



**COUNTER
TOBACCO**



**The Campaign for Tobacco-Free Kids
10th Youth Advocacy Symposium
July 21-25, 2013**

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 ads and products in the same stores where we buy milk, snacks, and medicine. Have you seen enough of Big Tobacco in your community?

DISCOVER THE FACTS.

Call out Big Tobacco. Fuel Change in your Community.



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Why is this activity important?

Smoking remains the leading cause of preventable death in the United States. Each year smoking causes more than 443,000 early deaths, amounting to 5.5 million years of potential life lost.^{1,2}

The retail store, also known as the point of sale (POS), is the primary channel for tobacco industry marketing efforts, accounting for 89% of their total advertising, marketing and promotional budget.³

Exposure to POS advertising and promotions prompts smoking initiation, encourages tobacco use, and undermines quit attempts.^{4,5} Youth are three times more sensitive than adults to tobacco advertising.⁶ Tobacco marketing is also designed to target youth by using imagery that appeals to young children and adolescents.⁷ Specifically, tobacco products are packaged to look similar to products that appeal to youth, such as candy; and products and advertisements are placed where they are highly visible to youth.^{5,7-8}

These tactics work: each day, almost 4,000 youth in the United States try their first cigarette and an additional 1,000 youth under age 18 become new, daily smokers.⁹

The purpose of this activity is 1) to raise awareness and inform youth about the marketing strategies tobacco companies use and how these strategies target kids to start smoking and 2) equip youth with strategies they can use to create change in their community to limit the deadly influence of the tobacco industry.



What will we do during this activity?

At each assigned store, your team will use the assessment form to collect information about the tobacco advertising and product availability present. Before you get to a store your team should establish roles. Each team will need:

1. Exterior Team
2. Interior Team
3. Photographer (optional)

You don't need to keep the same role at each store, but it is important that there is at least one person in each of these roles. If your team is small you can all do the outside and inside assessments together. The goal is to only have 2 people inside the store at once. You don't want to overwhelm the store or disrupt their business.

Before you go to stores it is important to know what you are looking for. Familiarize yourself with the assessment form and review the 'What To Look For' pages in this activity with your team so you are prepared.

When you get to a store:

- The Interior team should go inside the store and **introduce themselves to the clerk**. When you enter the store remember that this is a place of business. You do not want to disrupt the store or get in the way of any customers. It is important to introduce yourself to the clerk and let them know what you are doing. You can use the script below:

"Hi. My name is _____. The rest of my team and I are students and we are working on a project collecting information on the type of advertising that is found in stores and taking a few photos. We are visiting a few stores in the area collecting this type of information. Is it okay with you if we walk around your store? We will only be inside for a few minutes and won't disrupt any of your customers."

- The Exterior team can wait outside until the clerk is spoken to—you shouldn't all go into the store, since it can be overwhelming. If you are discrete you can begin the assessment, but don't start walking around the property until you get the go ahead from the Interior Team.

Remember, if an employee asks you to leave, you should leave immediately. Be polite and courteous as you leave.

Taking Photos:

- When taking photos, focus on telling a compelling story with your images.
- Do not take photos of other people at the store
- Only take photos if you feel comfortable. Sometimes the clerk might object; ask before you take any photos. A clerk might be okay with you doing the assessment, but not taking photos.

If you are able to take photos at the stores you visit during The Campaign for Tobacco-Free Kids 10th Youth Advocacy Symposium Scavenger Hunt, pick your favorites and send them to info@CounterTobacco.org.

Remember it is important not only to collect the data, but also to have a plan about how you will use it. Later in the guide you will find some ideas—but be creative! Discuss with your group the most useful way to use the data and keep good records so you can use it again for multiple initiatives.

Find out what to look for at the stores ➡

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WHAT TO LOOK FOR



Ready to visit some stores?

Follow the instructions below to be sure you focus on the right things.

