCDP Tobacco and Alcohol Retail Assessment 

Retailer #: _____ Date of Visit: _____ Total minutes: _____ Name: _____

1. Store name: _____ County: _____
Physical Address: _____ City: _____ Zip: _____

2. Store Type: (Choose one)-
 Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Plaid Pantry) with gas without gas
 Drug store/pharmacy (e.g., Walgreens, Rite Aid)
 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)
 Mass-merchandise (e.g., Walmart, Fred Meyers, Bi-mart) or discount store (e.g., Dollar General)
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)
 Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store? No, store is out of business [STOP]
 Tobacco sold here? Yes [CONTINUE to 4] No [STOP] No, could not locate [STOP]
 No, was refused entry [STOP] No, under 21 restricted [STOP]

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

Cigarettes - non menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarettes - menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarillos/ little cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Large cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Chew, moist or dry snuff, dip or snus	<input type="checkbox"/> Yes <input type="checkbox"/> No
E-cigarettes or other electronic "vaping" products	<input type="checkbox"/> Yes <input type="checkbox"/> No
Alcoholic beverages	<input type="checkbox"/> Yes <input type="checkbox"/> No
Alcoholic co-branded merchandise	<input type="checkbox"/> Yes <input type="checkbox"/> No
Sugary drinks (soda, slushy, flavored milk, sports/energy drinks)	<input type="checkbox"/> Yes <input type="checkbox"/> No

5. Does the store have a pharmacy on the premises? Yes No

6. Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? Yes No

8. Sold here?

Tobacco products	Cigarettes	Little cigars/ cigarillos	Chew, moist/dry, Snuff, dip, snus	E-cigarettes, inc. e-liquids	Opium/Opium Alternatives (Optional)	Large Cigars (Optional)
8. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
9. Flavored products? (menthol for cigarettes)	<input type="checkbox"/> Yes <input type="checkbox"/> No					
10. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
11. Product ad within 3 feet of the floor INSIDE the store?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
12. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
13. Any MENTHOL price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
14. Advertised for less than \$1?		<input type="checkbox"/> Yes <input type="checkbox"/> No				

- Focus on one product at a time
 - Work down each of the product type columns to answer the questions 8-14
- As you become more 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 and price promotions

10 Tobacco products within 12 inches of toys, candy, gum, slushy/soda machines, bottled soda or ice cream?

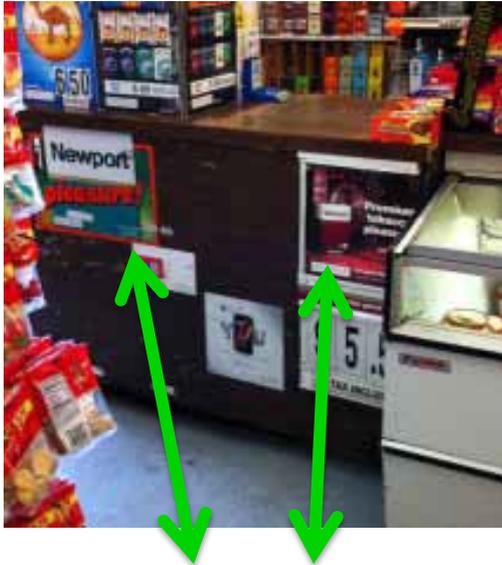


- Mints also count
- Look carefully at the cigarette display
- 12 inches is roughly equal to two hand lengths
- Do not count cigarette *advertisements* near toys, candy, etc.
- Select **Yes** if any of the product types are within 12 inches of question items
- If there are none within 12 inches of question items, select **No**

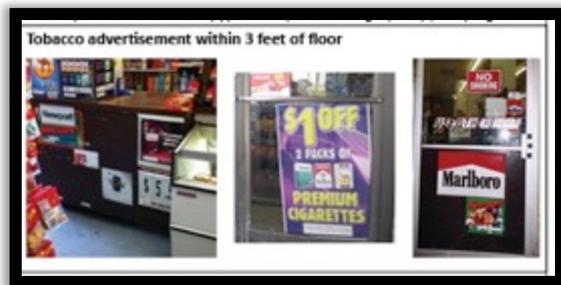


Follow along in your pocket guide

11. Product ad within 3 feet of floor?



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** on each product type if there are advertisements within 3 feet of floor
- If there are none within 3 feet of floor, select **No**



Follow along in your pocket guide

Tobacco price promotions are



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)

