

Tobacco and Alcohol Retail Assessment (TARA) Training Optional Module

Training for data collectors

Acknowledgement: Thanks are due to CTCP and the Tobacco Control Evaluation Center for sharing photos and training materials.

Objectives for data collectors

- Recognize key product for the optional module
 - Tobacco paraphernalia
 - Large cigars
 - Alcohol display aligned with sports or outdoor activities
 - Lottery
 - Kratom
 - Alcohol paraphernalia
 - Product prices

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-merchandise (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., adult shop, bait & tackle)

3. Are you able to survey the store? Yes No, store is out of business [STOP]
 Tobacco sold here? Yes [CONTINUE to 8] No [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
 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-cigs, incl. 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

- Optional: 13 questions, time will vary depending on how many optional questions are chosen to complete

- 2 questions on the 1st page
- 11 questions on the 2nd

- Counties/Regional Support Networks (RSN) may choose any number of optional questions to complete

Alcohol products	Beer	Wine	Malt Liquor	Atocopp 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 other youth-oriented promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No				

21. (Optional): Any alcohol displays signed with sports or outdoor activities Yes No

22. (Optional): WIC and/or SNAP (i.e., food stamps, EBT) accepted here? 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: Sold here? Enter single pack/item price

(OPTIONAL)

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 (Single, alcoholic)	32. Budweiser, 6 Pack, glass bottles
					
<input type="checkbox"/> Yes <input type="checkbox"/> No					
\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

- Counties/RSNs may develop additional questions as needed

Optional 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, Exion, 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, 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)?

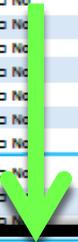
Cigarettes - non menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarettes - menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarillos/ little cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Large cigars	<input type="checkbox"/> Yes <input type="checkbox"/> 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
Alcohol and university branding	<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

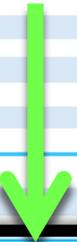
5. Does the store have a pharmacy counter? Yes No

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					

a. 

b. 

Last edited: 3/1/2018

- Focus on one product at a time
 - Work down the columns product type to answer the questions 8-12
- 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 products:
 - Tobacco paraphernalia
 - Large cigars
- See core training for key concepts
 - Available on HPCDP Connection March 23rd

Tobacco Paraphernalia

- “Tobacco paraphernalia” is defined as any **object** used, intended for **use**, or designed for use in **inhaling** or otherwise introducing **tobacco products into** the human **body**.



Do not include electronic cigarettes

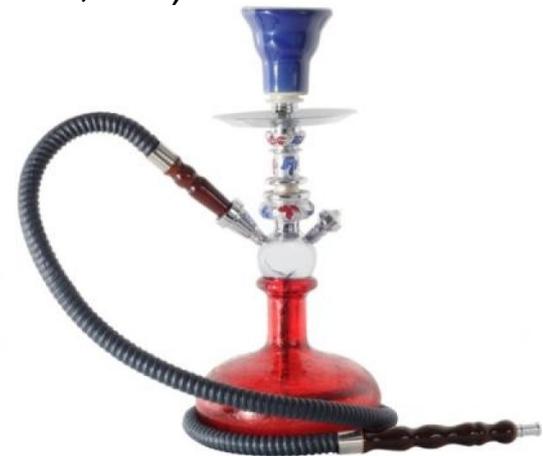
Images of tobacco paraphernalia



Pipes (ceramic, glass, metal, wooden, ect)



Cigarette rolling papers



Water pipes, Hookahs

Large cigars

Sold as singles but can be found in boxes
Larger than cigarillos/little 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.

