



**COUNTER
TOOLS**
ADVANCING PLACE-BASED
PUBLIC HEALTH



All About Data: Store Assessments

Marielle Matthews, MPH, and Amanda Kong

Today's Agenda

- Why are we doing store assessments?
- Review top interesting questions
- Resources and questions

Why Do Store Assessments?

(The top 5 reasons)

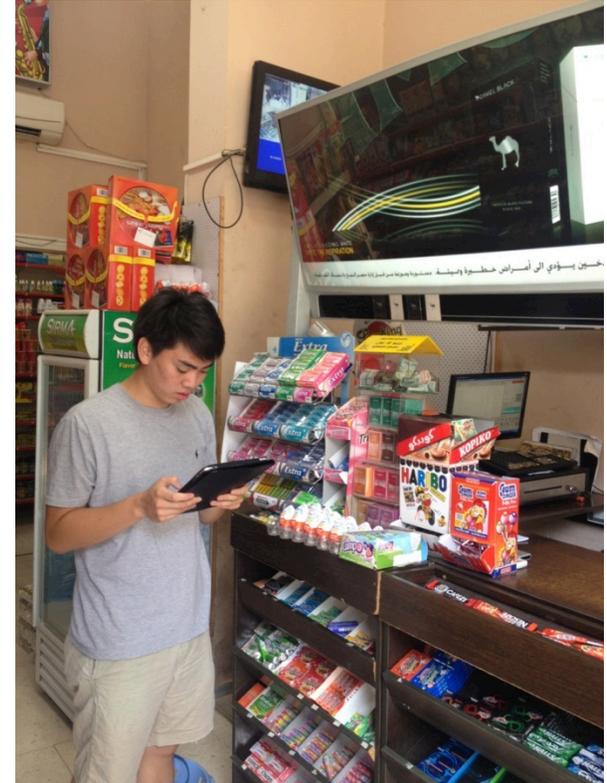
Engage supporters



London, England July 2013

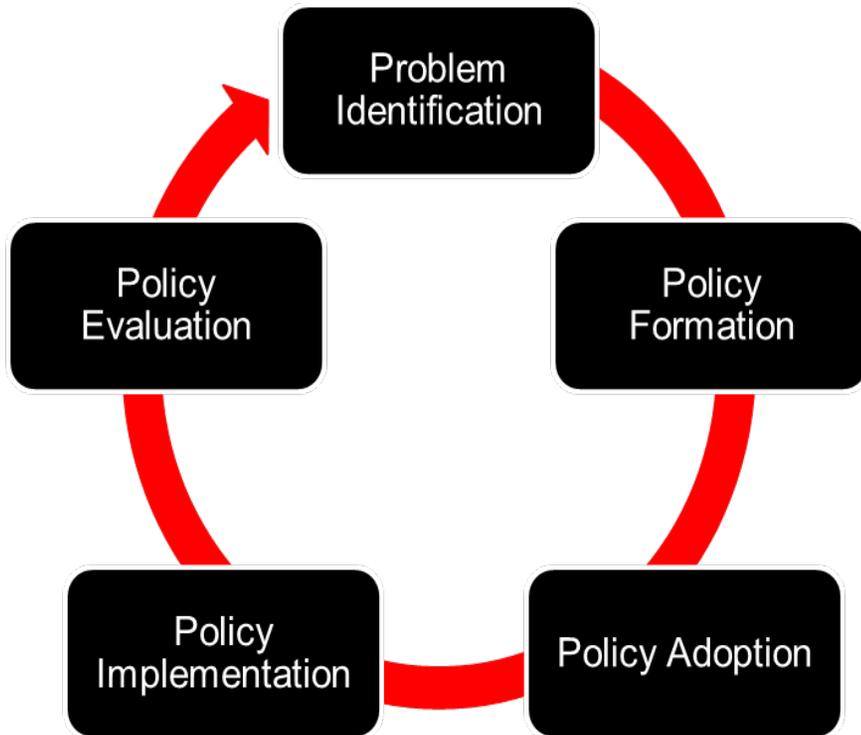


Carrboro, NC, May 2013



Beriut, Lebanon, July 2012

Understand the (changing) landscape



Collect high quality local data for policy change



Individually packaged, flavored cigarillos are widely available

78.4% of stores (n=185) sell flavored little cigars or cigarillos
 77.1% of stores (n=182) sell individually packaged little cigars or cigarillos
 80.9% of stores (n=191) sell packages of 2 – 6 little cigars or cigarillos



Sales of little cigars and cigarillos are increasing in the United States.

Candy and fruit flavors are attractive to youth.

Individual packages keep prices low.



Identify disparities



The

Iowa Store Assessment Form

Quick Review

Iowa Store Assessment Form

- Store name and location
- Ability to survey store
- Store exterior
- Store type
- Store interior
- Tobacco products
- Prices
- Beverages
- Dairy
- Grains
- Lean protein

The

Iowa Store Assessment Form:

Key Public Education Questions

Q7: Pharmacy Counter

7. Does the store have a pharmacy counter?:

Yes

No

Reporting Demo on Q7

[Countertools.org/assess](https://countertools.org/assess)

Q10e and 10f:

10. Answer these questions about cigarettes:

	Yes	No	Not sure
a. Any cigarettes sold here?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Menthol cigarettes sold here?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Any cigarettes (menthol or non-menthol) within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Cigarette ad (menthol or non-menthol) within 3 feet of the floor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Any cigarette price promotions (e.g., price discounts, multi-pack discounts, contests or sweepstakes)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Any menthol cigarette price promotions (e.g., price discounts, multi-pack discounts, contests or sweepstakes)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Reporting Demo on Q10e and 10f

[Countertools.org/assess](https://countertools.org/assess)

Q11b, 11c, and 11h: Cigarillo/little cigar flavors, pack size, price promotions

11. Answer these questions about cigarillos/ little cigars/ blunts:

	Yes	No	Not sure
