

impacTEEN



*A Policy Research Partnership
to Reduce Youth Substance Use*



**Supported by:
The Robert Wood Johnson Foundation**

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American Retail Approaches to Tobacco Access and Enforcement

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Introduction



- Surveys indicated that teenagers believe that access to tobacco in retail outlets is easy (Clark, et al., 2000).
- Most adults addicted to tobacco initiated cigarette use as teenagers.
- In 1991, an estimated 255 million packs across the US were sold illegally to underage youth (MMWR, Jan. 3, 1997).

Introduction (continued)



- Research indicates that the point-of-purchase environment may be an important factor in increasing demand for tobacco among adolescents, since three out of four teenagers visit a convenience store at least once per week (POPAT, 1992).
- Primary prevention of smoking among children may entail interventions with merchants who persist in selling cigarettes to minors, with the goal of reducing these sales and thereby preventing smoking among children (Landrine H, Klonoff E, Alcaraz R, 1996).




What This Chartbook Adds to Research

This Chartbook Describes:

- Which store types use point-of-purchase and price to increase sales of tobacco.
- How stores vary in their attempt to restrict youth access to tobacco.

Data and Methods

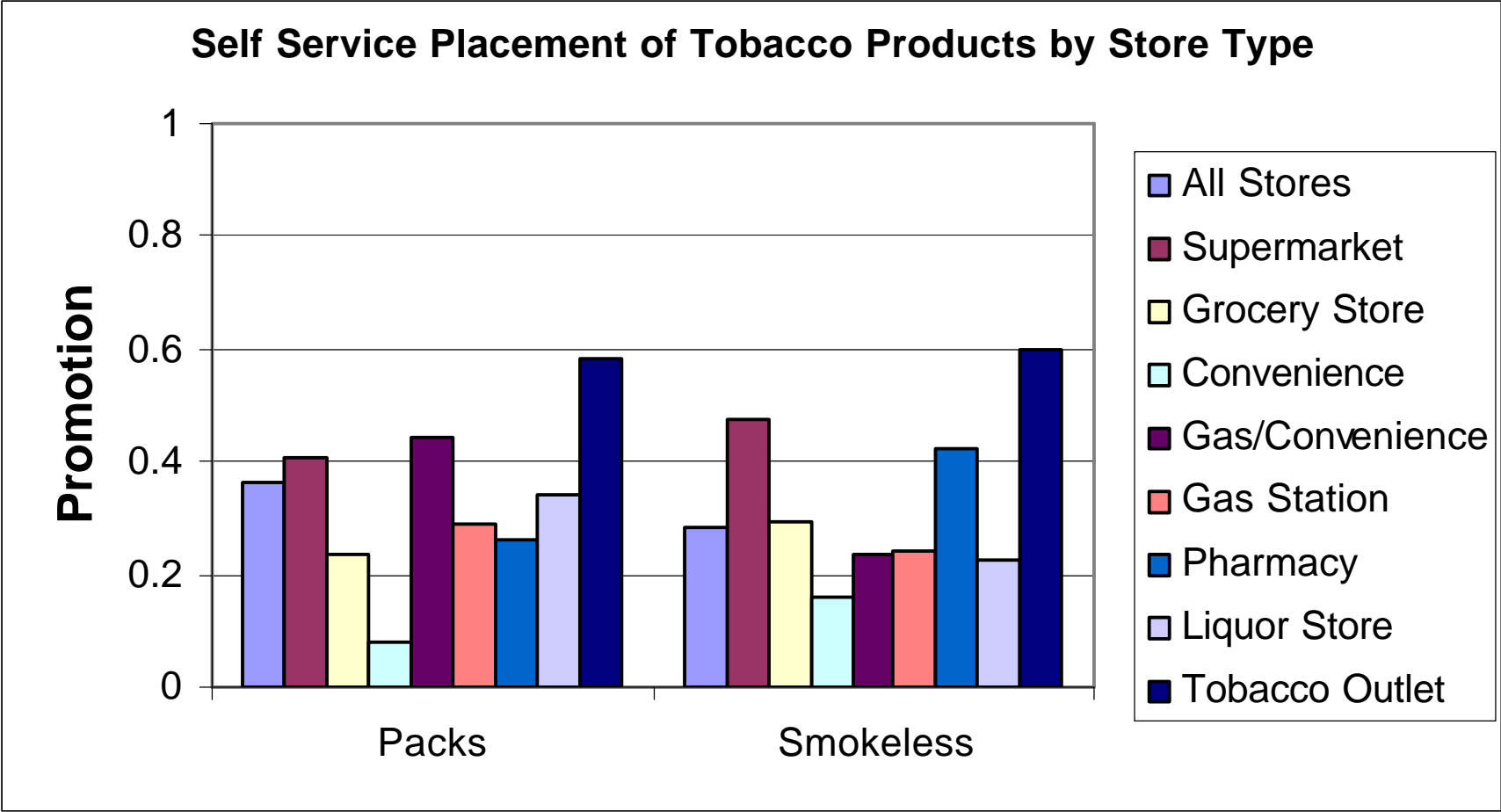
- Trained Field Staff Observe Stores in ImpactTeen Communities.
 - > A random sample of 30 stores - or if < 30 stores in community, all stores in census are included
 - > Tobacco price, promotion, advertising and placement are observed during a 5-minute period
 - > 2,998 store observations
- Trained Telephone Interviewers Called Stores within Sample.
 - > Interviews focused on store policies in regards to tobacco
 - > 1,627 managers were included in the sample



