

How to conduct an audit



Ready to lead your youth on a store audit? Follow the instructions below to be sure to focus on the right things.

What are you looking for?

You will be leading kids on an **exterior** audit so you'll be looking for tobacco marketing materials visible from the exterior of retail stores. Your kids will be auditing any advertisements visible from the exterior of the store – ads on windows, doors, walls, fences as well as any advertisements on the inside of the store that can be clearly seen when standing outside. Look out for:

Branded Signs

These include the brand insignia, brand imagery, brand font, and brand colors



Branded Functional Items

These are items with a brand name or company logo that serve a functional purpose in addition to advertising the product (like this trash can)



The kids in your group should be on the lookout for advertisements for many different types of tobacco products including:

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

Cigars: Common brands to look out for are Black & Mild, Swisher, and Phillies.

Cigarillos (little cigars): Common brands to look out for are Swisher Sweets, Phillies, and White Owl.

Smokeless Tobacco: This category includes things like snus (spit-free tobacco pouch), chew, or snuff. Common brands are Copenhagen, Klondike, and Skoal, Klondike.

E-cigarettes: Common electronic cigarette brands include Blu, SmokeStik, and White Cloud.

New or novel products: This category includes products like dissolvables (strips, sticks, and orbs) or Ariva (tobacco lozenge). Common brands are Camel and Marlboro. You may also see ads for cigar wrappers, like Johnny Black Cat.



Above: Cigarillos ad



Above: Smokeless Tobacco

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How to spot 'special price' ads

You'll see on the audit form that there is a place for kids to count up the number of special price ads they see. Special price ads refer to advertisements that include words like "special value," "special offer," "discount," "reduced price," "save \$____," "sale price," or "special promotion". Ads that include words like "low price" or "savings brand" are not considered special price ads. See below for examples.



Count as Special Price ad?
Yes



Count as Special Price ad?
Yes



Count as Special Price ad?
No

Where should you be looking?

Look for tobacco advertisements on the building exterior (walls, windows, and doors) and in the parking lot. You can count signs posted on the outside of a store window or door and signs that are posted on the inside of store windows facing outward. You can also count signs on the inside of a store that are clearly visible while standing outside (for example, signs hanging from the ceiling of the store). Signs may be in any location on the property, like fences or on gas station fuel pumps, so be sure to look carefully. As your group is looking around, feel free to walk right up to the ads you find to get a closer look. Remember to take photographs of the advertisements.

How should you be counting advertisements? Have your youth group count the number of advertisements at each retailer, but be sure to keep a few things in mind:

Multiple signs grouped together should be counted separately (see the picture to the right).

A single sign advertising more than one product or with multiple sections should only be counted once (see below).



Above: Count as 4



Above: Count as 1