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)

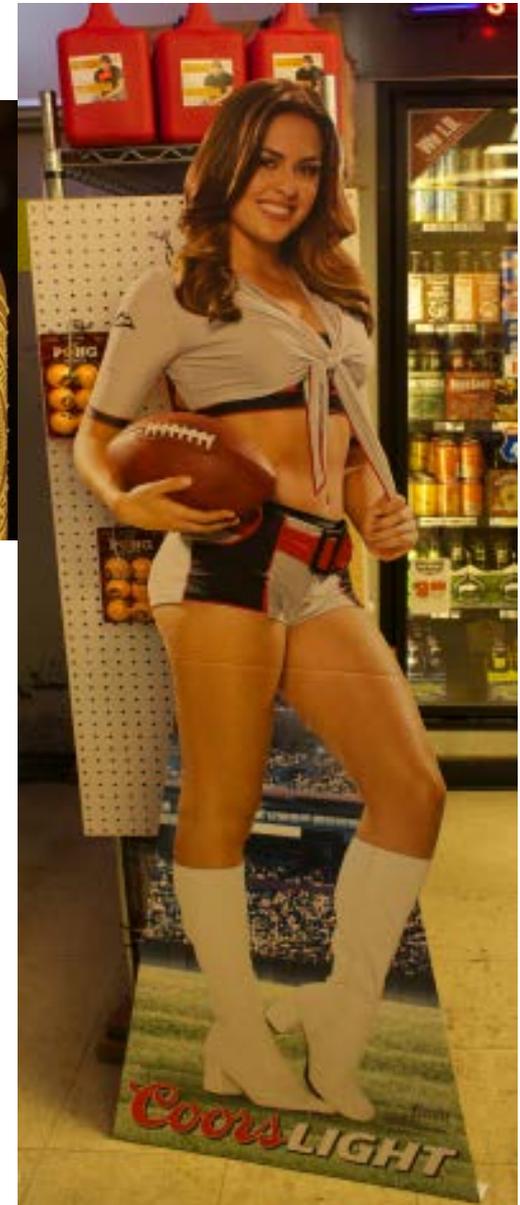
a. Sold here? b. Enter single pack/item price

27. Marlboro Reds regular hard pack	28. Newport Menthol, regular hard pack	29. Vuse disposable e-cigarette menthol	30. Skoal, Wintergreen (Singles)	31. 23.5 oz. Four Loko (Single, alcoholic)	33. Budweiser, (6 Pack, glass bottles)
					
a. <input type="checkbox"/> Yes <input type="checkbox"/> No	a. <input type="checkbox"/> Yes <input type="checkbox"/> No	a. <input type="checkbox"/> Yes <input type="checkbox"/> No			
b. \$ _ . _ _	b. \$ _ . _ _	b. \$ _ . _ _			

22. Alcohol displays aligned with sports or outdoor activities



- Alcohol advertisements that include sports images or outdoor activities
 - Can be a sponsorship/partnership
 - Can be inside or outside
- Do not include logo/branding (ex. Coors has a mountain as part of their logo)
- Do not include university co-branding



23. Visible information provided with help for problem gambling



Where to look:

- Check near the self-service displays
- Lottery ticket booths (shown on the left)

What to look for:

- Pamphlets
- Brochures
- Labels/stickers

If lottery is not sold select
“not sold here”



24. Self-service lottery machines within 12 inches of candy toys, gum, snacks, slushy/soda machines, soda bottles, or ice cream



Where to look:

- Near cash registers
- Near entrances/exits

If lottery is not sold select “not sold here”

25. Kratom sold here?

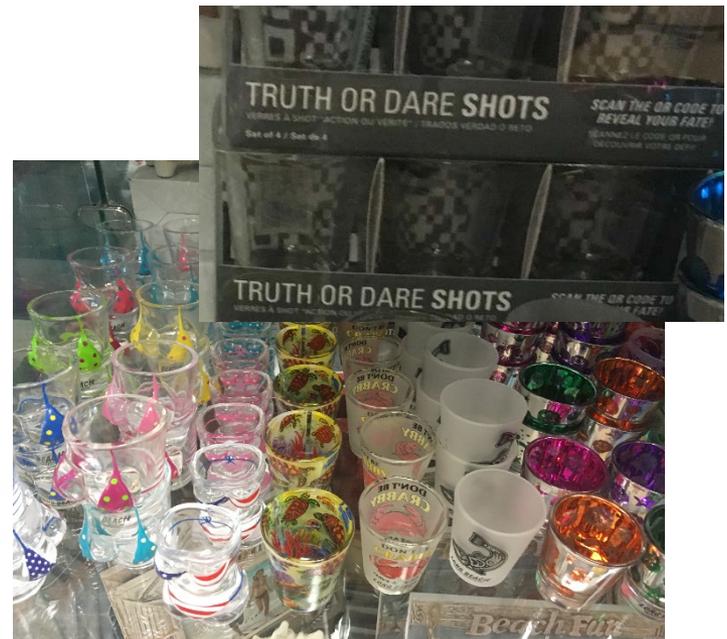
What is Kratom (Kr-Atom)?