You will be collecting data on tobacco marketing materials and products inside and outside of the store. Pay attention to the type and location of advertisements and products. Remember to take photographs of the advertisements and products only after you've asked the clerk if it's okay.

Where should you be looking?

Exterior:

- Exterior **advertisements** may be in any location on the property including: Building exterior (walls, windows, and doors), in the parking lot (don't forget to look for functional items!) and the building property (fences, gas station fuel pumps).
- Look for signs posted on the outside of store windows or doors AND signs that are posted on the *inside* of store windows but *facing outward*.
- Remember to walk all the way around the building so you don't miss ads that might be on the side or back of the building or property.

Interior:

- Interior **advertisements** can be anywhere inside the store. Start in the back of the store and move forward, looking in all parts of the store for all visible signs.
- Signs will typically be near or behind the counter, but may also be located in other parts of the retail environment.
- Don't forget to look for signs hung from the ceiling or functional items at the register.
- Tobacco **products** will almost always be behind the counter or in a case or display near the counter. In accordance with the FDA Tobacco Control Act, cigarettes and smokeless tobacco sales must be clerk-assisted, so these products should not be accessible to customers on or in front of the counter. Sales of other tobacco products, like cigars, can still be self-service so you might find these products on or in front of the counter.

Lookout for

Branded Signs

These include the brand insignia, brand imagery, brand font, and brand colors. They can advertise a specific product and/or a price discount.



Branded Functional Items

These are items with a brand name or company logo that serve a functional purpose in addition to advertising the product. They can be inside and outside of the store. Common items include trash cans, change trays, and open/closed signs or something like this windshield washing station.



Power Walls

These are large shelving units used to hold tobacco products inside a store. They have a clearly branded sign along the top and usually stretch from floor to ceiling.



WHAT TO LOOK FOR



Price Discounts

Price discounts are a common way that the tobacco industry offers an incentive to encourage the purchase of a particular tobacco product. They provide a reason to “buy now.”

Special price discounts refer to advertisements that include words like “special value,” “special offer,” “discount,” “reduced price,” “save \$_____,” or “special promotion.”

Multi-pack discounts offer savings when you purchase multiple products. They use words like “buy two get one free,” “two for the price of one,” “free pack with carton,” “when you buy three packs.” They can also include promotions for other products in conjunction with a purchase, like “get a free tin of snus when you buy a pack of cigarettes.”

Ads that simply include words like “everyday low price” or “savings brand” are not considered price discount ads. See below for examples.

Does This Count as a
“Special Price” Ad?



YES

Does This Count as a
“Special Price” Ad?



YES

Does This Count as a
“Multi-Pack Discount” Ad?



YES

Does This Count as a
“Price Discount” Ad?



NO

You should be on the lookout for advertisements and the availability of many different types of tobacco products including:

Cigarettes: Common brands to look out for are Camel, Marlboro, and Newport.

Smokeless Tobacco: This category includes **chew**, **dip**, and **snuff**. Common brands are Copenhagen, Klondike, and Skoal. It also includes **snus** (spit-free tobacco pouch) and **dissolvables**. Common brands are Camel and Marlboro

Cigars, Little Cigars and Cigarillos: Common brands to look out for are Black & Mild, Swisher, Phillies, White Owl and Djarum Blacks.

E-cigarettes: Common electronic cigarette brands include Blu, Njoy, Logic, and Krave.

Any Other Products: You may also see cigar wrappers, like Zig-Zag, or roll-your-own (RYO) tobacco or pipe tobacco.

Cigarette



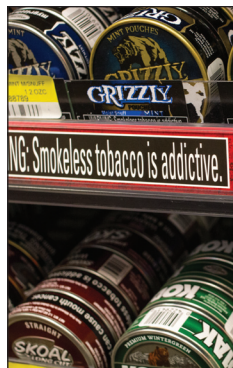
Cigar



Cigarillo



Smokeless



E-cigarette



Other Products



Now you are ready to visit the stores! ➡ 4

POINT-OF-SALE SCAVENGER HUNT



Store Assessment Form

For each store you visit fill out the information below with your team. Refer to the information in the activity about the types of advertisements and products. Once you have asked for permission, take photographs of what you see!

