



POINT-OF-SALE BINGO

Do you know what the tobacco industry has lurking in your community? Have you seen where they put their products and place their advertisements? Every day, we see tobacco advertisements or displays in the same stores we buy our groceries, gas, and medicine...

**ILLUMINATE POS ISSUES IN YOUR
COMMUNITY WITH THIS ACTIVITY**



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. In fact, the tobacco industry spends over \$9 billion marketing their products in the US each year, which is more than \$1 million every hour!¹ Exposure to POS advertising and promotions encourages smoking initiation and tobacco use, while also challenging quit attempts.^{2,3} Youth are three times more sensitive than adults to tobacco advertising.⁴ Each day, nearly 4,000 kids in the US try their first cigarette and an additional 1,000 kids under age 18 become new, daily smokers.⁵ The purpose of this activity is to raise awareness of the marketing and promotional tactics the tobacco company uses to lure consumers, especially those that are youth.

This activity is best suited for:

Age Group: 8th-12th grade, College

Number of Participants: Teams of 2-3

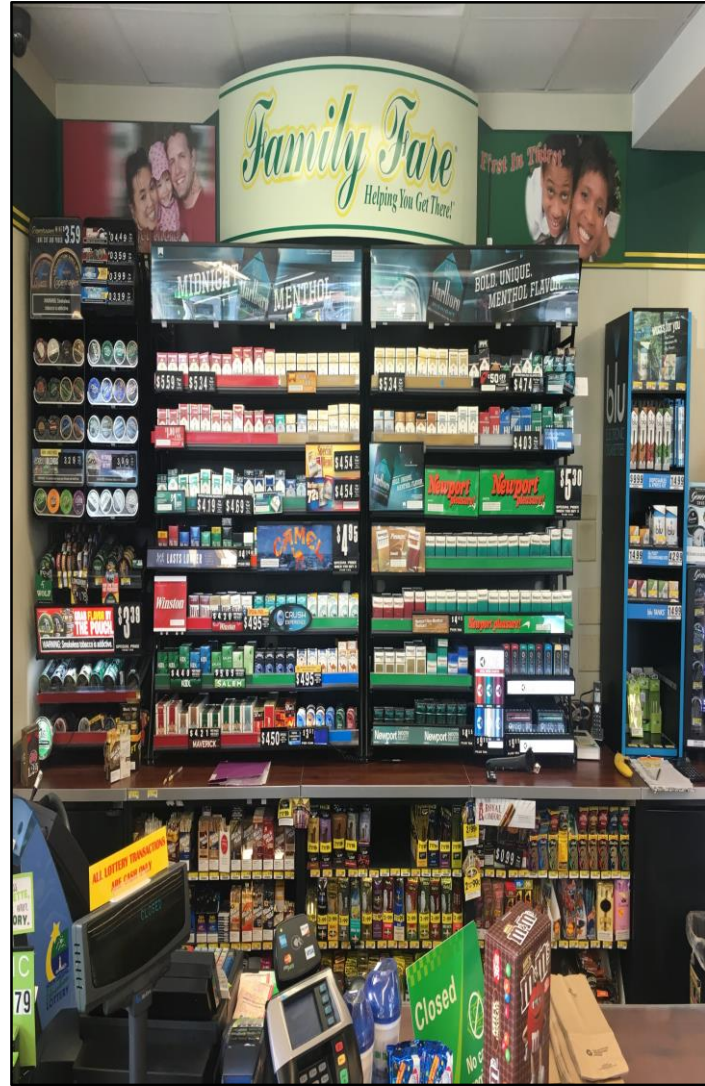
Preparation Time: 1 week or less

Activity Duration: 1-2 hours

Materials: Bingo cards, store lists, pens, clipboards, cameras

Cost: \$0-\$50

Best Suited For: This activity can be easily adapted to suit the needs of groups based on their levels of familiarity with POS, age, mobility, and technological savvy. We suggest this activity for middle school (with chaperones), high school, or college-aged youth who can easily access stores, either by walking or driving.



What will participants do during POS Bingo?

Participants will visit stores in the community to find and document industry POS marketing materials and products.



POINT-OF-SALE BINGO - THE ACTIVITY



Get ready!

- Print the bingo card provided or create your own by filling in the blank bingo card. Prepare enough copies of bingo cards for all participants.
- Create a list of stores to visit. We suggest gas stations, vape stores, convenience stores, and grocery stores. Divide the stores up among the teams, making sure there are enough stores listed for the total number of teams participating. Each team should be designated approximately 3 stores.
- Get together all other necessary materials, like pens, pencils, and clipboards. We suggest participants take pictures of what they find. If you choose to integrate this into the activity, encourage participants to bring a camera or use the camera on their phone.

Get set!

