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| **Domain:** | Substance Use-related Community Factors |
| **Measure:** | Point of Sale Environment for Alcohol and Tobacco |
| **Definition:** | Instrument used to assess the point-of-sale environment, including availability, advertising, pricing, and promotion of alcoholic beverages and tobacco products in retail stores. |
| **Purpose:** | The purpose is to measure objectively in-store availability and promotion of alcoholic beverages and tobacco products. This observational protocol of retail outlets is useful for examining environmental influences in marketing of legal substances. |
| **Essential PhenX Measures:** |  |
| **Related PhenX Measures:** |  |
| **Collections:** | NeighborhoodSubstance Use-related Community Factors |
| **Keywords:** | ImpacTeen, Store Observation Form, Alcohol, Tobacco, Advertisements, Retail stores, Price, Placement, Promotion, SAA, Substance Use-related Community Factors |

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| **Protocol Release Date:** | February 24, 2012 |
| **PhenX Protocol Name:** | Point of Sale Environment for Alcohol and Tobacco |
| **Protocol Name from Source:** | The Expert Review Panel has not reviewed this measure yet. |
| **Description:** | The ImpacTeen Store Observation Form is an observational instrument used to gather information on whether stores (i.e., convenience, grocery, drug/pharmacy, liquor, etc.) sell alcohol and/or tobacco products and on point-of-sale advertising, promotions, placement, and pricing of these products. A trained observer uses the form to collect information during on-site visits of retail establishments. The protocol collects data about specific tobacco and alcohol products, along with information related to marketing ads/logos visible in the interior and exterior of the store. Aggregating the store-level data collected for all stores in a community will provide information on the availability and marketing of alcohol and tobacco products at the community level. |
| **Specific Instructions:** | The data from this measure should be aggregated to get information on the availability and marketing of alcohol and tobacco products in a community. |
| **Protocol:** |

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| ID: \_\_ \_\_ - \_\_ \_\_ - \_\_ \_\_ \_\_ \_\_ - \_\_ \_\_ \_\_ \_\_ **STORE NAME:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**STREET:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_<**CITY:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_ **ST:** \_\_\_\_\_\_ **ZIP:** \_\_\_\_\_\_\_\_SIC: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_PHONE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_SCREENING OUTCOME: | LABEL CORRECTIONS: |
|  |  |
| **FINAL STATUS** | DATE……………… \_\_ \_\_-\_\_ \_\_-\_\_ \_\_ \_\_ \_\_TEAM LEAD ID ……………………………… \_\_ \_\_ASSISTANT ID ……………………………….. \_\_ \_\_TIME……………………. \_\_ \_\_ : \_\_ \_\_ am/pmSTORE SEQUENCE# \_\_\_ \_\_\_**IS THE STORE DRIVE-THRU/KIOSK ONLY?**[ ] 1 YES[ ] 2 NO**SCHOOL PROXIMITY** (CODE ALL THAT APPLY)[ ] 1 CLOSEST TO INDEX SCHOOL[ ] 2 INDEX SCHOOL VISIBLE FROM STORE[ ] 3 OTHER SCHOOLS VISIBLE FROM STORE (K-12)[ ] 4 NONE OF THE ABOVE [ ] |
| [ ] 01 OBSERVATION COMPLETED[ ] 02 STORE NOT FOUND (EXPLAIN)[ ] 03 STORE NOT OPEN TODAY[ ] 04 OUT OF BUSINESS[ ] 05 NO TOBACCO OR ALCOHOL SOLD[ ] 06 NOT SAFE (EXPLAIN)[ ] 07 STAFF SUSPICIOUS/ASKED TO LEAVE (EXPLAIN)[ ] 08 OUT OF SAMPLE AREA (EXPLAIN)[ ] 09 OVERSAMPLED (NOT NEEDED)[ ] 10 DUPLICATE W/ ID# \_\_ \_\_ - \_\_ \_\_ - \_\_ \_\_ \_\_ \_\_ - \_\_ \_\_ \_\_ \_\_[ ] 12 RAN OUT OF TIME (EXPLAIN)[ ]OTHER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_EXPLANATIONS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  |
