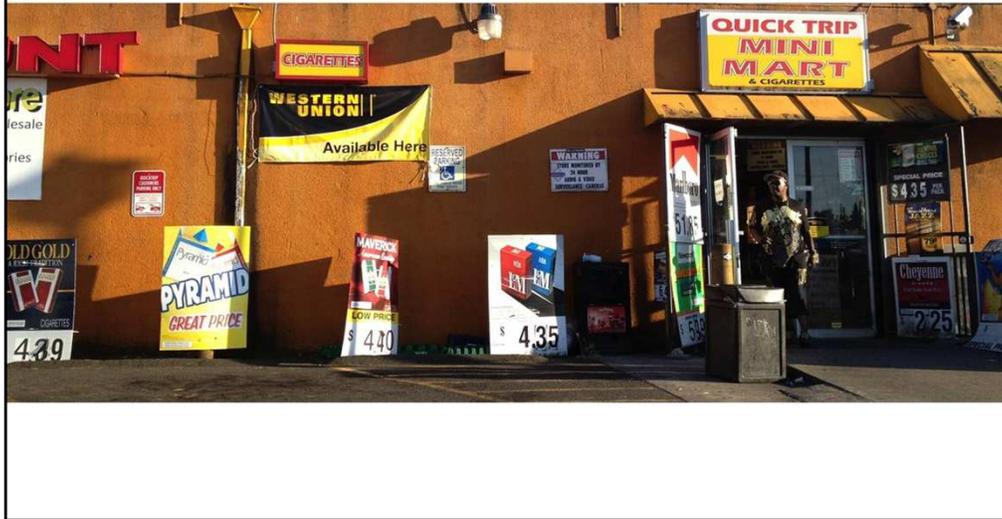
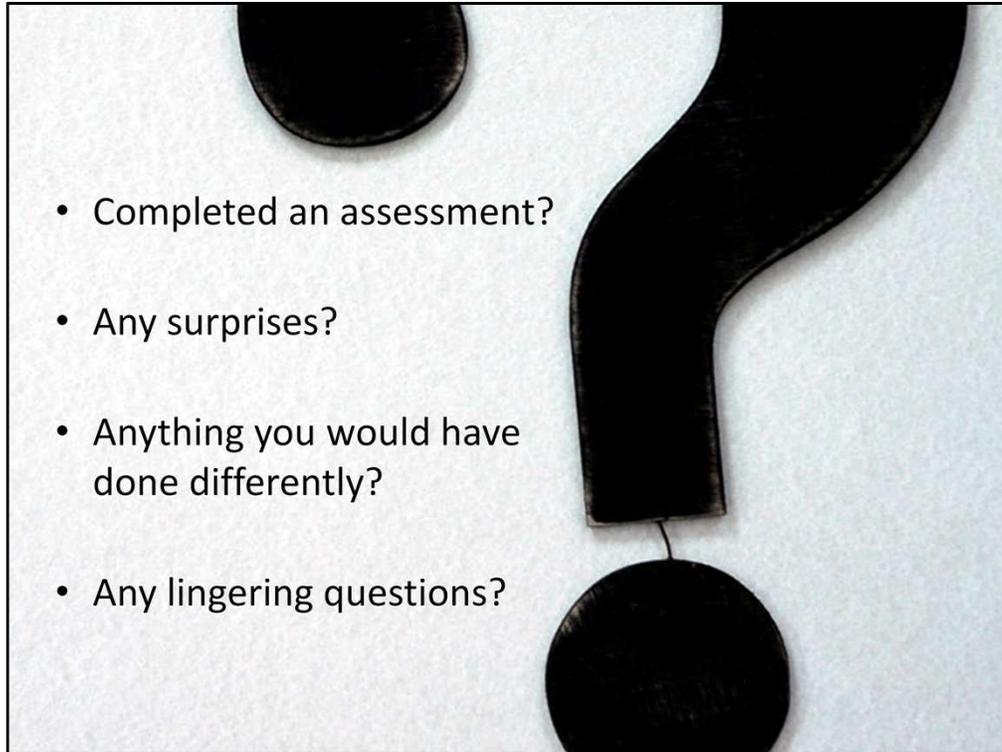


## Tobacco Retail Environment



Welcome! My name is Steven Fiala and I am one of the tobacco research analysts for HPCDP. The majority of today is going to focus on tobacco retail policy and communications, but we're going to take a few moments at the start here to discuss the tobacco retail assessments and data analysis.