Date: _____

Store Name: _____

Address: _____

Type of Store (check one)

- ☐ Supermarket & Other Grocery ☐ Convenience Store ☐ Tobacco Store ☐ Gas Station ☐ Newsstand
☐ Beer, Wine, and Liquor Store ☐ Pharmacy or Drug Store ☐ Other _____

Environmental Scan: Can you see a school from this store? ☐ Yes ☐ No

Is there a place where youth might hang out nearby? (check all that apply and how far away it is)

- | | | | |
|--|---------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Park..... | <input type="checkbox"/> ½ block away | <input type="checkbox"/> 1 block away | <input type="checkbox"/> More than 1 block away |
| <input type="checkbox"/> Community Center..... | <input type="checkbox"/> ½ block away | <input type="checkbox"/> 1 block away | <input type="checkbox"/> More than 1 block away |
| <input type="checkbox"/> Place of Worship..... | <input type="checkbox"/> ½ block away | <input type="checkbox"/> 1 block away | <input type="checkbox"/> More than 1 block away |
| <input type="checkbox"/> Starbucks or other popular café/restaurant..... | <input type="checkbox"/> ½ block away | <input type="checkbox"/> 1 block away | <input type="checkbox"/> More than 1 block away |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> ½ block away | <input type="checkbox"/> 1 block away | <input type="checkbox"/> More than 1 block away |

STORE EXTERIOR

Placement of Advertisements Here you are recording the location of advertisements outside the store.
Check yes for all the locations where you see ads.

- Are there ads on store doors or windows?..... ☐ Yes ☐ No
Are there ads on building walls?..... ☐ Yes ☐ No
Are there ads in the parking lot or on property fences? Don't forget to include functional items here!..... ☐ Yes ☐ No
Are there any ads in other places?..... ☐ Yes ☐ No If Yes, where _____

Price Discounts Do you see any ads with price discounts? Check yes for the type of discounts advertised.

- Are there any "special" price ads?..... ☐ Yes ☐ No
Are there any ads with a multi-pack discount?..... ☐ Yes ☐ No

Type of Advertisements Here you are recording the types of products that are advertised outside the store.
Check yes if you see an ad for this product type.

- Are there ads for cigarettes?..... ☐ Yes ☐ No
Are there ads for smokeless tobacco (chew, dip, snus)?..... ☐ Yes ☐ No
Are there ads for cigars, cigarillos or little cigars?..... ☐ Yes ☐ No
Are there ads for electronic cigarettes (e-cigarettes)?..... ☐ Yes ☐ No
Are there ads for any other tobacco products (i.e. roll-your-own, cigar wrappers)?..... ☐ Yes ☐ No

POINT-OF-SALE SCAVENGER HUNT



STORE INTERIOR

Placement of Advertisements Here you are recording the location of advertisements inside the store.
Check yes for all the locations where you see ads.

- Are there ads on, near or behind the counter (where tobacco products are sold)? Don't forget to include functional items here!... ☐ Yes ☐ No
- Are there any ads within 12" of candy?..... ☐ Yes ☐ No
- Are there any ads in other places?..... ☐ Yes ☐ No If Yes, where _____
- Is there a Power Wall?..... ☐ Yes ☐ No

Price Discounts Do you see any ads with price discounts? Check yes for the type of discounts advertised.

- Are there any "special" price ads?..... ☐ Yes ☐ No
- Are there any ads with a multi-pack discount?..... ☐ Yes ☐ No

Type of Advertisements Here you are recording the types of products that are advertised inside the store.
Check yes if you see an ad for this product type.

