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| **About the Measure** |
| **Protocol Id** | 741101 |
| **Domain:** | Tobacco Regulatory Research: Vector  |
| **Measure:** | Tobacco Industry and Retailer Public Relations  |
| **Definition:** | A survey instrument used in retail settings to assess the extent and placement of government-mandated signage and tobacco industry public relations signage related to prohibiting tobacco sales to minors.  |
| **Purpose:** | This measure can be used to assess retailer compliance with signage policies related to tobacco sales to minors, and to assess tobacco industry public relations signage in the retail sector.  |
| **Essential PhenX Protocols:** | Standardized Tobacco Assessment for Retail Settings [741001]  |
| **Related PhenX Protocols:** | Point of Sale Environment for Alcohol and Tobacco [550801]  |
| **Measure Release Date:** | June 24, 2015  |

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| **About the Protocol** |
| **Protocol Release Date:** | June 24, 2015  |
| **Protocol Review Date:** | June 24, 2015  |
| **PhenX Protocol Name:** | Tobacco Industry and Retailer Public Relations  |
| **Protocol Name From Source:** | Californias Statewide Youth Tobacco Purchase Survey (YTPS), 2014  |
| **Protocol Availability:** | Available  |
| **Keywords:** | Statewide Youth Tobacco Purchase Survey; Stop Tobacco Access to Kids Enforcement; STAKE; tobacco industry; tobacco; industry; retailer public relations; public relations; tobacco sales; tobacco sales to minors; minor purchase; signage policies; signage; government; corporate social responsibility; CSR; youth smoking prevention; YSP; Synar.  |
| **Description:** | California’s Statewide Youth Tobacco Purchase Survey (YTPS) is an 11-item instrument developed to assess retailer compliance with signage policies related to tobacco sales to minors and tobacco industry public relations signage in the retail sector. The survey collects information about the minor’s purchase attempt and observations of the purchaser during the purchase attempt. For the purpose of this measure, items within the "Observations" section of the YTPS are used; these relate to the presence, type, and location of signs stating that tobacco sales to minors are unlawful. |
| **Specific Instructions:** | The Working Group recommends the following:* To capture more comprehensively the retail sector environment related to tobacco industry marketing, this measure be used in conjunction with the Standardized Tobacco Assessment for Retail Settings measure.
* Investigators include any federal, state, and local signs related to unlawful sales to minors that are associated with the specific data collection area. This data should be captured within the "Federal, State, and Local Signs" section of the survey.
* Investigators should capture data related to the Food and Drug Administration’s Break the Chain of Tobacco Addiction campaign within the "Federal, State and Local Signs" section of the survey.

Investigators should include the Reynolds American warnings about the unlawful purchase of e-cigarettes by minors that are now found on VUSE e-cigarette signage. This data should be captured within the "Tobacco Industry Signs" section of the survey. |
| **Protocol:** | **Location of signs stating that sales to minors are unlawful (check all that apply):****FEDERAL, STATE, AND LOCAL SIGNS**

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|  | **Checkout counter** | **Tobacco display site** | **Doors/windows** | **Other (specify)** |
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|   |  |  |  |  |
| **Other (specify)****\_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |  |  |

**TOBACCO INDUSTRY SIGNS**

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|  | **Checkout counter** | **Tobacco display site** | **Doors/ windows** | **Other (specify)** |
| **If You Ask/ We Ask** |  |  |  |  |
| **It’s the Law** |  |  |  |  |
| **We CARD** |  |  |  |  |
| **Support the Law: It Works** |  |  |  |  |
| **Help stop underage smoking: Don’t Buy Cigarettes for Kids** |  |  |  |  |
| **Other (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_** |  |  |  |  |

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| **Selection Rationale:** | Item number 8 of the 2014 Statewide Youth Tobacco Purchase Survey (YTPS) was selected because it captures the presence and location of public relations signage, as well as local, state and federal signage related to tobacco purchases by minors. The survey is also easily completed by adults or minors, and it includes blank sections that allow for new types of signage to be recorded. |
| **Source:** | California Department of Public Health, California Tobacco Control Program. (2014). *Statewide Youth Tobacco Purchase Survey 2014.* Sacramento, CA: Author. Section II, Observations, Item 8. |
| **Language** | English  |
| **Participant:** | Adults or minors under the age of 18. |
| **Personnel and Training Required:** | None. |
| **Equipment Needs:** | None. |
| **Standards** |  |
| **General References:** | Apollonio, D. E., & Malone, R. E. (2010). The We Card program: Tobacco industry "youth smoking prevention" as industry self-preservation. *American Journal of Public Health, 100*(7), 1188-1201. |
| **Mode of Administration:** | Observational assessment  |
| **Derived Variables:** | None. |
| **Requirements:** |

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| **Requirement Category** | **Required (Yes/No)** |
| **Major equipment** | No |
| **Specialized training** | No |
| **Specialized requirements for biospecimen collection** | No |
| **Average time of greater than 15 minutes in an unaffected individual** | No |

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| **Annotations for Specific Conditions:** | None |
| **Process and Review:** | Not applicable.  |