a. Sold here?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Flavored products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Singles sold here?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Advertised for less than \$1?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Product within 12 inches of toys, candy, gum, slushy/ soda machines, or ice cream?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Product ad within 3 feet of floor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Vendor-assisted display?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Any price promotions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Reporting Demo on Q11b, c, and h

[Countertools.org/assess](https://countertools.org/assess)

Q12e: Smokeless price promotions

12. Answer these questions about chew, moist/dry snuff, dip, or snus:

	Yes	No	Not sure
a. Sold here?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Flavored products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Product within 12 inches of toys, candy, gum, slushy/ soda machines, or ice cream?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Product ad within 3 feet of floor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Any price promotions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Cross-product promotion with cigarettes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14f: E-cig price promotion

14. Answer these questions about e-cigarettes:

	Yes	No	Not sure
a. Sold here?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Flavored products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Product within 12 inches of toys, candy, gum, slushy/ soda machines, or ice cream?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Product ad within 3 feet of floor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Vendor-assisted display?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Any price promotions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Cross-product promotion with cigarettes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17b: Cheapest pack of cigarettes

Cheapest cigarette pack:

a. Sold here?

b. Enter single pack/item price:

c. Sales tax included?

d. How was the price obtained?

17. Cheapest cigarette pack
- Yes
 No
 Not sure

\$
Please use only numbers in this format: XX.XX

- Yes
 No
 Not sure

- Cashier provided price
 Advertised price
 Unable to determine (e.g. only cartons sold)

Reporting Demo on Q17b

[Countertools.org/assess](https://countertools.org/assess)

Q18b: Price of Newport Menthol

Newport menthol (regular hard pack):

a. Sold here?

b. Enter single pack/item price:

c. Sales tax included?

d. How was the price obtained?

