



Quick Facts and Frequently Asked Questions

Oregon's Tobacco and Alcohol Retail Assessment

The tobacco and alcohol retail assessment will take place throughout the state from April to November 2018. The purpose of the retail assessment is to gather statewide point-of-sale data at tobacco and alcohol retailers. Point-of-sale is the dominant channel for tobacco and alcohol industry marketing. The widespread availability of tobacco and alcohol products and the visibility of tobacco, alcohol and sugary drink marketing at the point of sale remain a significant public health concern, particularly in low socio-economic communities or neighborhoods with higher density of communities of color. The data gathered through the assessment will be useful locally where policy movement in the retail environment is part of a comprehensive plan for prevention.

The Tobacco and Alcohol Retail Assessment (TARA) was designed for practitioners to inform state and local tobacco control policies for the point of sale. TARA has been modified using the National Standardized Tobacco Assessment in Retail Settings (STARS). The TARA form and training materials resulted from a collaboration of the Oregon Health Authority with representation from all Regional Support Networks. The assessment items (e.g., advertising, product promotions) were selected exclusively for their policy relevance; no items function as compliance checks for federal regulations. This user-friendly survey can be filled out by professionally trained data collectors, as well as self-trained youth and adults.

Available Materials

- **TARA survey** (1 page, double-sided, 21 core questions and 13 optional questions)
- Supporting materials:
 - **Core Training PowerPoint** (for self- or group-administered instruction)
 - **Optional Training PowerPoint**
 - **Pocket Guide Assembly Instructions** (brief instructions on how to assemble pocket guide)
 - **Online Data Entry Platform** (used to enter survey data and compute outcomes, can enter data during the assessment directly online/offline or afterwards from paper survey). Note: The Health Promotion and Chronic Disease Prevention (HPCDP) Section of the Oregon Health Authority can help with data entry as needed.

Getting Started

1. **Download TARA and supporting materials.** Print the TARA survey and Pocket Guide (assembly required).
2. **Review your list of tobacco retailers.** Health Promotion Chronic Disease Prevention will provide a list of addresses to assess for each county, this is to ensure the same methodology is used throughout the assessment.
3. **Identify your data collectors.** You may be the only data collector or you may have professionally- trained or volunteer data collectors, either adults or youth.
4. **Train yourself and your data collectors.** Review the Training PowerPoint as a group (e.g. live webinar). If you are unable to attend the live webinar the presentation has been posted for you to

review individually. Become familiar with the questions and products reviewed in the training materials. If youth data collectors are used, it may be helpful to role play the clerk/data collector interaction.

5. **Decide if you are going to use the paper version or electronic version.** What tools do you have available? HPCDP has a limited number of iPads that can be loaned out.
6. **Plan your assessments.** Use Google Maps to plan your trips out. Identify which retailers are closer together and which may need to be conducted on separate days.
7. **Collect data using TARA.** Send your data collectors into stores with the Pocket Guide and TARA survey. Note: We recommend adult supervision in stores when using youth data collectors.
8. **Enter and analyze data.** The Health Promotion and Chronic Disease Prevention Section of the Oregon Health Authority can help with data entry as needed. Send your completed surveys to HPCDP for aggregation and analysis. HPCDP will disseminate results.
9. **Follow-up with HPCDP.** We would love to hear about your experience using TARA and your findings!

FAQ:

Q: How will the retail assessment data be collected?

Data will be collected in one of two ways:

1. Health Promotion Chronic Disease Prevention (HPCDP) has a purchased license for Survey Gizmo. Grantees can input data directly into Survey Gizmo from their work phones or tablets to a database offline and on-site. The HPCDP surveillance team will provide technical assistance and training using this tool.
2. HPCDP can provide paper copies that can be filled out on-site. Counties then have the option of entering those data into Survey Gizmo or sending the paper copies to HPCDP where they will be entered by state staff.

Q: What is the difference between core, optional, and county specific questions?

Core questions are standardized and vetted questions that will be included on all data collection tools across all counties. These questions will allow for robust county to county and state to county comparisons.

Optional questions are standardized and vetted questions that are available for county use, as needed. These may be critical questions specific to certain areas of the state. These questions will be comparable to all counties that choose to use them.

County specific questions are questions that counties can work with their region to create. These are not vetted by the user group, but are deemed critical for specific counties. Counties are encouraged to work with their Regional Support Networks (RSN) if they wish to create new questions. These questions will not be available for electronic collection into survey gizmo. HPCDP will provide limited technical assistance for these questions.

Q: Who created the assessment tool?

The original Standardized Tobacco Assessment of Retail Settings (STARS) is a national tobacco retailer assessment created by Counter Tobacco. It was designed to inform state and local control policies around point of sale. Using STARS as a guide, HPCDP created an initial draft of the assessment tool. At the November 2017 Grantees and Contractors meeting, county representatives had the opportunity to give feedback on drafted questions and help create additional core and optional questions. This tool will be finalized by Retail Assessment user panels in January.