- Are there ads for cigarettes?..... ☐ Yes ☐ No
- Are there ads for smokeless tobacco (chew, dip, snus)?..... ☐ Yes ☐ No
- Are there ads for cigars, cigarillos or little cigars?..... ☐ Yes ☐ No
- Are there ads for electronic cigarettes (e-cigarettes)?..... ☐ Yes ☐ No
- Are there ads for any other tobacco products (i.e. roll-your-own, cigar wrappers?)..... ☐ Yes ☐ No

Product Availability and Placement Here you are recording the types of products that are sold at the store and information about how they are displayed.

- Are cigarettes sold?..... ☐ Yes ☐ No
- Are cigars (regular, little or cigarillo) sold?..... ☐ Yes ☐ No
- If Cigars are sold, are they flavored?..... ☐ Yes ☐ No
- Is smokeless tobacco (chew, dip, snus, dissovables) sold?..... ☐ Yes ☐ No
- Are e-cigarettes sold?..... ☐ Yes ☐ No
- Are there any non-cigarette products that look like candy?..... ☐ Yes ☐ No
- Are there any tobacco products displayed within 12" of candy?..... ☐ Yes ☐ No
- Are there any tobacco products displayed below 3 ft?..... ☐ Yes ☐ No
- Are there any little cigars or cigarillos sold in pack sizes of: ☐ 6 or less ☐ 4 or less ☐ 2 or less
- What is the cheapest price of an individual cigarillo?..... \$ _____

Want to replicate this activity in your community?
Follow these steps to make your event a success.

3-4 Weeks Before Event

- Identify who will be conducting the store assessments. How many people do you have? Make sure you have chaperones or adults to accompany you to the stores.
- Pick a day when everyone is available and, if possible, a time when the stores might not be as busy. Be sure to visit stores during daylight.
- Identify a list of stores to visit. Common store types include grocery stores, supermarkets, gas stations, convenience stores, news stands, pharmacies and drug stores.
 - Divide the stores up among the teams—Make sure you have enough stores for the number of teams participating (4-8 stores per team is ideal, but this will depend on your community. How many retailers do you have? How much time can you spend?)
- Set goals to help focus your data collection. Have a rough idea about what you want to do with your results
- Contact key stakeholders to schedule a time to share the results of your tobacco assessments.

1-2 Weeks Before Event

- Gather the other necessary materials (assessment forms, pens/pencils, clipboards, cameras—Phone cameras work and are easily accessible)
- Make maps of where the stores are located
- Find a time to discuss the harmful consequences of smoking and tobacco use, the effects of tobacco marketing and advertising in the retail environment, and how tobacco marketing and advertising affects youth with the group doing store audits. Review the “What to Look For” and the assessment form materials. Make sure everyone understands what you will be looking for during the assessment.

Day of the Event

- Make copies of the assessment form. You will need one copy of the form for each retailer you plan to visit.
- Distribute retailer maps and materials to each group.
- Designate what time and where the groups will meet back.
- Do your assessments! Follow the instructions in this guide.

After the Event

- Find a time and place to meet after the assessments to debrief.
 - Compile tallies of tobacco retailers and advertisements from individual forms.
 - Discuss what you saw. Here are some possible discussion questions: What did you learn today? How could these types of advertisements affect youth? What problems or issues did you see in the stores you visited? What do you think can be done about it?

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

- Create a visual display of what you saw. Use poster board, tri-fold posters, or anything you want to create the visual display. You could include a map of the retailers, data that you collected and photos. Be creative!
- Share your findings with local school boards and policy makers and other key stakeholders in your community
- Use the photos to make a slide show showcasing the best POS examples in your community.
- Upload your photos to the image gallery at CounterTobacco.org/gallery
- Print out your best photos and send them to your policy maker. 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 or other key stakeholders. For example, take a picture of youth standing next to candy and fruit flavored cigars. Help them see what you see.
- Visit CounterTobacco.org to find more resources and policy solutions to counteract the tobacco industry in your neighborhood!