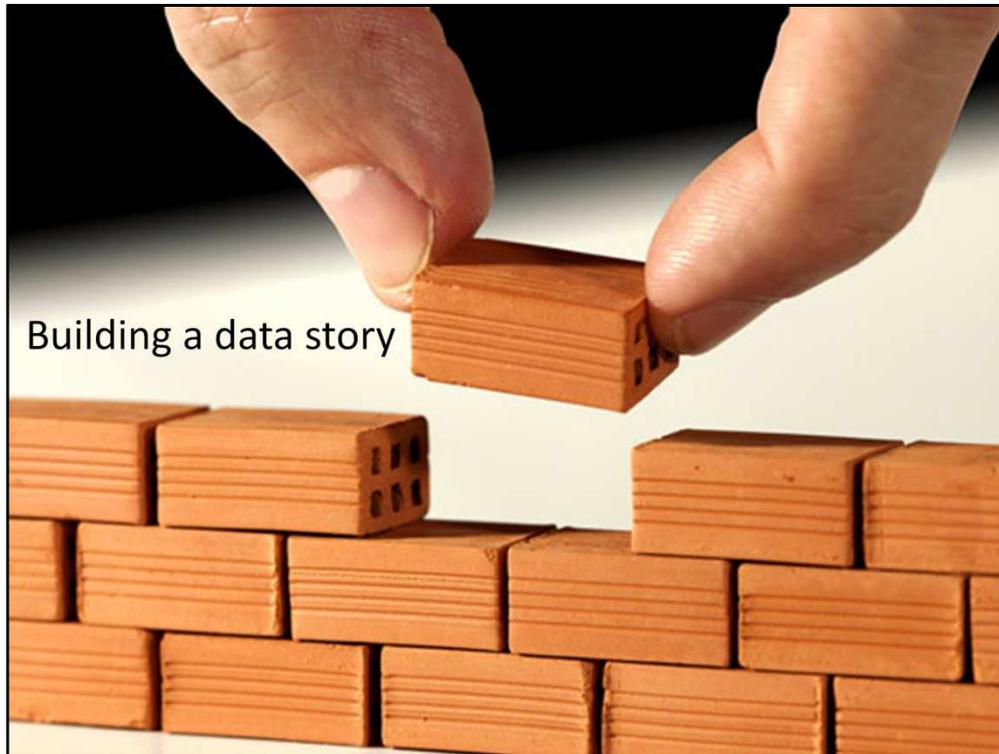
1. How many of you have completed a tobacco retail assessment?
2. For those of you who have completed an assessment, how did the assessments go?
  - Reaction from retailers
  - Thoughts about the assessment tool
  - Organizing assessors
3. Did anything surprise you, either during the assessment or from the results of your assessment?
4. Was there anything you would have done differently?
5. Any lingering questions about the assessment process?
6. How many of you have analyzed the data from your retail assessment?
7. How many of you have used your data to identify a policy priority?



So, now that you have your data and you've identified the tobacco retail problem in your community, one next step will be delivering your results to stakeholders and key decision makers.



But which direction do you go? You all collected a lot of information and in talking with a few county coordinators, the intention of the retail assessment can get a bit lost in the jumble of numbers that are calculated. Which aspect of the assessment results do you focus on?



This is why I am going to give a very brief example of how to use your data to tell a story. This is only one example to get you started. Holly is going to provide a more extensive training on communicating your results, but we can consider this a start.



**SCTC**  
State and Community Tobacco Control Research

1. Can you survey this store?

- Yes I can
- No, store does not exist [TERMINATE]
- No, store is closed [TERMINATE]
- No, under 18 not allowed to enter [TERMINATE]
- No, membership or fee required to enter [TERMINATE]
- No, environment unsafe for me [TERMINATE]
- I was asked to leave before completing the survey [TERMINATE]
- Other (specify) \_\_\_\_\_ [TERMINATE]

STANDARD STORE AUDIT

**EXTERIOR**

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

2a. Cigarettes – non-menthol:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2b. Cigarettes – menthol:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2c. Cigarillos/little cigars:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2d. Large cigars:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2e. Chewing tobacco or Snus:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2f. E-cigarettes:	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**INTERIOR**

3. Any tobacco products sold here (i.e., cigarettes, cigars, chewing tobacco, snus or e-cigarettes)?

- Yes and visible to customers
- Yes but not visible to customers
- No [TERMINATE]