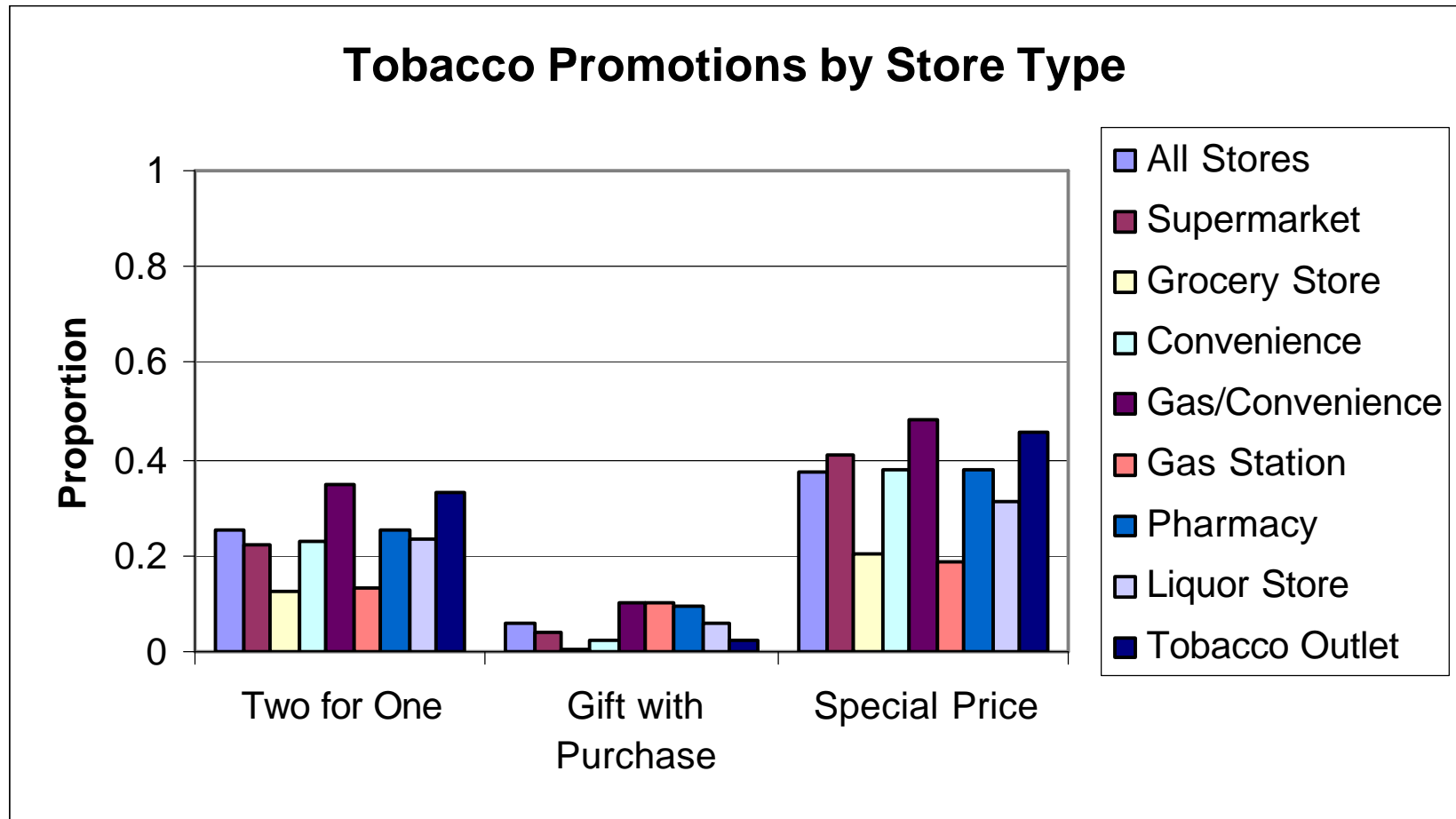
Data and Methods (continued)