- An herbal medication that offers relief from pain, depression and anxiety
- Has opioid properties
- Where to look?
 - Usually found in convenience stores and some grocery stores
 - Look for it near the counter/cash register
 - Typically not self-service



26. Alcohol paraphernalia

- Alcohol paraphernalia is defined as any **equipment** intended to **conceal**, prepare **or ingest alcohol**
- Alcohol paraphernalia includes flasks, Solo cups, shot glasses
- Concealable containers/flasks that can promote hiding alcohol products



27-32, a & b: Product Prices

15. TOBACCO Advertisements <u>INSIDE</u> the store?					
Any flavored tobacco advertisements? <input type="checkbox"/> Yes <input type="checkbox"/> No					
Any ads within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? <input type="checkbox"/> Yes <input type="checkbox"/> No					
Any price promotional advertisements? <input type="checkbox"/> Yes <input type="checkbox"/> 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 <u>INSIDE</u> ?	<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				
Optional Questions					
22. (Optional): Any alcohol displays aligned with sports or outdoor activities?					<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 sphericals?					<input type="checkbox"/> Yes <input type="checkbox"/> No
Price information: a. (Optional) Sold here?					

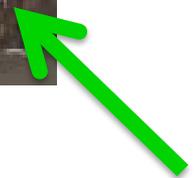
27. Marlboro Reds regular hard pack	28. Newport Menthol, regular hard pack	29. Vuse disposable e-cigarette menthol	30. Skoal, Wintergreen (Singles)	31. 23.5 oz. Four Loko (Single, alcoholic)	32. Budweiser, (6 Pack, glass bottles)
					
a. <input type="checkbox"/> Yes <input type="checkbox"/> No					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

- Determine which products are most relevant to your county/RSN
- Focus on one product at a time
- The next set of slides addresses the following concepts:
 - Obtaining price

27a/b-30b/b. Tobacco price information

- Sold here, record in (a)
 - First identify if the product is sold here
- Product price
 - This price must be for a **single pack** purchase not a 2-pack price or carton price
 - Do not substitute the price for any other variety of product, such as different cigarette length or flavor, or size
 - Do not compute the price from a multi-pack discount or from a carton price
 - Record discounted price if on sale
 - May need to ask a cashier for price if not advertised
- If you are unable to get an answer from the cashier then leave blank
- Record price in blanks (b)

27. Examples of Marlboro Reds hard pack?



28. Newport menthol



29. Example of Vuse disposable e-cigarette (menthol)



Look for the dispenser and NOT the refillable cartridges

30. Examples of Skoal Wintergreen



31a/b-32b/b. Alcohol price information

- Sold here, record in (a)
 - First identify if the product is sold here
- Product price
 - This price must be for
 - Four Loko: Single malt liquor (24 oz), any flavor (if more than one price, choose cheapest price)
 - Budweiser: 6 pack (12 oz, glass bottle), regular
 - Do not substitute the price for any other variety of product, such as different can 6 pack or 12 pack, or size of individual containers
 - Record discounted price if on sale
 - May need to ask a cashier for price if not advertised
- If you are unable to get an answer from the cashier then leave blank
- Record price in blanks (b)

31. Four Loko (any flavor)

If more than one price record cheaper price



32. Budweiser, 6 pack regular glass bottles

If more than one price, record the cheapest price



Thank you for completing the optional module training!

- Questions?
- Take this time to review any concepts you'd like
- Feel free to review these slides at any time during your data collection
 - Slide will be posted on HPCDP Connection March 23rd
- If you have any questions, please contact:
Sharon.R.Coryell@state.or.us
- County samples will be provided by OHA and will be sent out on April 2nd