4. Store Type: (Choose one)

- Convenience with or without gas (e.g., 7-Eleven, Exxon, Wawa)
- Drug store/pharmacy (e.g., CVS, Walgreens, Rite Aid)
- Beer, wine, or liquor store (e.g., ABC)
- Grocery store (small market/deli/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertson's)
- Mass merchandiser (e.g., Walmart, Costco, B's, Sam's Club) or discount store (Dollar store, Family Dollar)
- Tobacconist (e.g., 6-6-6-6-6-6)
- Other (specify) \_\_\_\_\_ (e.g., gas station kiosk, donut shop, bait & tackle)

5. Does the store have a pharmacy counter?

- Yes
- No

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

- Yes
- No

7. Alcoholic beverages sold here?

- Yes
- No

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

- Yes
- No

**PRODUCTS**

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

9a. Availability: Any cigarettes sold here?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9b. Availability: Menthol cigarettes sold here?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9c. Placement: Product (menthol or regular) within 12 inches of toys, candy or gum?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9d. Placement: Product ad (menthol or regular) within 3 feet of the floor?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9e. Price Promotion: Any cigarette price promotions?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9f. Price Promotion: Any menthol cigarette price promotions?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

So, we start with this beautiful data collection instrument. This is actually an old version of the STARS survey.

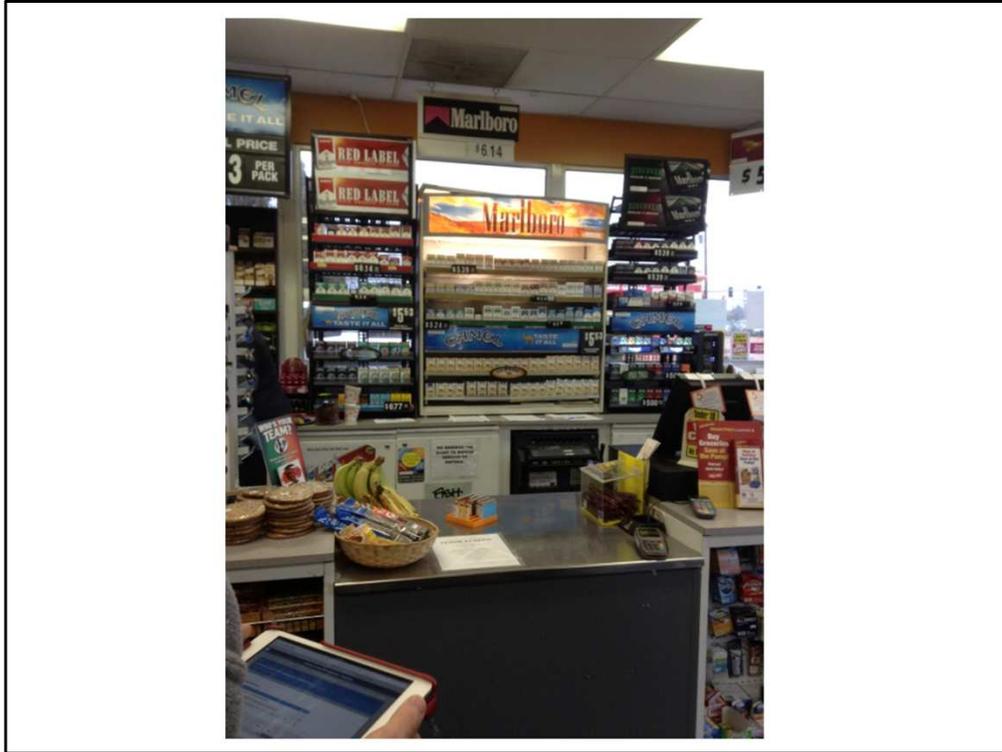


To make it more sexy (and maybe more efficient), we put the survey on iPad Minis.



Now, we are ready for our assessments. And there is A LOT to assess.

And yes, this is meant to be slightly overwhelming.



So, we assess!