- Divide participants into teams to turn this activity into a competition. Generally, 2-3 people per team works best as this allows them to all fit into one car and will prevent overwhelming retailers when they enter.
- Review the bingo cards with all participants. Discuss any items or point-of-sale language that may be unfamiliar.
- Determine a place, like a school or community center, to be a central point that all teams are to return to. Designate a supervisor or leader who will remain at this location and wait for all teams to return. Set a time in which all groups will meet back at this central location.
- If you can't go to stores within your community but have access to computers and the internet, you can do a virtual bingo activity. Search online or check out the gallery on Countertobacco.org to find images of the items included on the bingo card.

Go!

- Each team, when out in the community doing the activity, should have at least one scribe and one photographer. As the group finds items on the bingo card, the scribe should mark the box and the photographer should take a picture to document the item.
- On the bottom of the bingo card, write the name and addresses of the stores that are being visited. When an item is found, mark it on the bingo card and place the store number in the box on the lower righthand side.
- BINGO! Participants complete the activity once all items in a row are found. These rows can be vertical, horizontal, or diagonal. You can also have a set number of items that need to be found (there are 24 items in total), or you can encourage groups to try to find all items on the card. You can also see which teams find the most items within a specific amount of time.
- When all groups return or at the next group meeting, have participants discuss what items they were able to find and any other surprising items they may have come across. You can also have them share the photos they took.
- Prizes can be given to the group that finishes the activity first or that takes the best photos.

Next steps!

The information collected in the POS bingo activity can be used in the following ways:

- Make a slideshow of pictures detailing examples of the POS strategies the tobacco industry uses in your community
- Send your photos to countertobacco@gmail.com to have the photos be uploaded on our website
- Print the best photos from the activity and either send them to policymakers or present them during visits with legislators. These photos can be extremely powerful additions to advocacy efforts.
- Create a visual display mapping the stores that were visited with the photos that were taken.
- Visit Countertobacco.org's page on POS marketing, advertising, and promotions to find more resources as well as policy solutions to combat the tobacco industry in your neighborhood.

Teams and Time Frame:

Let the group you're working with determine the way you complete this activity. Keep in mind that chaperones will be needed for each team if the participants are young. Also, make sure you get guardians to sign releases if this is necessary for your organization. Some possible variations include:

- Giving each team a specific route or section of the community to cover
- Having individuals complete this activity between group meetings. In one meeting, you can make and distribute the bingo cards. Participants can then, on their own, find items from the bingo cards. If you do it this way, prizes can be given to those who find the most items. At the following meeting, have participants share their findings and their photos. Having participants do the activity this way can help show how often POS items are seen during someone's normal routine.

Creating the Bingo Cards:

Feel free to tailor the bingo cards to your group. Think about how much time you have to complete this activity, how familiar the group is with POS and what you would like to do with the findings after the activity. Some possible options for cards include:

- Printing the bingo card below or using it as inspiration to create you own card using the blank one provided.
- Having the group brainstorm their own list of items and using these to fill the blank card provided
- Limiting the items to specific store types (e.g. gas stations) or brands. Focusing the activity on these features can be useful if you plan on using the findings to target a certain issue in your community.


References

1. Centers for Disease Control and Promotion. (2019, July). *Economic Trends in Tobacco*. Retrieved from Smoking & Tobacco Use: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/economics/econ_facts/index.html
2. Lavack, A. M. & Toth, G. (2006). Tobacco point-of-purchase promotion: Examinign tobacco industry documents. *Tobacco Control*, 15(5), 377-84.
3. Pollay, R.W. (2007). More than meets the eye: On the importance of retail cigarette merchandising. *Tobacco Control*, 16(4), 270-4.
4. Pollay, R.W. (1996). The last straw? Cigarette advertising and realized market shares among youths and adults. *Journal of Marketing*, 60(2), 1-16.
5. Substance Abuse and Mental Health Services Administration, HHS. (2011). Results from the 2010 National Survey on Drug Use and Health, NSDUH: Summary of national findings. <http://oas.samhsa.gov/NSDUH/2k10NSDUH/tabs/Sect4peTabs10to11.pdf>

POINT-OF-SALE BINGO



Mark each square you find. Try to get five in a row – horizontal, vertical or diagonal!