- We Compare Store Observations and Retailer Interview by:
 - >Store types
 - >4 census regions (West, Midwest, South, Northeast)
 - >Population density (urban, suburban, town and rural areas; NCES)
 - >Community socio-demographic measures of race, age and income measured at the block group level (1999 estimates from GeoLytics)

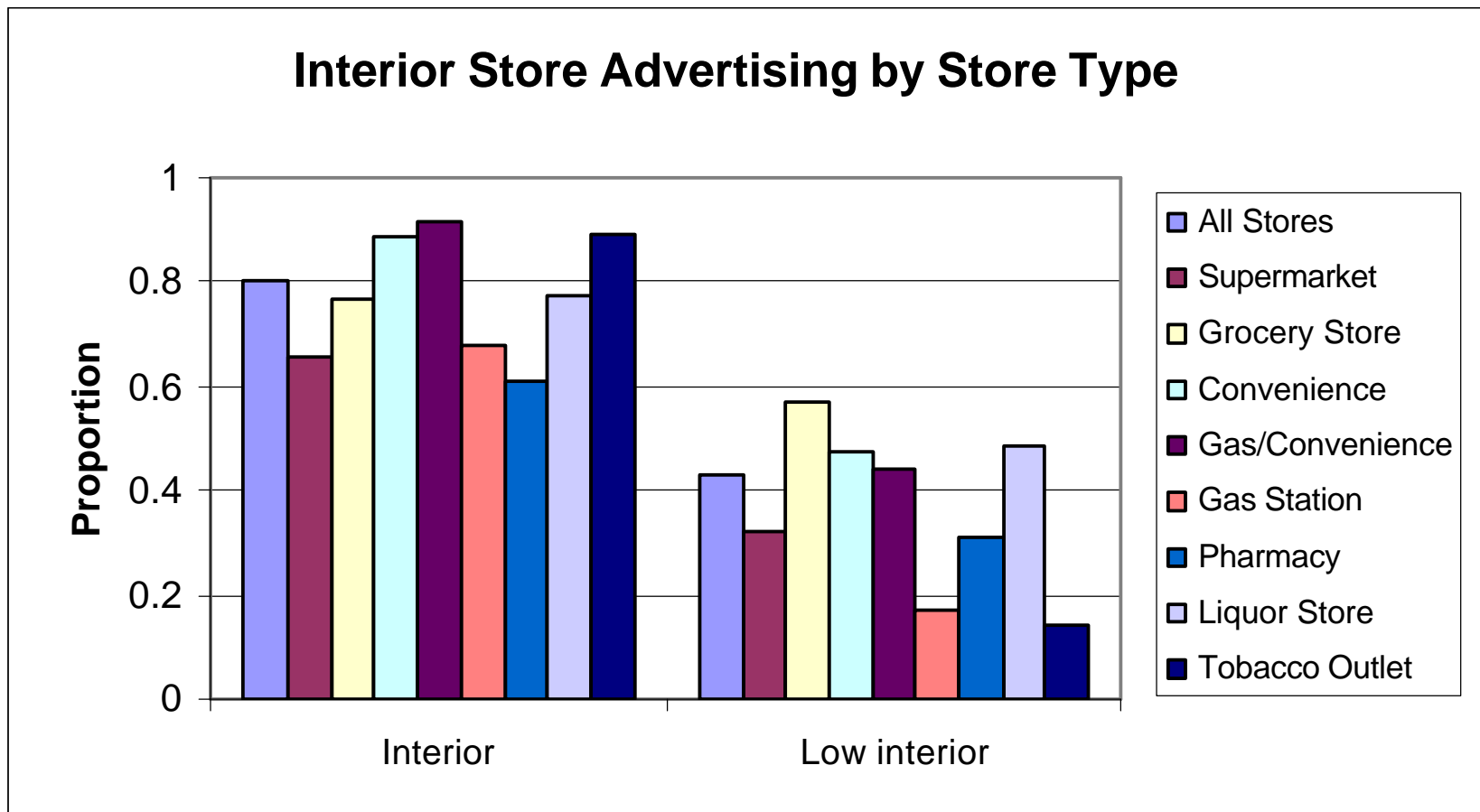
Self Service Placement of Tobacco Products by Store Type