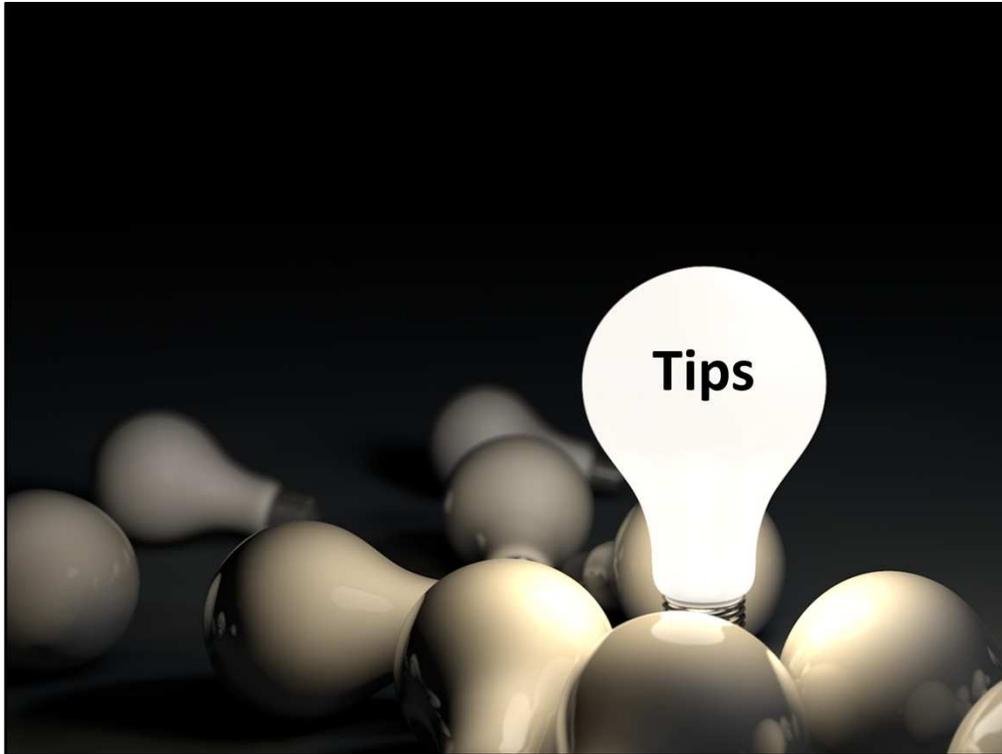


Then, the data eventually reaches a number cruncher...

Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream				E-cigarette products: Which products are advertised outside the store (on windows/doors,			
	Freq.	Percent	Cum.		Freq.	Percent	Cum.
No	16	80.00	80.00	No	14	60.87	60.87
Yes	4	20.00	100.00	Yes	9	39.13	100.00
Mean estimation				CALC: Any little cigar or cigarillo ad or product displayed to appeal to children			
Number of obs = 22				Freq. Percent Cum.			
Mean Std. Err. [95% Conf. Interval]				No 14 70.00 70.00			
cigprice	4.927273	.1924654	4.527019 5.327526	Yes 6 30.00 100.00			
Any cigarettes sold here? Answer these questions about cigarettes.				Total 20 100.00			
Freq. Percent Cum.				No 15 62.50 62.50			
No	24	96.00	96.00	Yes 9 37.50 100.00			
Yes	1	4.00	100.00	Total 24 100.00			
Total 25 100.00				feet of the floor			
Freq. Percent Cum.				No 15 62.50 62.50			
Yes	24	100.00	100.00	Yes 9 37.50 100.00			
Total 24 100.00				Total 24 100.00			
Flavored products: Cigarillos/little cigars				Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream			
Freq. Percent Cum.				Freq. Percent Cum.			
No	1	5.00	5.00	No	16	80.00	80.00
Yes	19	95.00	100.00	Yes	4	20.00	100.00
Total 20 100.00				Total 20 100.00			

And the number cruncher sends you a report with a bunch of data tables that may look like this.

In short, there is a lot to sift through.



Here are some general directions and examples for going from your mound of data to some simple messages and images.



First, distill your data. Focus on the most meaningful points groups of data. Rather than reporting the proportion of stores in your community that have outside advertising for cigarettes, electronic cigarettes, little cigars, etc. focus on the combination of these questions that allow you to make a statement about outside advertising of tobacco products in general.

CALC: Any tobacco product ad within 3 feet of the floor	Freq.	Percent	Cum.
No	15	62.50	62.50
Yes	9	37.50	100.00
Total	24	100.00	

So, let's start with the proportion of tobacco retailers in a community with ANY tobacco product advertising within 3 feet of the floor inside the store (at a child's eye level).

CALC: Any tobacco product ad within 3 feet of the floor	Freq.	Percent	Cum.
No	15	62.50	62.50
Yes	9	37.50	100.00
Total	24	100.00	

**9 out of 24** stores assessed displayed tobacco product advertisements within 3 feet of the floor

From this table we can say that 9 out of the 24 stores assessed displayed tobacco product advertisements within 3 feet of the floor.

