



**COUNTER
TOBACCO**

POINT-OF-SALE SCAVENGER HUNT

Do you know what the tobacco industry has lurking in your community? Have you seen where it's lurking? Every day we see tobacco advertisements or displays in the same stores where we buy milk and medicine.

HELP OPEN EYES

to POS issues in your community with this activity



POINT-OF-SALE SCAVENGER HUNT



Why is this important?

Point of sale (POS), or tobacco marketing at retail locations, has been a primary venue for tobacco industry advertising and promotions. Exposure to POS advertising and promotions prompts smoking initiation, encourages tobacco use, and undermines quit attempts.^{1,2} Youth are three times more sensitive than adults to tobacco advertising.³ Each day, almost 4,000 kids in the United States try their first cigarette and an additional 1,000 kids under age 18 become new, daily smokers.⁴ That's over 400,000 new underage daily smokers each year.⁴ The purpose of this activity is to raise awareness of youth exposure to tobacco marketing and products.

This activity is best suited for

Age Group: 8th - 12th grade, College

Number of Participants: Teams of 2-3

Preparation time: 1 week or less

Activity Duration: 1-2 hours

Materials: Scavenger lists, store lists, pens, clipboards, camera

Cost: \$0-\$50

Best suited for: This activity can be easily adapted to suit the needs of groups based on their level of familiarity with POS, age, mobility, and technological savvy. Generally it is most successful with middle school (with chaperones), high school or college aged youth groups who can easily access stores (either by walking or driving).



What will youth do during a POS Scavenger Hunt?

Participants will visit stores to find and document tobacco industry point of sale marketing materials and products.



Before the Event

- Create scavenger hunt lists! Use the lists provided with this activity or create your own. Make enough copies for everyone participating.
- Identify a list of stores to visit. Common store types include grocery stores, supermarkets, gas stations, convenience stores, new stands, pharmacies and drug stores. Divide the stores up among the teams--Make sure you have enough stores for the number of teams participating (3-5 per team)
- Gather the other necessary materials (pens/pencils, cameras—Phone cameras work and are easily accessible)

Day of Event

- Divide your group into teams— Make it a competition!
 - 2-3 youth per team works best— they can all fit in a car and won't overwhelm most stores when they enter.
- Review the scavenger hunt cards. Discuss any items or POS language that is unfamiliar.
- Designate a scavenger hunt supervisor, who will stay and wait for the teams to return to a central point, like your school or community center.
- Define an amount of time/when and where the groups will meet back.
 - If you can't go to actual stores, but have access to computers, have a virtual scavenger hunt! Search online or check out the Countertobacco.org gallery for the images of the items.
- Let the hunt begin!
 - Each team should have a photographer and a scribe. As each group finds items:
 - Check it off your list and make notes about what you saw.
—If you can, take a picture to document it!
 - Record the address and store name where the item was found
 - If they group is tech savvy have them 'drop pins' on a map on their smart phones and create a map. Learn how to make a custom Google map [here](#).
- When the groups return, debrief about what they found and share photos.
 - Prizes can be given for the best finds from each category!

After the Event

There are many ways to use the information you gathered in your POS scavenger hunt. Here are some ideas:

- Use the photos to make a slide show showcasing the best POS examples in your community.
- Upload your photos to the gallery at countertobacco.org.
- Print out your best photos and send them to your policymaker. Many adults don't set foot into convenience stores, but youth hang out there, get snacks and magazines. Present these photos when you or your adult partners are advocating for policies, or doing friendly visits with your legislators.
- If you don't have a local licensing list in your community use the store addresses to build a list to use for density activities.
- Use the map of the stores you visited and photos you took to create a visual display of what you found. Be creative!
- Visit Countertobacco.org's POS Marketing, Advertising and Promotions page to find more resources and policy solutions to combat the tobacco industry in your neighborhood!

Teams and Time Frame:

Let the group you are working with inform how you divide up to complete the activity. If you are working with younger youth, remember you will need chaperones for each team. Make sure you get guardians to sign releases if this is necessary for your organization!

Some variations include:

- Give each team a specific route (to a school, park, place of worship, or community center) or section of town to cover
- Have individuals complete the activity between meetings. Make and distribute cards at one meeting then share the results at the next. This can help demonstrate how often POS materials are seen during their normal routine.