<p>Exterior ad for e-cigarette</p> <input type="checkbox"/>	<p>E-cigarettes for sale</p> <input type="checkbox"/>	<p>Mobile coupon for tobacco product accepted</p> <input type="checkbox"/>	<p>Kids' toy or candy that looks like a tobacco product</p> <input type="checkbox"/>	<p>Buy one get one tobacco product deal</p> <input type="checkbox"/>
<p>Flavored e-liquids for sale</p> <input type="checkbox"/>	<p>Tobacco product ad on a functional item</p> <input type="checkbox"/>	<p>Tobacco ad within 3 feet of ground at children's eye level</p> <input type="checkbox"/>	<p>Flavored cigars or cigarillos for sale</p> <input type="checkbox"/>	<p>Interior ad for tobacco product other than e-cigarette</p> <input type="checkbox"/>
<p>Self-service display of tobacco products</p> <input type="checkbox"/>	<p>Power wall</p> <input type="checkbox"/>	<p>FREE</p> 	<p>Discount or special price for tobacco product</p> <input type="checkbox"/>	<p>Pods or cartridges for e-cigarettes for sale</p> <input type="checkbox"/>
<p>Interior ad for e-cigarette</p> <input type="checkbox"/>	<p>Little cigar or cigarillo being sold for less than \$1.00</p> <input type="checkbox"/>	<p>Fruit-flavored e-cigarette or e-liquid for sale</p> <input type="checkbox"/>	<p>Signage claiming vapes are safer/cheaper than cigarettes</p> <input type="checkbox"/>	<p>Tobacco product advertised as low cost or low price</p> <input type="checkbox"/>
<p>Tobacco product that looks like candy or a toy</p> <input type="checkbox"/>	<p>Exterior ad for tobacco product other than e-cig</p> <input type="checkbox"/>	<p>Tobacco product within arm's reach of candy or ice cream</p> <input type="checkbox"/>	<p>More than 4 different flavors of e-cigarettes for sale</p> <input type="checkbox"/>	<p>Disposable flavored e-cigarette for sale</p> <input type="checkbox"/>

Keep track of which stores you go to. When you find an item, put the corresponding store number in the box located in the lower righthand corner of the square.

Store 1: _____

Store 2: _____

Store 3: _____

POINT-OF-SALE BINGO - GLOSSARY



Tobacco products:



Cigarettes

Common brands include Camel, Marlboro and Newport



Cigars/Cigarillos

Common brands include Black & Mild, Swisher Sweets and White Owl



Other Tobacco Products

Includes smokeless tobacco like chew or snuff, snus (spit-free tobacco pouch), and disolvables

Common brands include Skoal, Grizzly and Copenhagen



E-cigarettes

Common brands include Njoy, Blu, and Juul



E-liquids

Nicotine solutions used in refillable e-cigarettes



Pods/Cartridges

Disposable or refillable replacement pods for vaping devices (not the devices themselves)

Common brands include Juul and Vuse



Disposable e-cigarettes

Common brands include Blu, Mojo and Puff Bar

POINT-OF-SALE BINGO - GLOSSARY CONTINUED



Displays:



Exterior Ads

Includes ads on the windows, doors, walls, fences, or inside of store facing outward



Interior Ads

Includes ads on the interior of the store including at the counter, hanging from the ceiling, or on the windows facing inwards



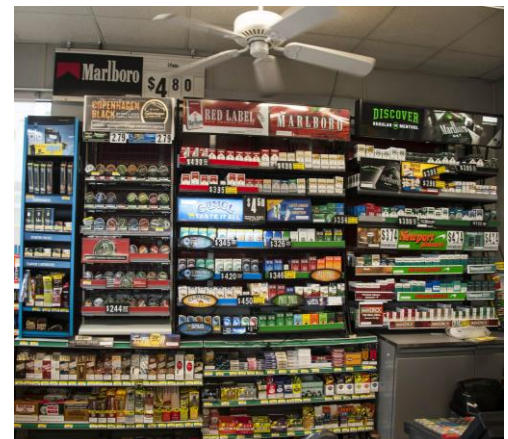
Ads on Functional Items

Items that serve a functional purpose like a trashcan, windshield washing station, or door mat that have a company logo or brand name



Self-service Displays

Display case in which consumers can access tobacco products without the assistance of a clerk



Powerwall

Prominent shelving and advertising of tobacco products, usually behind the counter

POINT-OF-SALE BINGO - GLOSSARY CONTINUED



Pricing Strategies:



Mobile Coupons

Signage stating mobile coupons are accepted or detailing instructions on signing up for mobile promotions



Buy One Get One

Includes any wording about buying a set number of tobacco products and getting a certain number free of charge



Discount/Special Price

Includes words like 'special value', 'special offer', 'discount', 'reduced price', 'sale price' or 'special promotion'



Low Cost/Low Price

Reference to the product or brand being 'low price', 'low cost', or a 'savings brand'

Youth Appeal:



Any candy or toy/item designed for children that looks similar to a tobacco product




Any tobacco product that looks like candy, a children's toy or any other item that might be designed for or attract children

POINT-OF-SALE BINGO



COUNTER
TOBACCO

Mark each square you find. Try to get five in a row – horizontal, vertical or diagonal!

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
		FREE			
<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

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