Frequently Asked Questions

Q: What if I live in a rural environment and there aren't many stores?

It is still just as important to show what is going on in stores in rural environments. If there are fewer stores, it is likely that people, especially kids, visit these few locations even more frequently. Make a point to tell stakeholders how often youth visit the stores.

Q: What should I do if a store owner wants to know what we are doing?

Make sure you introduce yourself to the clerk at the store when you start your assessment. Use the script in the activity guide.

Q: What if I have more than 6 participants?

To ensure the safety of the participating kids, this activity is best suited for groups of 3-5 kids. You don't want to overwhelm a store or disrupt their business. Larger groups should be divided into subgroups to visit stores and each subgroup should visit a different set of stores.

The subgroups can then come back together to discuss what they saw as a larger group.

Q: How long will it take to complete the scavenger hunt?

The total time may vary, depending on how many stores you select, but your team shouldn't spend more than 10 minutes inside each store. The debrief and planning how to use the data you collected will probably take 1-2 additional hours to complete. It may be more feasible to break the activity up into two sessions on different days.

Q: How do I choose stores for the activity?

Pick stores that are safe and easily accessible in your community. You might consider focusing on stores near schools, or parks, in one neighborhood or stores that are along a common traffic pattern in your community.

Q: Do we need to have a digital camera(s) and camcorder for this activity?

Yes, digital or disposable cameras or smartphones with cameras are necessary for the activity. Photographs will be used to create your final visual display. A camcorder is optional, as you may wish to create a video documenting your activity.

Q: Where can I find more information about POS marketing and advertising?

CounterTobacco.org has a lot of great resources to learn more about tobacco marketing and policy solutions.

What is media advocacy?

Media advocacy is the strategic use of media to change or advance a social or public policy issue. A media advocacy campaign can exert pressure on policy makers and can help influence policy change. The three strategies outlined in this Media Advocacy Kit can help you and your youth group gain media attention to advocate for stricter tobacco marketing policies to reduce youth targeted marketing. The following text also provides additional resources on media advocacy techniques: Wallack, L., Woodruff, K., Dorfmann, L., & Diaz, I. (1999). *News for a change: An advocates guide to working with the media*. Thousand Oaks, CA: Sage.

Success Story

Have members of your youth group ever said: “We’re just kids, how can we change anything?” Don’t worry, now you have an answer for them. Youth groups across the country have faced this challenge and made real change in their communities. For example, teens from the group Reality Check examined how the tobacco industry markets to youth at the point of sale, in movies, and on television. They created a visual (the film *Change*, available online at <http://tinyurl.com/ankvu9x>) that they presented to their county board of supervisors to talk about the dangers of tobacco. You can use the strategies described below to create your own success story.

1. Recruit your local newspaper to cover your event

Newspaper coverage can help to raise awareness among your community of youth targeted tobacco marketing. Call your local newspaper and tell them you are organizing an activity to teach youth the tactics the tobacco industry is using to target youth. Invite them to cover your event. A sample email or phone conversation is included below:

“My name is [insert your name] and I am leading a group of enthusiastic young advocates in 6th and 7th grade through an activity that will expose the manipulative tactics the tobacco industry is using to target youth. Did you know youth are three times more sensitive than adults to tobacco advertising? And tobacco marketing is designed specifically to target youth by using imagery that appeals to young children and adolescents. Please join us for this event. You will be able to see how youth react to learning that they are being deceitfully targeted by the tobacco industry. [Be sure to include the details of your event and how you can be reached.]

2. Write an editorial to your local newspaper

A newspaper editorial or a Letter to the Editor can be a great way to show policy makers what the key issues are in your community, and raise awareness on the tactics the tobacco industry is using to target youth. A strong editorial tells a personal story and/or relates the story to a current event, explains the problem of youth targeted tobacco marketing, and identifies potential solutions to reduce the impact of marketing. Send the editorial shortly after your event. Write the piece with your youth group and ask them what they think should be included. Be sure to also include quotes and reactions from the youth as they learned of the tactics the tobacco industry uses to target youth. You may also wish to send an image of your visual displays to dramatically illustrate the extent of the problem. A sample editorial is included on the following page.