- 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

Price promotions are not



Cigarette carton deals



Signs that have statements like, “low price”, “everyday low price”, “value brand”, “great price”, and “best value”



Just any sign with a price is not a promotion because it is only displaying the everyday price of the item and doesn't have words associated with a special price (e.g., “reduced price”)

Examples of cigarette price promotions



NOTE: Ignore cigarette cartons. Menthol cigarette price promotions are considered cigarette price promotions

Examples of cigarillo/little cigar price promotions



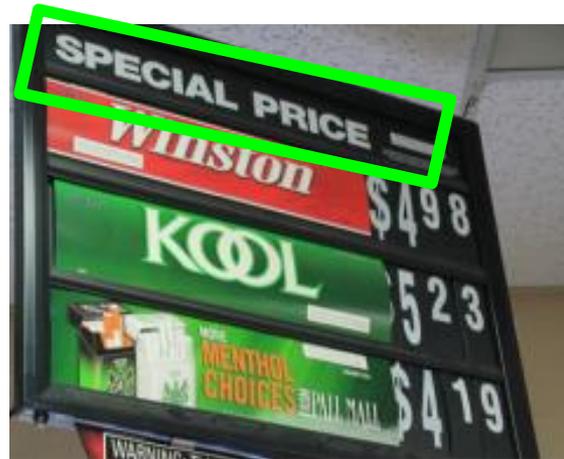
Examples of chew, moist/dry snuff, dip or snus price promotions



Examples of e-cigarette price promotions



13. Any menthol cigarette price promotions



NOTE: Ignore menthol cigarette cartons. Only consider menthol cigarette price promotions.

14. Cigarillos advertised for less than \$1?



- Smaller unit sizes indicate lower purchase prices
- Examine the brands of cigarillos/little cigars to try and find cigarillos/little cigars advertised for less than \$1



Let's practice...



Quiz: Which of these are tobacco price promotions? Answer: A, B & D



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

Quiz: Which of these are price promotions?

(choose all that apply)



Quiz: Which of these are price promotions?

Answer: D



On the flip side (pg. 2)

15. TOBACCO Advertisements **INSIDE** the store?
 Any flavored tobacco advertisements? Yes No
 Any ads within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? Yes No
 Any price promotional advertisements? Yes No

Alcohol products	Beer	Wine	Malt Liquor (Unflavored)	Alcopop or Wine cooler	Hard Cider
16. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
17. Any ads INSIDE ?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
18. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
19. Any large product displays visible from entrance?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
20. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
21. Any school affiliations or university cross-promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No				

22. (Optional): Any alcohol displays aligned with sports or outdoor activities? Yes No

23. (Optional): Visible information provided with help for problem gambling? Yes No Not sold here

24. (Optional): Self-service lottery machines within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? Yes No Not sold here

25. (Optional): Kratom sold here? Yes No

26. (Optional): Any ALCOHOL paraphernalia? Yes No

Price information:

(OPTIONAL)

a. Sold here?
 b. Enter single pack/item price

27. Marlboro Reds regular hard pack



a. Yes No
b. \$ _ . _ _

28. Newport Menthol, regular hard pack



a. Yes No
b. \$ _ . _ _

29. Vuse disposable e-cigarette menthol



a. Yes No
b. \$ _ . _ _

30. Skoal, Wintergreen (Singles)



a. Yes No
b. \$ _ . _ _

31. 23.5 oz. Four Loko (Single, alcoholic)



a. Yes No
b. \$ _ . _ _

33. Budweiser, (6 Pack, glass bottles)



a. Yes No
b. \$ _ . _ _

15. Tobacco advertisements inside the store



- 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



15. Tobacco advertisements inside the store

- **Ads within 12 inches**
 - Select **Yes** on each product type if there are advertisements within 12 inches (two hand lengths) of toys, candy, gum, slushy/soda machines, soda bottle displays or ice cream
 - If there are no products within 12 inches, select **No**
- **Price promotional advertisements**
 - Select **Yes** to “any price promotional advertisements”
 - Branded advertisements that include a “special price”
 - If there are none, select **No**



Where to look for alcohol products



Often a section or aisle designated to alcohol



Indicate that alcohol product is still sold at the store even if the product is “out of stock”



Walk around store, particularly if you are in a supermarket or mass merchandiser. Be mindful of the survey time.

16-21.