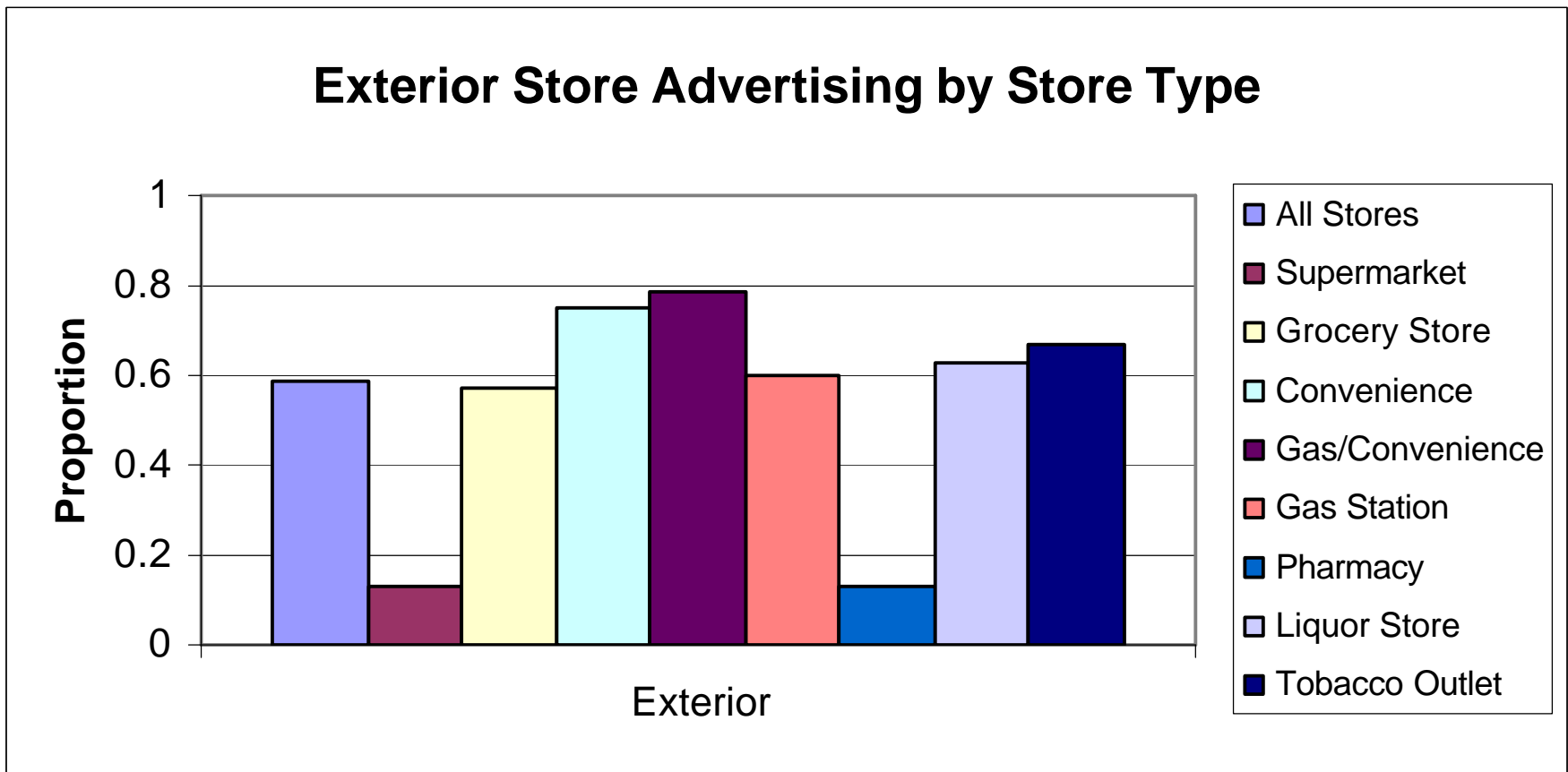
Tobacco Promotions by Store Type



