

Community Level Data Collection Overview

A four-year study to develop in-depth information in approximately 1000 communities about:

- Factors associated with youth substance use – such as policies; environmental, social and institutional influences; and market mechanisms; and
- Measures of use, harms associated with use, and other related outcomes.



Objectives

- Examine the effects of policies, programs and practices at the community and/or school levels as they relate to substance use.
- Conduct Analyses of how policies, environmental influences, and other individual, school, community, and state-level factors effect youth substance use and abuse.

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Battelle

Battelle (led by Jaana Myllyluoma and Pamela Clark) is conducting the following types of data collection:

- On-site in-store observational data collection
- On-site outdoor observational data collection
- On-site retrieval of local policies and regulations
- Telephone Interviews with Retail Store Managers and Clerks
- Telephone Interviews with Key Community Informant
- Archival Information

On-site in-store observational data collection

Conducted store observations in up to 30 retail outlets per site and collected information on:

- type of store
- product placement
- location of vending machines
- price for Marlboro, Newport, lowest priced cigarette, Skoal Bandit chewing tobacco
- promotions (categories included: two for one, gift with purchase, cents off, and other)
- presence of counter advertising
- interior advertising environment
- exterior advertising environment
- number of cash registers as a means to determine the size of the store

On-site outdoor observational data collection

Collected information on outdoor advertising characteristics of 196 communities including:

- Observations around index school (i.e., visible retailers and advertising, litter, students/staff smoking, etc.)
- Observations of the community environment (i.e., presence of law enforcement, youth activity centers, parks, garbage on the street, etc.)
- Number of pro- and anti-tobacco billboards located on pre-designated route
- General level of outdoor advertising

On-site retrieval of local policies and regulations

Collected:

- copies of local tobacco-related ordinances
- copies of health regulations

Telephone Interviews with Retail Store Managers and Clerks

- Approximately 4,200 eligible retail outlets have been identified to contact during year-one
- Telephone interviewers call the same sample of stores in which on-site observations are conducted
- Computer-assisted telephone interviews are conducted with one manager and one clerk per store
- Manager is interviewed first and permission is requested to interview clerk
- If required, permission from corporate office is requested

Telephone Interviews with Retail Store Managers and Clerks

Information is collected on:

- store environment
- respondent's opinions on issues related to minors' access to tobacco
- store policies and practices related to selling age-restricted products
- training of staff on tobacco
- seller practices
- respondent's impressions of enforcement of local laws restricting youth access to tobacco

Telephone Interviews with Key Community Informants

- Conducted with health department representatives, police chief/officers, coalition leaders, etc.
- Conducted to learn about the availability and implementation of local programs and policies to address and prevent adolescent substance use.
- Key informant interviews are constructed in modules.
- Key informants are identified through a self-validating referral process, i.e., only modules to which the respondent self-refers are administered.
- Modules and referral process are integrated in a computer assisted telephone interview system.

Key Community Informant Modules

General Modules to begin the referral process:

- Health Department
- Police Department/Officer
- Coalition Leader
- Universal (community environment)

Targeted Modules:

- Grassroots political or media advocacy and public education
- Youth tobacco sales surveillance and enforcement

Ordinance Feedback Modules:

- Tobacco possession
- Curfew



Archival Information

Collected from established sources to enhance as well as cross-check and validate information obtained from community level data collection methods.

Examples of Archival sources include:

- ANRF Local Tobacco Policy Database
- Info USA Inc. Business List
- Newspaper Clipping Services
- Media Ratings and Audience Estimates