Alcoholic products

Focus on one product at a time

The next set of slides addresses the following concepts:

product placement and displays, advertisement placement, price promotions and university cross-promotions



Follow along in your pocket guide for examples of each product type

15. TOBACCO Advertisements **INSIDE** the...
 Any flavored tobacco advertisements? Yes No
 Any ads within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? Yes No
 Any price promotional advertisement? Yes No

Alcohol products	Beer	Wine	Malt Liquor (Unflavored)	Alcopop or Wine cooler	Hard Cider
16. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
17. Any ads INSIDE ?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
18. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
19. Any large product displays visible from entrance?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
20. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No				
21. Any school affiliations or university cross-promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No				

22. (Optional): Any alcohol displays aligned with sports or outdoor activities? Yes No
 23. (Optional): Visible information provided with help for problem gambling? Yes No Not sold here
 24. (Optional): Self-service lottery machines within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? Yes No Not sold here
 25. (Optional): Kratom sold here? Yes No
 26. (Optional): Any ALCOHOL paraphernalia? Yes No

Price information:

a. Sold here?
 (OPTIONAL)
 b. Enter single pack/item price

27. Marlboro Reds regular hard pack



a. Yes No

b. \$ _ . _ _

28. Newport Menthol, regular hard pack



a. Yes No

b. \$ _ . _ _

29. Vuse disposable e-cigarette menthol



a. Yes No

b. \$ _ . _ _

30. Skoal, Wintergreen (Singles)



a. Yes No

b. \$ _ . _ _

31. 23.5 oz. Four Loko (Single, alcoholic)



a. Yes No

b. \$ _ . _ _

33. Budweiser, (6 Pack, glass bottles)



a. Yes No

b. \$ _ . _ _

18. Alcohol Ads INSIDE the store



- On coolers
- Floor displays
- Standing posters
- Branded price tags



Follow along in your pocket guide

NOT an Alcohol Ad inside the store



- Free standing product displays that are unbranded with NO signage
- Unbranded price tags
- Unbranded price promotions



Follow along in your pocket guide

18. Alcohol products within 12 inches of toys, candy, gum, slushy/soda machines, bottled soda or ice cream?

Within 12 inches



- Mints also count
- Look carefully at the alcohol display
- 12 inches is roughly equal to two hand lengths
- Look at products side by side in cooler
- Do not count alcohol *advertisements* near toys, candy, etc.
- Select **Yes** to each product types that are within 12 inches of question items
- If there are none within 12 inches of question items, select **No**



Follow along in your pocket guide

19. Large alcohol product displays visible from entrance



Follow along in your pocket guide

Price promotions are



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

- 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-bottle discount price promotions



Multi-bottle 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 two)



Follow along in your pocket guide

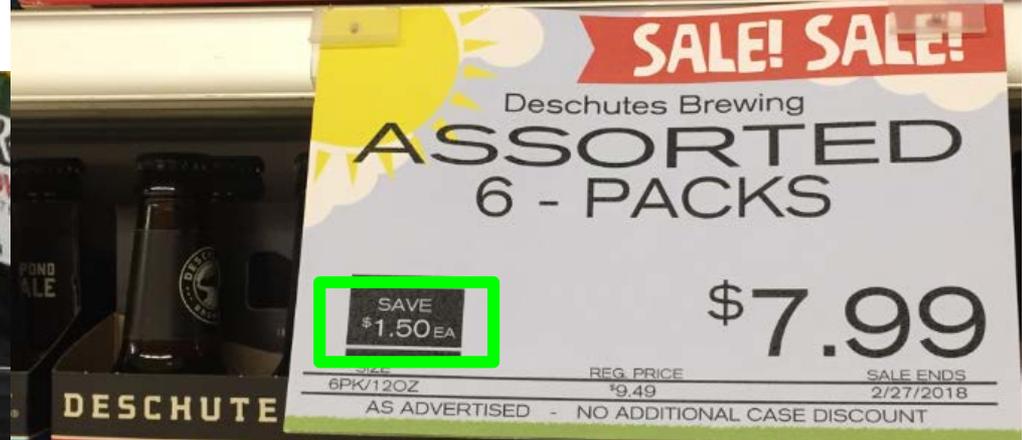
Price promotions are not



Signs that have statements like, “low price”, “everyday low price”, “value brand”, “great price”, and “best value”

Just any sign with a price is not a promotion because it is only displaying the everyday price of the item and doesn't have words associated with a special price (e.g., “reduced price”)

Examples of beer price promotions



Examples of wine price promotions



Doesn't need to be branded

Examples of malt liquor and alcopop price promotions



Examples of malt liquor and alcopop price promotions



Examples of hard cider price promotions



Let's practice...



