

STORE ALERT/POINT OF PURCHASE

Next time you go into a store that sells tobacco take a look around. More likely than not, the store will be covered in tobacco advertisements, many located right at child height. You can use this activity to draw attention to the prevalence of tobacco advertisements in your community.

AGE GROUP: Middle school, high school and above.

NUMBER OF PARTICIPANTS: As many as you want, although only 1-3 should go into any given store at a time.

TIME: 2-3 weeks for media outreach, just days for the actual event.

RESOURCES: Paper, pen and pencil, transportation.

COST: \$0-\$15.

Tobacco advertising has a strong effect on youth. Consider the following facts as you prepare for this event:

- Between 1989 and 1993, when advertising for the new Joe Camel campaign jumped from \$27 million to \$43 million, Camel's market share among youth increased by more than 5 percent. The adult share didn't change.
- The tobacco industry spends over \$13.3 billion a year, more than \$36 million a day, on advertising and marketing to attract new customers.
- A 1995 study in the Journal of the National Cancer Institute found that teens are more likely to be influenced to smoke by cigarette advertising than by peer pressure.

Putting on the Event

- Put together a list of stores in your community that sell tobacco. They can be grocery stores, convenience stores or gas stations.
- Visit storealert.org and download and print out their store report card. Also feel free to peruse the entire site to get a detailed description on how to fill out the report card.
- Visit the stores on your list and fill out the report card. Look at both the exterior and interior of the store and record the number and different kinds of advertisements that you see.
- When you are done you can again use storealert.org to input the data you gathered and receive a compiled report.
- Use this information to contact elected officials.
- Use the data to create media materials as discussed in the Getting Noticed Section of this guide on page 45, and send these to media contacts in your community or hold a press conference to discuss your results.
- Write letters to the stores you visited asking them to remove the tobacco advertisements.



StoreALERT Report Card



Store Name: _____

Address: _____

City _____ State _____ Zip _____

TYPE OF STORE: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Drug Store |
| <input type="checkbox"/> Convenience & Gas | <input type="checkbox"/> Liquor Store |
| <input type="checkbox"/> Gas Station | <input type="checkbox"/> Pharmacy |
| <input type="checkbox"/> Grocery | <input type="checkbox"/> Tobacco Store |
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Other |

Are any schools visible from this store? Yes No

EXTERIOR OBSERVATIONS Circle Value if Yes

Tobacco Advertising

- | | |
|--|---|
| Any tobacco ads? | 1 |
| Any with "special" price? | 1 |
| Any with a multi-pack discount? | 1 |
| Any with a free gift with purchase? | 1 |
| Any illuminated? | 1 |
| Any mechanical? | 1 |
| Any audible? | 1 |
| Any at child's eye level? | 1 |
| Any on the door? | 1 |
| Any at the street? | 1 |
| Discreet level of advertising? | 1 |
| Moderate level of advertising? | 2 |
| "In your face" level of advertising? | 3 |

Functional Objects

- | | |
|---|---|
| Are there any functional objects? | 1 |
| Any on or near the door? | 1 |
| Any illuminated? | 1 |

TOTAL EXTERIOR Add all circled numbers →

How many cash registers? (excluding lottery & gas only) →

Total Exterior	+ <input type="text" value="①"/>
Total Interior	+ <input type="text" value="②"/>
Grand Total	= <input type="text" value="④"/>

Grand Total	+ <input type="text" value="④"/>
# of Registers	+ <input type="text" value="③"/>
SCORE	= <input type="text"/>

INTERIOR OBSERVATIONS Circle Value if Yes

Tobacco Placement

- | | |
|---|---|
| Any tobacco at child's eye level? | 1 |
| Any self service tobacco? | 1 |
| Within 12" of candy or toys? | 1 |
| Within 12" of cash register? | 1 |
| Any full-front carton displays? | 1 |

Industry Shelving

- Number of industry shelving units (count) (# Units x 2 = Value)..... x 2 =
- | | |
|--|---|
| Any illuminated? | 1 |
| Any contain a functional object? | 1 |

Industry Movable Displays

- | | |
|----------------------------------|----------------------|
| Number of movable displays | <input type="text"/> |
| Any illuminated? | 1 |
| Any on the counter? | 1 |

Tobacco Advertising

- | | |
|--|---|
| Any tobacco ads inside the store? | 1 |
| Ads only where tobacco is sold? | 1 |
| Ads in other parts of store? | 2 |
| Ads everywhere you look? | 3 |
| Any with "special" prices? | 1 |
| Any with multi-pack discounts? | 1 |
| Any with free gifts with purchase? | 1 |
| Any illuminated? | 1 |
| Any mechanical? | 1 |
| Any at child's eye level? | 1 |

Functional Objects

- | | |
|---|---|
| Are there any functional objects? | 1 |
| Any illuminated? | 1 |
| Any grocery baskets with tobacco ads? | 1 |

TOTAL INTERIOR Add all circled numbers →

How does this store compare with others?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A	B	C	D	F
(0-2.0)	(2.1-4.0)	(4.1-6.0)	(6.1-10.0)	(10.1+)