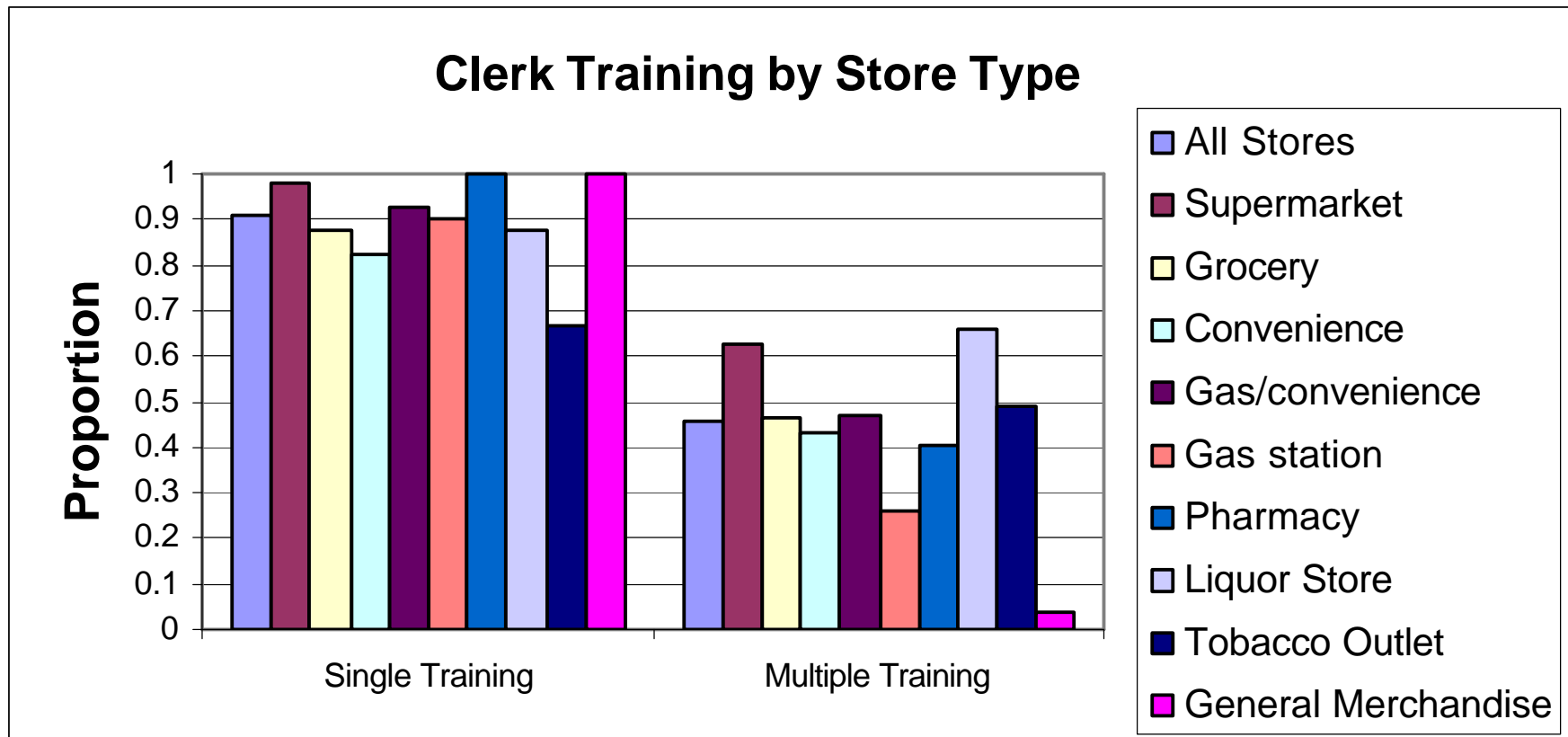
Interior Store Advertising by Store Type