CALC: Any tobacco product ad within 3 feet of the floor	Freq.	Percent	Cum.
No	15	62.50	62.50
Yes	9	37.50	100.00
Total	24	100.00	

~~9 out of 24 stores assessed displayed tobacco product advertisements within 3 feet of the floor~~

**38%** of stores assessed displayed tobacco product advertisements within 3 feet of the floor

Another way to say it would be that about 38% of stores assessed...

CALC: Any tobacco product ad within 3 feet of the floor	Freq.	Percent	Cum.
No	15	62.50	62.50
Yes	9	37.50	100.00
Total	24	100.00	

~~9 out of 24 stores assessed displayed tobacco product advertisements within 3 feet of the floor~~

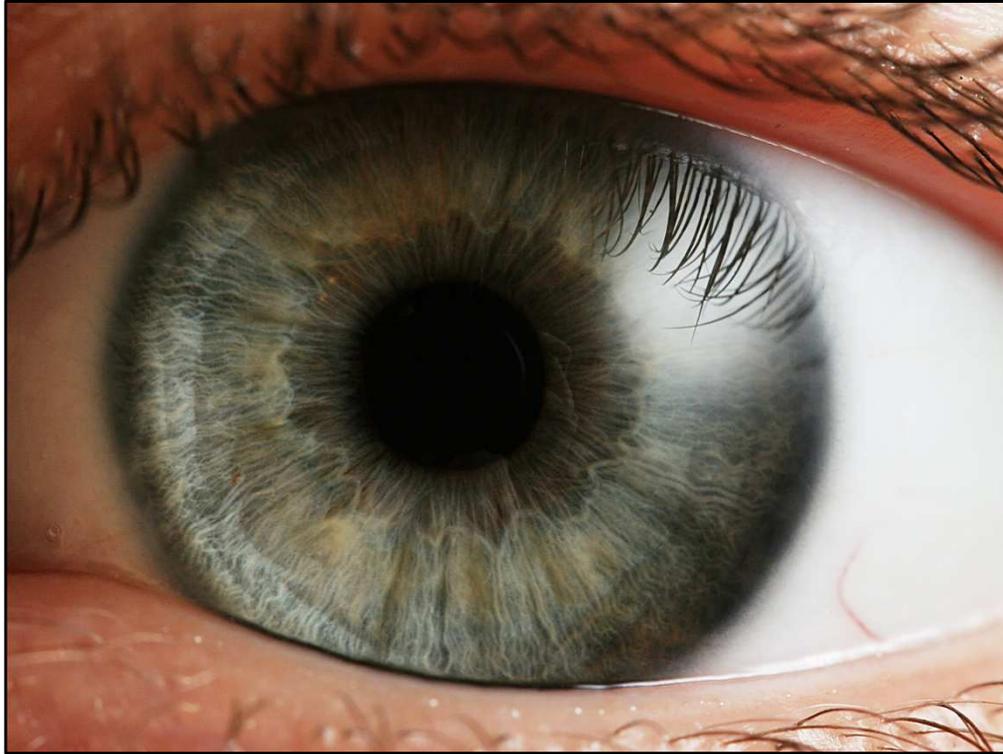
~~38% of stores assessed displayed tobacco product advertisements within 3 feet of the floor~~