| **TYPE OF STORE** |
| [ ] 01 CONVENIENCE[ ] 02 CONVENIENCE & GAS[ ] 03 GAS STATIONS[ ] 04 MOM & POP GROCERY[ ] 05 LARGER GROCERY[ ] 06 SUPERMARKET[ ] 07 DRUG STORE/PHARMACY[ ] 08 LIQUOR STORE[ ] 09 TOBACCO STORE[ ] 10 NEWSSTAND[ ] 11 DELICATESSEN[ ] 12 BOWLING ALLEY[ ] 13 GENERAL MERCHANDISE[ ] 14 (K-MART, WAL-MART, SMALLER GENERAL STORES)[ ] 16 BULK WAREHOUSE……. (SAM’S, BJ’S, BULK LARGE)[ ]OTHER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  |
| **COMMENTS ABOUT THE STORE:**  |
|  |
| **S1. Does the store sell tobacco?**[ ] 1 YES[ ] 2 NO (SKIP TO ALCOHOL SECTION) |
|  |
| **S2. PLACEMENT OF CIGARETTES AND SMOKELESS TOBACCO** | A. | B. |
| **CIGARETTE PACKS** | **SMOKELESS TOBACCO** |
| *Self-Service:* On Counter | 01 | 01 |
| Off Counter, in view of clerk | 02 | 02 |
| Off Counter, not in view of clerk | 03 | 03 |
| Next to candy displays | 04 | 04 |
| ≤ 3 ½ feet above ground | 05 | 05 |
| *Clerk-Assisted:* Over or behind counter of general check-out | 06 | 06 |
| Behind special customer service desk | 07 | 07 |
| Tobacco-only desk | 08 | 08 |
| Locked or closed cabinet | 09 | 09 |
| Plexiglass display on counter | 10 | 10 |
| *Other Placement (SPECIFY)* | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| COULD NOT DETERMINE/PRODUCT NOT SOLD | 97 | 97 |
|  |
| **S3. Are the following other tobacco products visible?** | **YES** | **NO** |  | **YES** | **NO** |
| a. Cigarette cartons | 1 | 2 | e. Loose cigarettes | 1 | 2 |
| b. Cigars | 1 | 2 | f. PREPs | 1 | 2 |
| c. Bidis | 1 | 2 | g. Flavored tobacco cigarettes | 1 | 2 |
| d. Clove cigarettes (Kreteks) | 1 | 2 | h. Nicotine replacements | 1 | 2 |
|  | i. Rolling Papers | 1 | 2 |
|  |
| **S4. PRICE OF TOBACCO** | BRAND | PRODUCT NOT SOLD | PRICE W/O TAX | VISIBLE OR HAD TO ASK |
| a. Premium Cigarette | [ ] 1 Marlboro[ ] 2 Newport | 997 | $ \_ . \_ \_**998**[ ]COULDN’T GET PRICE | [ ] 1 Visible[ ] 2 Asked |
| b. Lowest Price Cigarette |  | 997 | $ \_ . \_ \_**998**[ ]COULDN’T GET PRICE | [ ] 1 Visible[ ] 2 Asked |
| c. Smokeless (moist snuff) (Standard size) | [ ] 1 Skoal[ ] 2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 997 | $ \_ . \_ \_**998**[ ]COULDN’T GET PRICE | [ ] 1 Visible[ ] 2 Asked |
| d. PREPs | [ ] 1 Ariva[ ] 2 Omni | 997 | $ \_ . \_ \_**998**[ ]COULDN’T GET PRICE | [ ] 1 Visible[ ] 2 Asked |
|  |
| **S5. CIGARETTE PROMOTIONS** | **CIGARETTES:** | [ ] 1 **Marlboro** | **PREPs:** | [ ] 1 **Ariva** |
| [ ] 2 **Newport** | [ ] 2 **Omni** |
| Does the store have: | YES | NO | CANNOT DETERMINE/ PRODUCT NOT SOLD | YES | NO | CANNOT DETERMINE/ PRODUCT NOT SOLD |
| a. multi-pack discounts? | 1 | 2 | 7 | 1 | 2 | 7 |
| b. cents-off coupon offers? | 1 | 2 | 7 | 1 | 2 | 7 |
| c. advertised special price offer? | 1 | 2 | 7 | 1 | 2 | 7 |
| d. freebies (lighters, etc.) w/ purchase? | 1 | 2 | 7 | 1 | 2 | 7 |
| e. mail-in coup/points for merchandise? | 1 | 2 | 7 | 1 | 2 | 7 |
| f. Any other type of promotion? | 1 | 2 | 7 | 1 | 2 | 7 |
|  | SPECIFY: \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_ \_\_\_ | SPECIFY: \_\_\_\_\_\_\_\_\_\_\_\_ \_\_ \_\_ |
| **ALCOHOL** |
| **S6. Does the store sell alcohol?****[ ] 1 YES****[ ] 2 NO (SKIP TO S11)** |
|  |
| **S7. PLACEMENT OF BEER (*CODE ALL THAT APPLY*)***Self-Service:*[ ] 01 On the shelf[ ] 02 In refrigerator/cooler[ ] 03 Singles in open ice bucket[ ] 04 Floor display*Clerk-Assisted:*[ ] 05 Over or behind counter[ ] 06 Locked or closed cabinet*Other Placement* (SPECIFY) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[ ] 97 **NO BEER/CAN’T DETERMINE** |