Quiz: Which of these are alcohol price promotions?



Malt liquor price promotion



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

Quiz: Which of these are alcohol price promotions?



Quiz: Which of these are alcohol price promotions?



Not a price promotion because it is only stating the price of the product.
"Every day value"

21. School affiliations or cross promotions



Using the Online Version of the tool

HPCDP Tobacco and Alcohol Retail Assessment For Offline

Store information

1. Retailer #:

2. Is the Store Name, Store Type and Physical Address on your list correct?

- Yes
- No, Store Name is Incorrect
- No, Store type is Incorrect
- No, Physical Address is Incorrect

Retailer#	LocationID	Retailer_Name	OLCC_ID	Address	Zip	CityName	Countyname
884	884	Shell Food Mart	16231	20 Schoolhouse Road	97341	Depoe Bay	Lincoln
887	887	US Market	4830	3327 NW Hwy 101	97367	Lincoln City	Lincoln

Photo opportunity

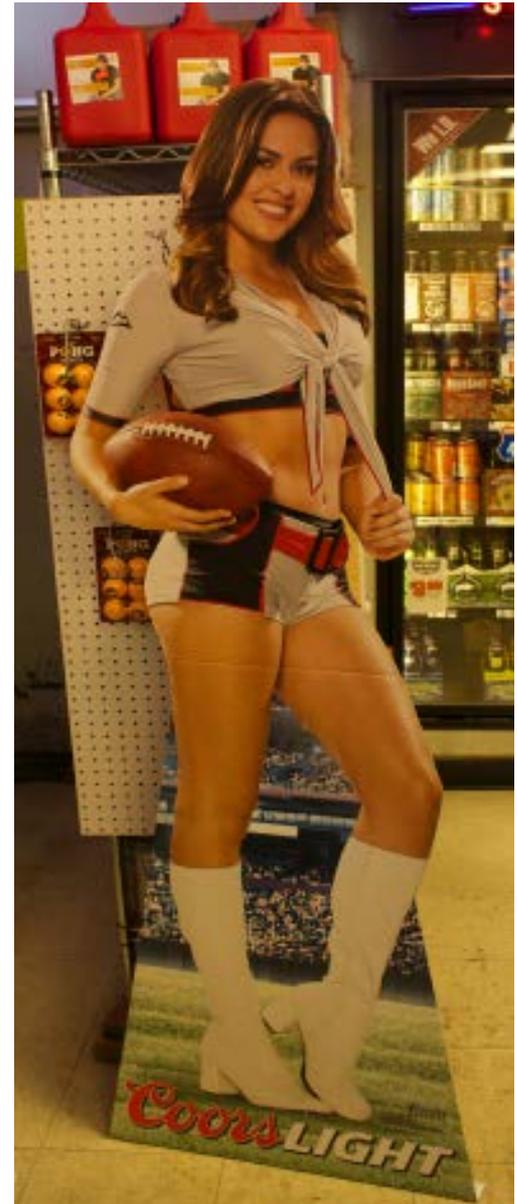


This assessment is also a great opportunity for photos:

- Could be useful to illustrate results, to interest the public, or to educate and inform policy makers
- Illustrates a local priority issue (e.g., tobacco or alcohol products near candy)
- Useful for media campaigns and mass communications
- At the end of the assessment all photos will be compiled and shared

Photo opportunity: guidelines

- General guidelines:
 - No people
 - High image quality
 - Close-up shots (if possible) with minimal distractions
 - Rule of Thirds
- Additional photo guidelines:
<https://www.photographymad.com/pages/view/10-top-photography-composition-rules>



Learning opportunity

- Retail visits help HPCDP and TPEP grantees to learn more about the retail environment and check in with retail owners and staff.
- **Share your experience!**
 - Interesting observations by you or partners?
 - Valuable interaction with a store retailer?
 - “Aha” moments you’d like to share?
- Your on-the-ground experience will help make our findings more compelling and relatable.

Congratulations, you have completed the training!



- Take this time to review any concepts you'd like (e.g., price promotion)
- Feel free to review these slides at any time during your data collection
- If you have any questions, please contact me:
sharon.r.coryell@state.or.us