**About 2 out of every 5 stores assessed displayed tobacco product advertisements within 3 feet of the floor**

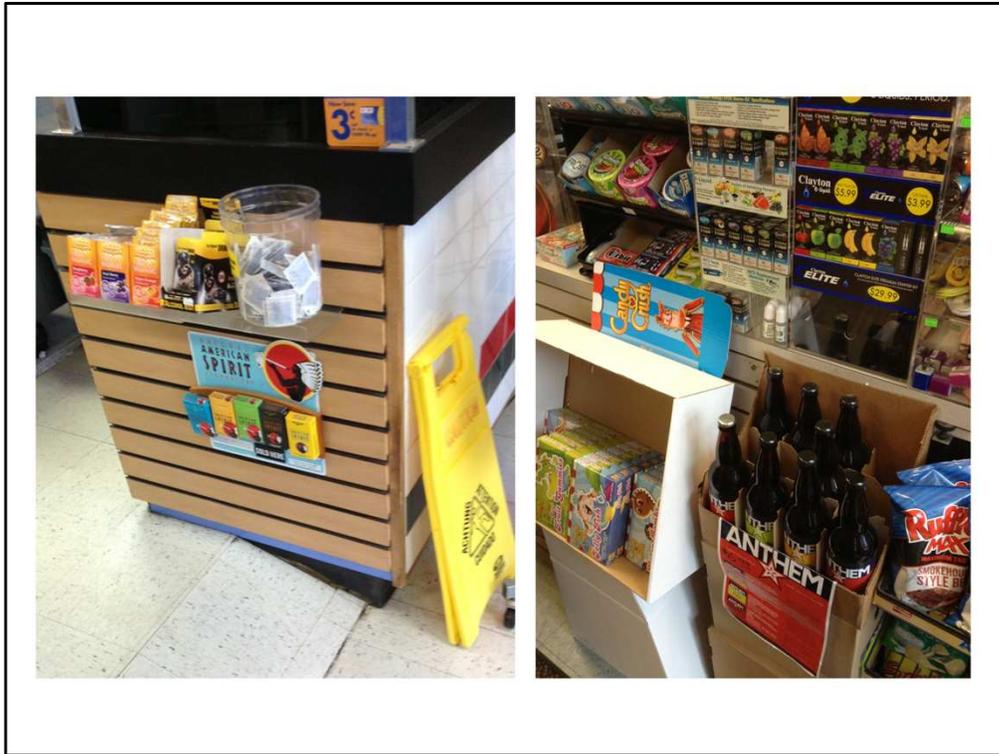
But we can make this statement even easier to understand by simplifying the proportion even further. Now we say that about 2 out of every 5 stores assessed...



This is the message you probably want to move forward with. Not 9 out of 25, probably not 38%, but two out of every five retailers in our community are placing tobacco advertising at the eye level of children.



But even with a simple, yet compelling message, we need something visual to pair it with. The connection of information to a visual helps with memory recall.



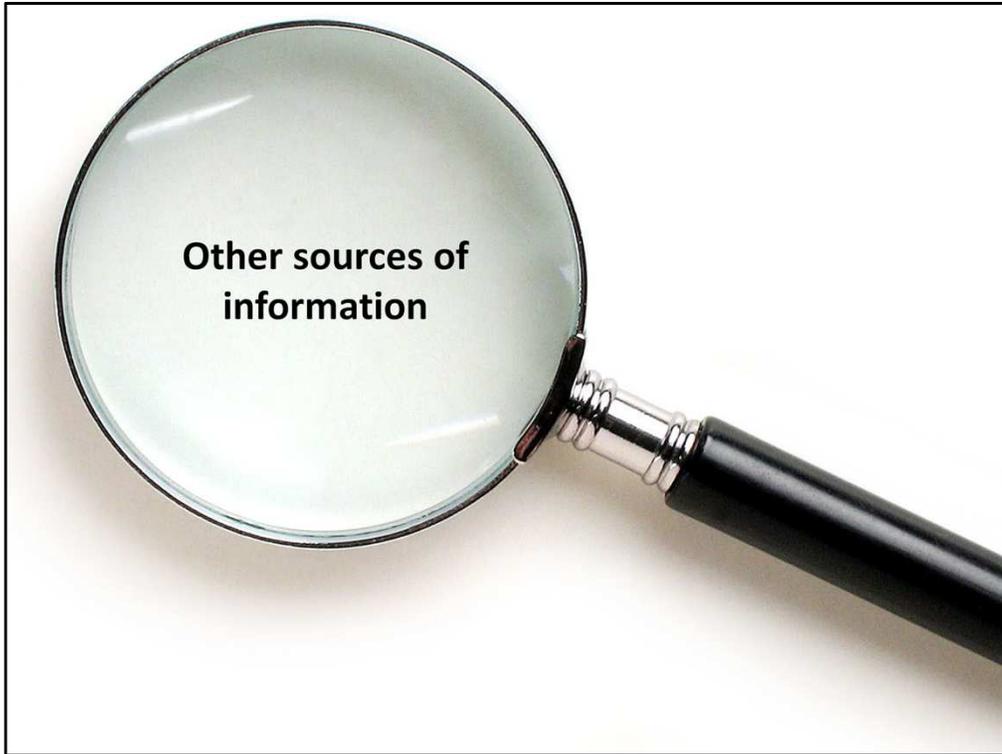
Photos taken during the assessment are a nice compliment to data statement. They make the data real and tangible.