|  |
|  |
| **S8. Are the following other alcohol products visible?** |
|  | YES | NO  |
| a. Beer-based malt liquor | 1 | 2 |
| b. Any Beer or Malt in 32/40 oz | 1 | 2 |
| c. Wine Regular | 1 | 2 |
| d. Fortified Wine (> 14% alcohol) | 1 | 2 |
| e. Spirits - Flask sizes 375mil | 1 | 2 |
| f. Spirits - Nips or minis | 1 | 2 |
| g. Spirits - Any other sizes | 1 | 2 |
| h. Alcopops - Spirit-branded | 1 | 2 |
| i. Alcopops - Wine coolers | 1 | 2 |
| j. Alcopops - Fruit labeled | 1 | 2 |
| k. Alcopops - Dairy-based | 1  | 2 |
|  |
| **S9. PRICE OF BEER/MALT** | BRAND | PRODUCT NOT SOLD | PRICE W/O TAX | VISIBLE OR HAD TO ASK |
| a. Budweiser or Miller GD **6-pack** of cans | [ ] 1 Budweiser[ ] 2 Miller Genuine Draft | 997 | $ \_ . \_ \_**998**[ ]COULDN’T GET PRICE | [ ] 1 Visible[ ] 2 Asked |
| b. Budweiser or Miller GD **12-pack** of cans | [ ] 1 Budweiser[ ] 2 Miller Genuine Draft | 997 | $ \_ \_ . \_ \_**998**[ ]COULDN’T GET PRICE | [ ] 1 Visible[ ] 2 Asked |
| c. Malt Liquor (40oz btls) | [ ] 1 Olde English[ ] 2 Colt 45 | 997 | $ \_ . \_ \_**998**[ ]COULDN’T GET PRICE | [ ] 1 Visible[ ] 2 Asked |
| d. Mike’s Hard Lemonade (**6-pack** of bottles) |  | 997 | $ \_ \_ . \_ \_**998**[ ]COULDN’T GET PRICE | [ ] 1 Visible[ ] 2 Asked |
|  |
| **S10. BEER/MALT PROMOTIONS**Does the store have any promotions such as volume discounts, advertised special price offers, coupons, freebies, or points for: | YES | NO | CANNOT DETERMINE/ PRODUCT NOT SOLD |
| a. BEER | **SELECT SAME AS IN S9a AND/OR S9b**[ ] 1 Budweiser[ ] 2 Miller Genuine Draft | 1 | 2 | 7 |
| b. MALT LIQUOR | **SELECT SAME AS IN S9c**[ ] 1 Olde English[ ] 2 Colt 45 | 1 | 2 | 7 |
|  |
| **S11. OVERALL STORE INTERIOR ADVERTISING/LOGOS** | The store interior is free from any ads/logos. | The store interior has some logos, but only in areas where items are displayed. | The store interior has ads/logos in other areas as well. | The store interior has ads/logos covering almost all available space. | NO INTERIOR |
| a. Select the best statement for **Tobacco Ads** | 1 | 2 | 3 | 4 | 6 |
| b. Select the best statement for **Alcohol Ads** | 1 | 2 | 3 | 4 | 6 |
|  |
| **S12. INTERIOR ADVERTISING DETAILS** | **YES** | **NO** | **NA/NO ADS** **NO INTERIOR** |
| a. Are any tobacco ads ≤ 3 ½ feet from ground? | 1 | 2 | 6 |
| b. Are any alcohol ads ≤ 3 ½ feet from ground? | 1 | 2 | 6 |
| c. Are there any ads for PREPs (Ariva, Omni, etc.)? | 1 | 2 | 6 |
|  |
| **S13. FUNCTIONAL OBJECTS WITH TOBACCO AND ALCOHOL BRAND ADS OR LOGOS** |
| Count items with brand ads or logos: mirrors, ashtrays, trashcans, doormats, clocks, change mats, grocery carts & baskets, grocery dividers, etc. Count multiples of the same item only once (e.g., grocery carts). | # OF ITEMS WITH **TOBACCO** LOGOS \_\_\_\_\_\_\_ |
| # OF ITEMS WITH **ALCOHOL** LOGOS \_\_\_\_\_\_\_ |
|  |
| **S14. OTHER STORE CHARACTERISTICS** |
| **a. How many cash registers (excluding lottery or gas only)? \_\_\_** | **YES** | **NO** |
| b. Is there a glass or other barrier between customers and clerks? | 1 | 2 |
| c. Are there bars or a protective barrier in store window/door? | 1 | 2 |
| d. Did you see uniformed police officers or security guards **inside** the store? | 1 | 2 |
| e. Does the store have a parking lot? | 1 | 2(SKIP TO S15) |
| f. Did you see uniformed police or security guards in the store **parking lot**? | 1 | 2 |
|  |
| **S15. DRIVE-UP WINDOW**[ ] 1 Has Drive-Up Window Tobacco and/or Alcohol sold[ ] 2 Has Drive-Up Window No Alcohol/Tobacco sold[ ] 3 Has Drive-Up Window Could Not Determine If Alcohol/Tobacco sold[ ] 4 No Drive-Up Window |