HPCDP staff will facilitate the user panels, which is made up of both ADPEP and TPEP coordinators from each Regional Support Network, as well as HPCDP staff. HPCDP will hold a separate user panel for tribes interested in learning more about using the tool in their communities.

Q: Should we send out an information letter to retailers prior to conducting the assessment?

No, this is not recommended. We recommend that during the assessment surveyors bring an [informational letter](#) that describes the purpose of the assessment in detail and where retailers may get more information, if needed.

Q: What types of stores will be assessed?

For the 2018 Retail Assessment our methodology is restricted on retailers that are accessible to under 21 and that sell at least one type of tobacco. Assessing the tobacco retail environment has been evaluated by several state agencies and other organizations where the methodology has been repeated and is well founded, this will also allow Oregon to compare tobacco results nationally.

Over 90% of the retail locations included in this method also sell alcohol. Locations to be assessed will include:

- *Convenience stores with and without gas:* also known as food marts (E.g., 7-Eleven, Circle K, Jacksons)
- *Grocery stores:* This includes small markets, deli, product market, large grocery and supermarkets (e.g., Safeway, Albertson's).
- *Drug store/pharmacy:* Known for selling prescription drugs (e.g., Rite Aid, Walgreens)
- *Mass merchandiser or discount stores* (e.g., Fred Meyers, Dollar General)
- *Smoke shops*

Each county will receive a predetermine list of retailers with their store name, address provided by the Health Promotion and Chronic Disease Prevention Section of the Oregon Health Authority.

Q: If questions on gambling are added to survey will the HPCDP team add it to the reports we receive back?

All questions that are finalized by the user panel (both core and optional) will be included in the reports provided to grantees. Additional, county-specific questions will not be included in reports.

Q. Will liquor stores be included in the assessment?

No, they will not be included in the 2018 assessment. One of the main foci of the retail assessment is to describe the exposure experience of those under 21. Since liquor stores are restricted to unaccompanied youth, we would not expect that the majority of underage youth are exposed to the liquor retail environment. In fact, the most recent Oregon Healthy Teens Survey data (2017) indicate that the main source of liquor for underage youth are social sources (about 63 percent), which include friends 21 years old or older, friends under 21 years of age, from home with parent's permission or permission from other family members (not parents).

Q. Will paraphernalia shops and headshops be included in the assessment?

No. While some of these shops are not restricted* to those aged 21 and over, identification of these retailers is difficult and may be a limitation within our database. If you are aware of these types of retail establishments that are accessible to those under 21 in your community, please let us know and we can add those to our database.

***Note:** retailers that use vendor-assisted sales only are not restricted to those ages 21 and over. Retail establishments that do not use vendor-assisted sales (i.e. customers may access products without the assistance of an employee) are restricted to ages 21 and over.

Q: Will on-premises alcohol consumption retailers be included?

Retailers with on-premises alcohol consumption licenses may be included if they are on our list of permanent tobacco retailers and are accessible to those under 21. If you have questions about any on-

premises alcohol consumption retailers in your community that also sell tobacco and are accessible to those under 21, please let us know and we can add those to our database.

Q. Will temporary/community events be included in the assessment?

Only permanent retailers that sell tobacco will be included in this retail assessment.

Q. Will training be provided to answer my questions about conducting the retail assessment in my area?

Yes, we are currently developing the training materials for the assessment and will provide multiple dates for webinars and times for questions with HPCDP staff and grantees. These webinars will take place in early spring 2018. Trainings will be recorded and made available to all counties. Responses to specific questions can be answered via email.

Q: When will the assessment take place?

Counties may complete the assessment, including data entry, between April and November 2018.

Q: When will we get our data?

HPCDP will compile and clean data through December 2018. Data will be provided in raw form to each county. HPCDP will also create a compiled data sheet for counties to share with partners in their communities and other stakeholders.

Q: Are we allowed to use youth to conduct the assessments?

Yes, counties may utilize youth community partners. However, all individuals who plan to conduct the assessment will need to attend HPCDP lead training in one of the early spring webinars. Additionally, we recommend that youth are accompanied by an adult for their safety and the validity of the data collected.

Q: Is equipment being made available for electronic survey use during this assessment?

Yes, HPCDP can loan a limited number of iPads, as needed. If you have a work smartphone or tablet that is available for use, HPCDP staff can provide a link to the assessment for download when offline. Responses are uploaded to Survey Gizmo when device is back on Wi-Fi. Training for this tool will be available during the webinars.

If you have any further questions please contact:

Sharon Coryell

Sharon.r.coryell@dhsosha.state.or.us

971-673-1376

Ilana Kurtzig

ILANA.S.KURTZIG@dhsosha.state.or.us

971-673-0606