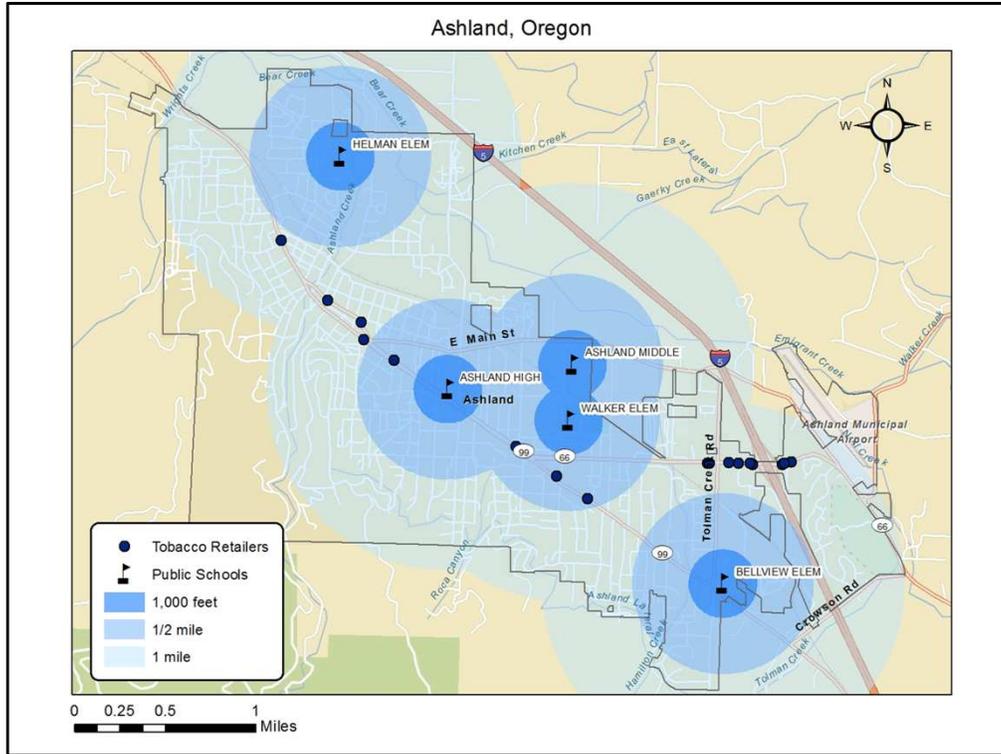
Another example.



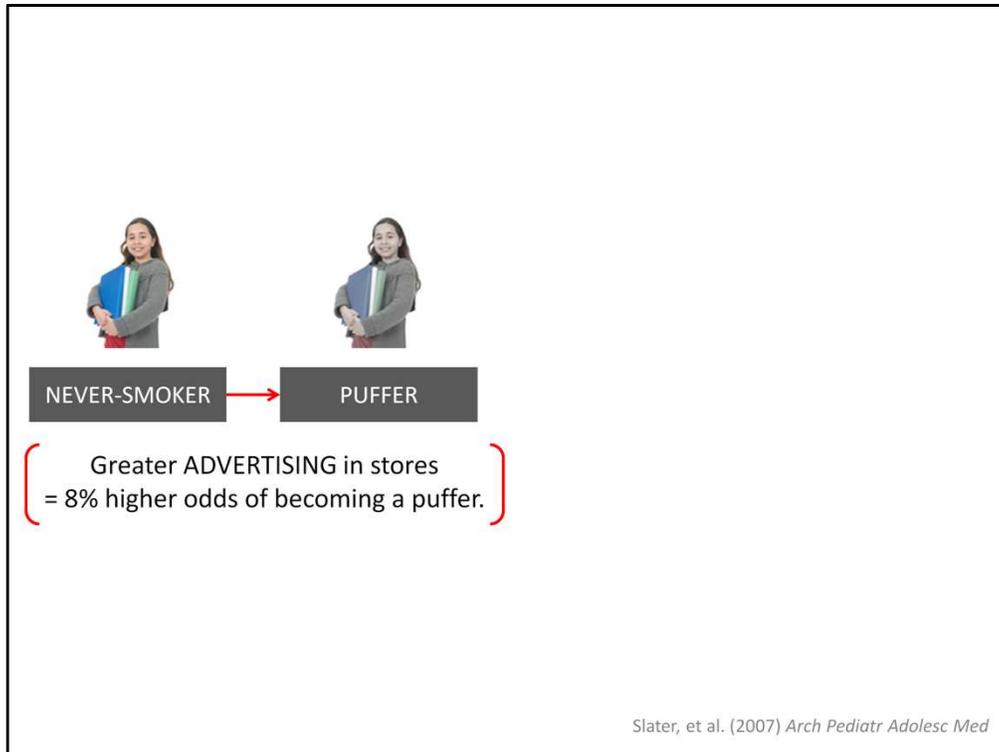
Or maybe you want to represent the data pictorially.