|  |
| **S16. STORE EXTERIOR AND STORE PROPERTY ADVERTISING** |
|  | **STORE EXTERIOR** | **STORE PROPERTY** |
| A. Tobacco ads, alcohol ads (on store exterior/property) (windows, doors, walls, roof) | **TOBACCO** | **ALCOHOL** | **TOBACCO** | **ALCOHOL** |
| **SIZE OF AD** | **TALLY** | **TOTAL** | **TALLY** | **TOTAL** | **TALLY** | **TOTAL** | **TALLY** | **TOTAL** |
| 1. Small <1 foot in all dimensions |  | **\_\_ \_\_** |  | **\_\_ \_\_** |  | **\_\_ \_\_** |  | **\_\_ \_\_** |
| 2. Medium 1-3 feet in any dimension |  | **\_\_ \_\_** |  | **\_\_ \_\_** |  | **\_\_ \_\_** |  | **\_\_ \_\_** |
| 3. Large >3 feet in any dimension |  | **\_\_ \_\_** |  | **\_\_ \_\_** |  | **\_\_ \_\_** |  | **\_\_ \_\_** |
|  |
| B. The overall impression of (store exterior/store property) advertising for tobacco/alcohol is: | **SELECT BEST TOBACCO STATEMENT** | **SELECT BEST ALCOHOL STATEMENT** | **SELECT BEST TOBACCO STATEMENT** | **SELECT BEST ALCOHOL STATEMENT** |
| No ads | 1 | 1 | 1 | 1 |
| Discreet | 2 | 2 | 2 | 2 |
| Moderate | 3 | 3 | 3 | 3 |
| "In Your Face" | 4 | 4 | 4 | 4 |
|  |
| C. Are there any exterior ads for PREPs?[ ] 1 YES[ ] 2 NO |

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| **Selection Rationale:** | The ImpacTeen Store Observation Form was chosen because it is a national study of alcohol and tobacco. It has been used in communities across the United States to gather information about the retail environment for alcoholic beverages and tobacco products. While costly to perform this observational data collection, these data are useful for measuring the marketing of tobacco and alcohol in communities. This environmental data can help explain facilitators to consumers’ behaviors.  |
| **Source:** | ImpacTeen. Store Observation Form, 1999-2003, Version 5. |
| **Life Stage:** | Any age |
| **Language of source:** | English |
| **Participant:** | Not Applicable |
| **Personnel and Training Required:** | The observer must be trained and found to be competent (i.e., tested by an expert). |
| **Equipment Needs:** | None |
| **Standards:** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Standard** | **Name** | **ID** | **Source** |
| Common Data Element (CDE) | Alcohol Retail Environment Assessment Description Text | 3373480 | [CDE Browser](https://cdebrowser.nci.nih.gov/CDEBrowser/search?elementDetails=9&FirstTimer=0&PageId=ElementDetailsGroup&publicId=3373480&version=1.0) |
| Common Data Element (CDE) | Tobacco Retail Environment Assessment Description Text | 3373483 | [CDE Browser](https://cdebrowser.nci.nih.gov/CDEBrowser/search?elementDetails=9&FirstTimer=0&PageId=ElementDetailsGroup&publicId=3373483&version=1.0) |

 |
| **General references:** | Harwood, E. M., Erickson, D. J., Fabian, L. E., Jones-Webb, R., Slater, S., & Chaloupka, F. J. (2003). Effects of communities, neighborhoods and stores on retail pricing and promotion of beer. *Journal of Studies on Alcohol, 64*(5), 720-726.Slater, S. J., Chaloupka, F. J., Wakefield, M., Johnston, L. D., & O’Malley, P. M. (2007). The impact of retail cigarette marketing practices on youth smoking uptake. *Archives of Pediatrics & Adolescent Medicine, 161,* 440-445. |
| **Mode of Administration:** | Observational assessment |
| **Derived Variables:** | None |
| **Requirements:** |

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

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| **Process and Review:** | The Expert Review Panel has not reviewed this measure yet. |