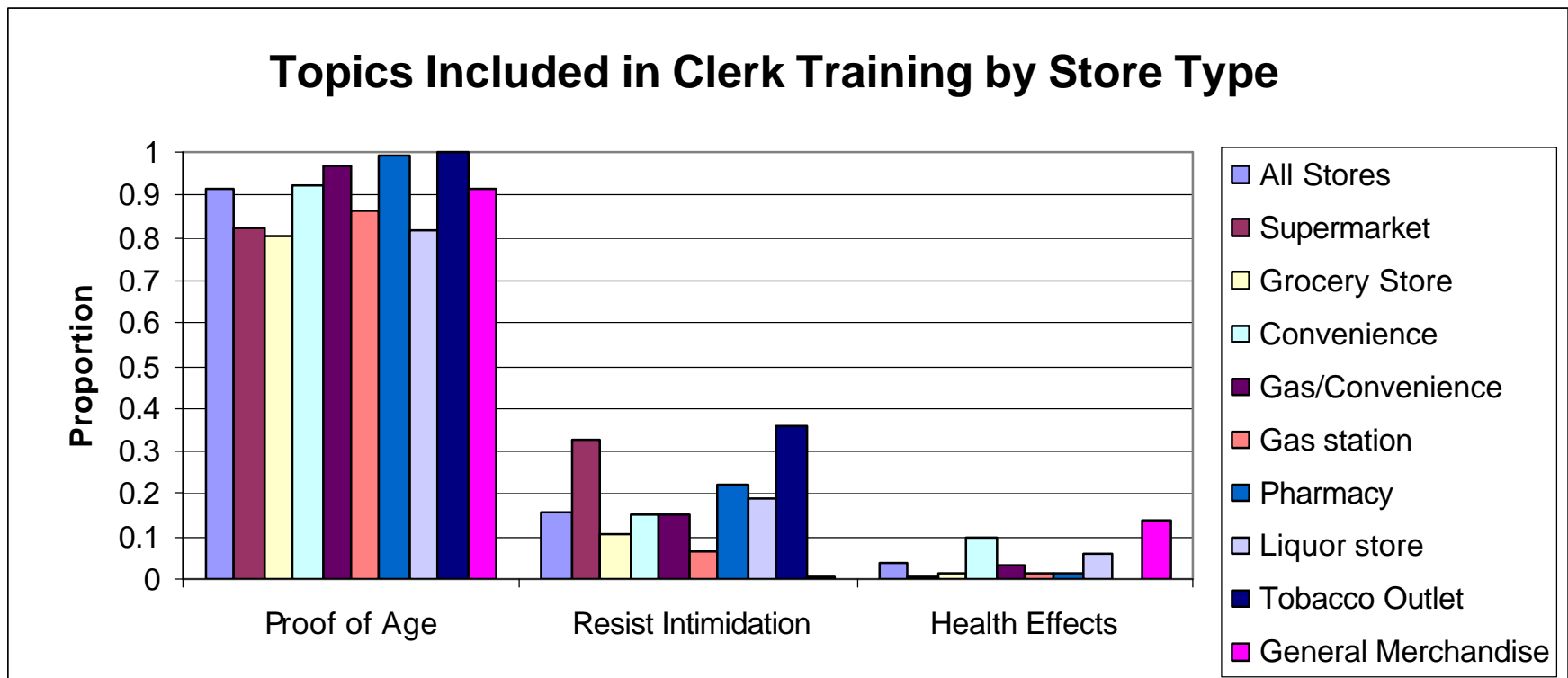
Exterior Advertising by Store Type



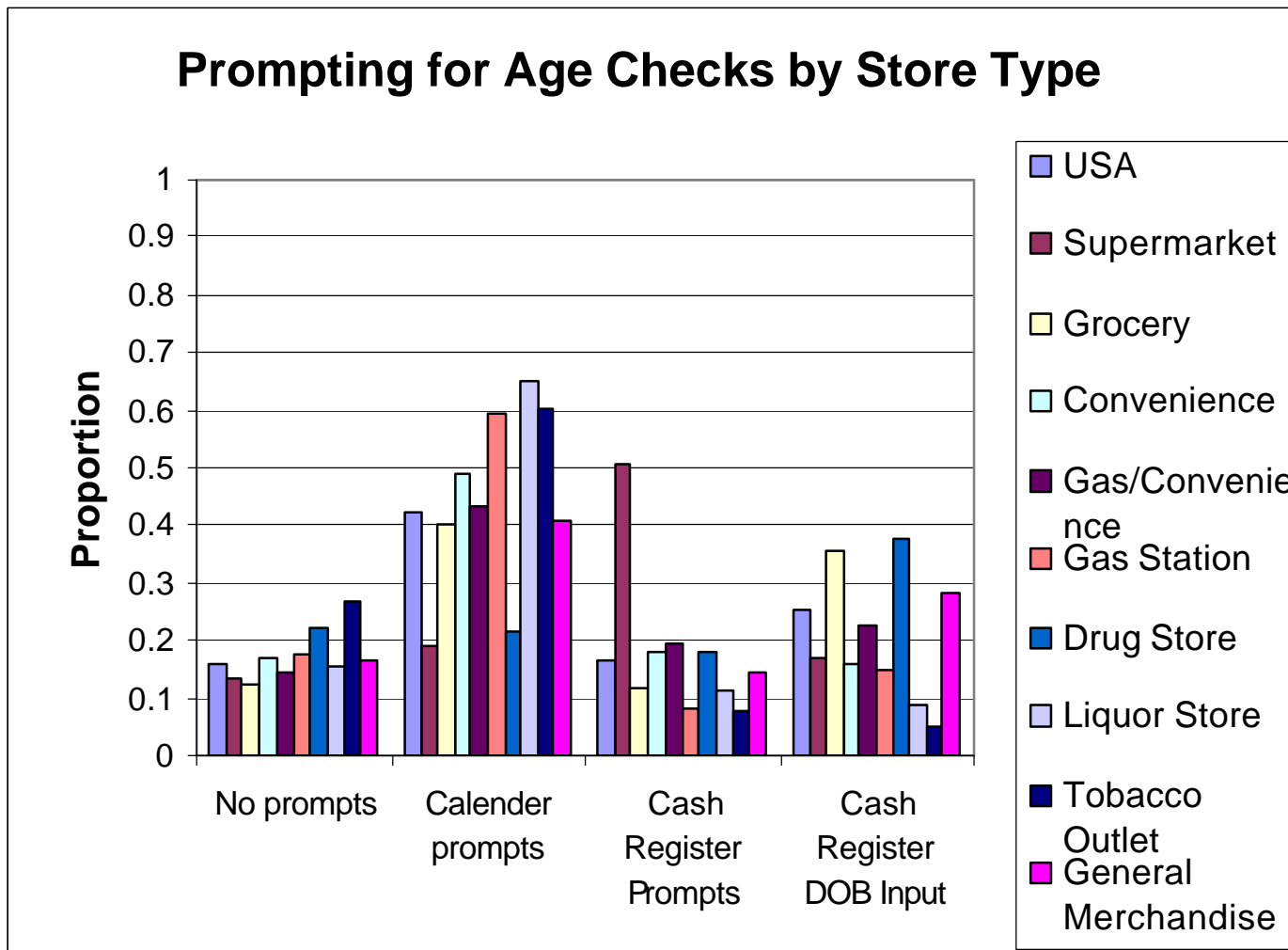
Clerk Training by Store Type



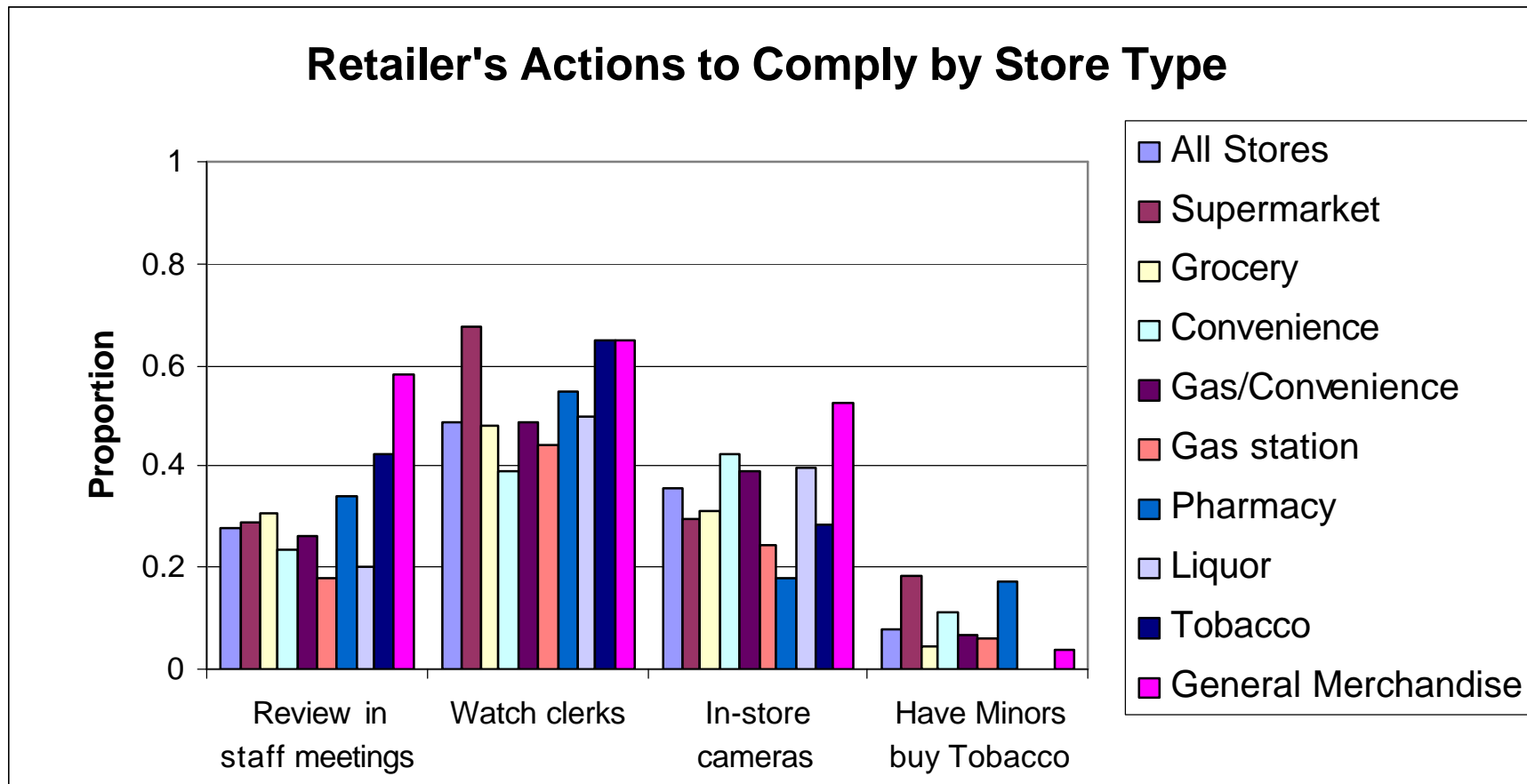
Topics Included in Clerk Training by Store Type



Prompting for Age Checks by Store Type



Retailer's Actions to Comply by Store Type





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Conclusions

- Considerable variation exists across the nation in retailer demand environments and methods to curb access.
- Policy makers, advocates and researchers may find that increased knowledge about retailer environments and practices can help improve policy development aimed at limiting youth tobacco access.



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PDF Versions Available

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