3. Write a letter to a City Council member

While press coverage is important, a letter to a City Council member can exert pressure on policy makers and influence policy change. Write a letter with your youth group to one of your City Council members to describe your activity, what the youth learned, how they reacted to learning of the tactics the tobacco industry uses to target youth, and what should be done. Send the letter shortly after your event. Similar to submitting an editorial, consider sending an image of your visual displays to dramatically illustrate the extent of the problem. A sample letter is included on the following page.

What should we advocate for?

Strong editorials and letters to policy makers identify potential solutions to reduce the impact of tobacco industry marketing. Online resource organizations have explored options for communities and offer a variety of advocacy solutions that might work in your community. The sample editorial and sample letter below refer to product display bans as a potential solution to reduce the impact of marketing, but other solutions might be a better fit for your community. Explore resources available on CounterTobacco.org and ChangeLabSolutions.org to find the best solution for your community.

Sample editorial

Protect our Kids: Stop Youth Targeted Tobacco Marketing

Do you know tobacco marketing is designed to target kids? As a group of 6th and 7th graders, we were angry to learn that the tobacco industry uses marketing strategies to try to get us to use their harmful products. Stricter marketing and advertising policies should be followed to protect us and our peers from Big Tobacco.

Exposure to tobacco marketing and advertising at retail locations has been shown to get people to start smoking, encourage smoking, and make it harder for people who want to quit.^{3,4} Teens are three times more sensitive than adults to tobacco advertising.⁵ Tobacco marketing is also designed to target our age group: tobacco products are packaged to look similar to products that are typically marketed towards kids (such as candy) and products are placed in retail locations where we are likely to see them.^{4,6-7} We collected data on tobacco advertising and product availability in our community. We found *[insert the most interesting findings from your store assessments]*.

These tobacco marketing tactics work: Each day almost 4,000 kids in the United States try their first cigarette and 1,000 more kids under age 18 become new, daily smokers.⁸ Our peers in elementary and middle school are the most vulnerable, since almost 40 percent of smokers try their first cigarette by age 11.⁹

Tobacco product display bans could reduce the harmful effects of tobacco marketing and advertising. Display bans would make smoking less exciting to young people by reducing visibility of tobacco products. *[Insert name of town/city]* needs to follow these recommendations; we want to be able to live, learn, and play in a safe community.

Our parents, families, and teachers work hard to keep us safe every day. Help protect us from Big Tobacco.

Sample letter to a City Council member

Dear Mr./Ms. *[insert Council member name]*,

We are writing to you to tell you how angry we were to learn that the tobacco industry targets youth through marketing and advertising. As a group of 6th and 7th graders at *[specify school]* we completed a project last week that taught us the ways tobacco companies target young people to try to get them to start smoking. For example, tobacco products are packaged to look similar to products that are typically marketed towards kids (such as candy) and products and advertisements are placed where we are likely to see them in retail locations. We collected data on tobacco advertising and product availability in our community. We found *[insert the most interesting findings from your store assessments]*.

What is being done in *[insert name of town/city]* to protect us from tobacco companies' marketing? Tobacco product display bans could reduce the harmful effects of tobacco marketing and advertising. Display bans would make smoking less exciting to young people by reducing visibility of tobacco products. *[Insert name of town/city]* needs to follow these recommendations; we want to be able to live, learn, and play in a safe community.

Our parents, families, and teachers work hard to keep us safe every day. Help protect us from Big Tobacco.

Sincerely,

Want more information on how you can stop Big Tobacco in your community?

Go to www.CounterTobacco.org for additional resources.



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