Creating the Scavenger Hunt Cards:

Tailor your cards to your group. Take in to account how much time you have, how familiar the group is with POS, what you would like to do with information after game

- Use the list below to create cards ahead of time
- Have the group brain storm their own list of items, then pick items to go on the card
- Search for items from specific store types or brands. This can be helpful if you're using the game to help collect information to target a certain issue

References

1. Lavack, A. M. & Toth, G. (2006). Tobacco point-of-purchase promotion: examining tobacco industry documents. *Tobacco Control*, 15(5), 377-84.
2. Pollay, R.W. (2007). More than meets the eye: on the importance of retail cigarette merchandising. *Tobacco Control*, 16(4), 270-4.
3. Pollay, R.W. (1996). The last straw? Cigarette advertising and realized market shares among youths and adults. *Journal of Marketing*, 60(2):1-16.
4. Substance Abuse and Mental Health Services Administration (SAMHSA), HHS. (2011). Results from the 2010 National Survey on Drug Use and Health, NSDUH: Summary of National Findings. <http://oas.samhsa.gov/2k10NSDUH/tabs/Sect4peTabs10to11.pdf>.

POS SCAVENGER HUNT- CARD 1



✓	Can You Find:	Describe What You Find! Before the Event (These questions are just suggestions. Record what you find interesting.)	Store #
<input type="checkbox"/>	Multi Pack Discount Promotion	What is the discount? Which brand?	
<input type="checkbox"/>	Special Price Promotion	What is the discount? Which brand?	
<input type="checkbox"/>	Exterior Branded Cigarette Signs	What does it advertise? Which brand?	
<input type="checkbox"/>	Interior Branded Cigarette Signs	What does it advertise? Which brand?	
<input type="checkbox"/>	Interior Branded Non-Cigarette Signs	What does it advertise? Which brand?	
<input type="checkbox"/>	Branded Display	Which brand? How big is it?	
<input type="checkbox"/>	Power Wall Display	Is it branded? How big is it?	
<input type="checkbox"/>	Youth Appeal Marketing	What type of marketing is it? What tricks is the industry trying to use?	
<input type="checkbox"/>	Youth Appeal Product	What is the product? What tricks is the industry trying to use?	
<input type="checkbox"/>	Flavored Cigars (Regular, Little or Cigarillo) Sold	What flavors are present?	
<input type="checkbox"/>	E-cigarette Marketing	What type of marketing is it? What tricks is the industry trying to use?	
<input type="checkbox"/>	Tobacco Product or Advertising near Candy	How close is it? Does the product look like candy too?	
<input type="checkbox"/>	Little Cigar or Cigarillo for less than \$0.80	What is the cheapest you could find?	
<input type="checkbox"/>	Most Unusual Flavor	What flavor?	

Store Addresses: Record the addresses of the stores you visit here! Make sure to keep track of which store items are from with the table above!

Store #1 _____

Store #2 _____

Store #3 _____

Store #4 _____

Store #5 _____

POS SCAVENGER HUNT- CARD 2



✓	Can You Find:	Describe What You Find! Before the Event (These questions are just suggestions. Record what you find interesting.)	Store #
<input type="checkbox"/>	Buy One, Get One Promotion	What product(s) is the promotion for? Which brand?	
<input type="checkbox"/>	Special Price Promotion	What is the discount? Which brand?	
<input type="checkbox"/>	Exterior Branded Non-Cigarette Signs	What does it advertise? Which brand?	
<input type="checkbox"/>	Interior Branded Cigarette Signs	What does it advertise? Which brand?	
<input type="checkbox"/>	Branded Functional Item	Which brand? What is the item?	
<input type="checkbox"/>	Power Wall Display	Is it branded? How big is it?	
<input type="checkbox"/>	Counter Marketing	What type of marketing is it? How does it counter tobacco ads?	
<input type="checkbox"/>	Youth Appeal Marketing	What type of marketing is it? What tricks is the industry trying to use?	
<input type="checkbox"/>	Flavored Cigars (Regular, Little or Cigarillo) Sold	What flavors are present?	
<input type="checkbox"/>	E-cigarettes Sold	Where are they in the store?	
<input type="checkbox"/>	Tobacco Products or Advertising displayed below 3 ft.	What was the product or advertising?	
<input type="checkbox"/>	Stores near Schools	How close? Can you see advertising from the school?	
<input type="checkbox"/>	Little Cigar or Cigarillo for less than \$0.80	What is the cheapest you could find?	
<input type="checkbox"/>	Non-Cigarette Product that looks like Candy	What does the product mimic?	

Store Addresses: Record the addresses of the stores you visit here! Make sure to keep track of which store items are from with the table above!

Store #1 _____

Store #2 _____

Store #3 _____

Store #4 _____

Store #5 _____