18. Newport menthol (regular hard pack)

Yes

No

Not sure

\$

Please use only numbers in this format: XX.XX

Yes

No

Not sure

Cashier provided price

Advertised price

Sold here but price unavailable

Q19b: Price of Blu disposable menthol e-cigs

Blu disposable e-cigarette (menthol):

a. Sold here?

b. Enter single pack/item price:

c. Sales tax included?

d. How was the price obtained?

19. Blu disposable e-cigarette (menthol)

Yes
 No
 Not sure

\$

Please use only numbers in this format: XX.XX

Yes
 No
 Not sure

Cashier provided price
 Advertised price
 Sold here but price unavailable

Tips for monitoring data

3 main takeaways

Look at data as it comes in

If you see an issue, address it right away

Use your data to identify issues in your community

Resources for Success

Iowa Assessment For Counting Rules



STARS Policy Crosswalk

Center for Public Health
Systems Science
GEORGE WARREN BROWN
SCHOOL OF SOCIAL WORK

The Standardized Tobacco Assessment for Retail Settings (STARS) was designed as a user-friendly and concise tool to facilitate data collection for evidence-based tobacco control policies. This table pairs items from STARS with relevant POS policies, and offers supplemental options from the six POS policy domains.

- Point-of-sale (POS) policy domains
- LD licensing & density
 - AD advertising
 - NI non-tax price increases
 - PP product placement
 - HW health warning
 - EC e-cigarettes
 - Misc miscellaneous

Policy problem	STARS items	Relevant policies	Potential options
Exterior ads	6a-f	restrict placement of outdoor ads implement content-neutral ad restrictions	AD LD
Type of store selling tobacco products	7	ban sales at certain types of stores	LD
Sale and display of tobacco products	9-10	establish minimum distance between retailers	LD
	8	limit #/sq. footage of product displays	PP
	12a-b	ban product displays	
Graphic health warnings displayed	11	require posting of graphic health warnings require posting of quitline info	
Tobacco products/ads near youth items	12c-d	ban self-service for OTPs	
	13-15a-f	limit placement of indoor ads	
Price promotions or cross-product promotions	12e-f	ban price & multi-pack discounts	
	13-15h-i	ban redemption of coupons	
Cheap cigarette prices & ads	18-19a-c	establish minimum cigarette retail price discounts	
Sale of OTPs	13-15a	establish minimum package sizes e-MLSA for tobacco products	
Sale of flavored OTPs	13-15b	ban flavored OTPs ban sales in youth locales	
Sale of single/cheap OTPs	13c-d	establish minimum package sizes ban price discounting	
Self-service sales of OTPs	13-14g	ban self-service for OTPs ban sales in youth locales	
Sale of e-cigs & flavored e-cigs	16a-b	ban sales of e-cigs at certain locations require license to sell e-cigs	
E-cigs/ads near youth items	16e-f	ban sales of e-cigs at certain locations establish MLSA for e-cigs	
Self-service sale of e-cigs	16g	ban self-service of e-cigs require license to sell e-cigs	
E-cig price promotions or cross-product promotions	16h-i	establish tax on e-cigs	
	20a-c	ban price discounts	

OTPs = other tobacco products, including cigars, cigarillos, little cigars, snuff, smokeless tobacco, loose tobacco; E-cigs = e-cigarettes, e-liquid, accessories; Youth locales = near schools, parks, libraries; Youth items =

How to Use the Store Audit Center
Part 1 for coordinators: How to create a team and load stores

COUNTER TOOLS
ADVANCING PLACE-BASED PUBLIC HEALTH

How to use the Store Audit Center: Coordinator Part 1

Counter Tools
Subscribe 2

76 views



The Next Webinar:
Tuesday, March 22nd

Questions?

Please take some time to fill out the webinar evaluation at <https://www.surveymonkey.com/r/6TQQGWJ>
Your feedback is helpful!



Questions?
Contact your CHC!