There are also other sources of information that can compliment your data.



Mapping of tobacco retailers near youth locations, like schools.



We also have a growing body of research on the effects of the retail environment on smoking behaviors. We know that exposure to tobacco advertising and promotion is associated with children who are never-smokers eventually becoming established smokers.



NEVER-SMOKER



PUFFER



EXPERIMENTER



ESTABLISHED

Greater ADVERTISING in stores  
= 8% higher odds of becoming a puffer.

Greater PROMOTIONS in stores increase odds of youth  
moving towards higher levels of uptake.

Slater, et al. (2007) *Arch Pediatr Adolesc Med*

SMOKER

TRYING TO QUIT

Cigarette displays prompt impulse purchases.

Wakefield, et al., 2008, *Addiction*

We also know that cigarette displays in general prompt impulse purchases of tobacco products among current smokers and those trying to quit.

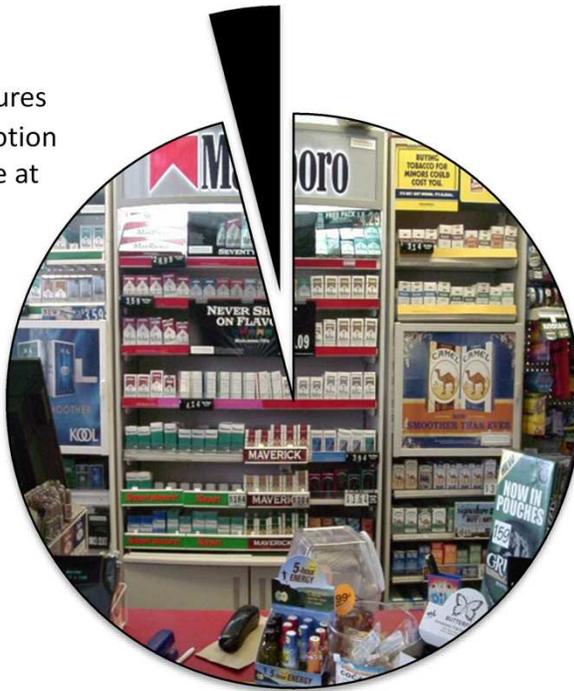
# **\$8,365,264,000**

Advertising and promotional expenditures for cigarettes



Through the Federal Trade Commission, we also have information on how much the tobacco industry is investing in the retail environment. In 2011, they spent...

**96%** of expenditures on cigarette promotion and advertising are at the point of sale

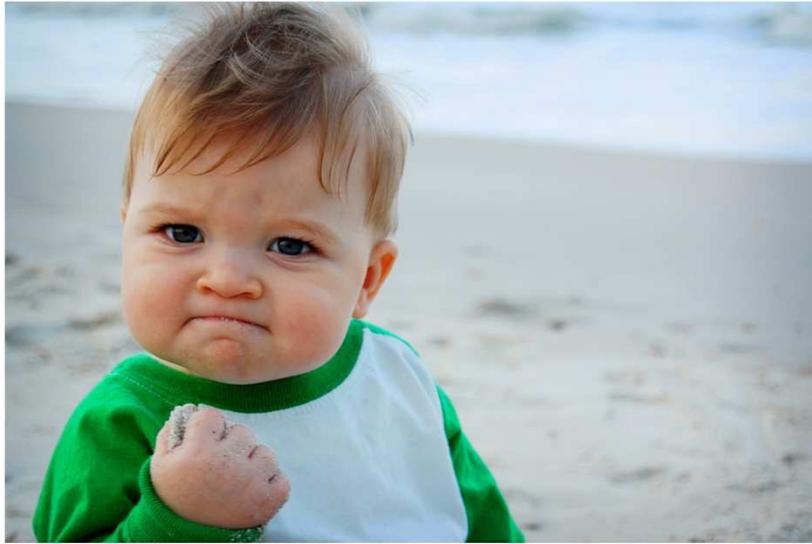


And of these advertising and marketing expenditures, over \$8 billion (96%) was spent in the retail environment (mostly on price reductions and some on advertising and product displays).



In summary, data + a focused message + retail assessment photos + data visuals + mapping + outside sources (FTC report on tobacco marketing expenditures & national research) = ...

Success!



Success!



Next we will be discussing tobacco retail policy options and communication strategies for this topic.



Questions?