Project

TFL WORKGROUP PILOT
PROJECT UPDATES
MARCH 25, 2015
PROJECT REVEAL

• Raise awareness and inform community about the marketing strategies tobacco companies use to target youth

• Create change in the community to limit the influence of the tobacco industry

• Take a stand against harmful marketing towards youth
The retail store, also known as the point of sale (POS), is the primary channel for tobacco industry marketing efforts, accounting for 89% of their total advertising, marketing and promotional budget.
YOUTH & DRIVER TRAINING
STORE ASSESSMENTS

- November 1\textsuperscript{st}, 2014 (15 students; 9 drivers)
- November 22\textsuperscript{nd}, 2014 (2 students, 2 drivers)
STORES

• 120 potential stores - 10 assessment routes

• 17 stores did not agree to participate, moved, or had age restrictions

• 120 stores represented 12 of the 15 priority zip codes as identified by the Healthy Sacramento Coalition
SURVEYS

• 76 surveys were completed
• 14 surveys were incomplete due to missing 1-2 questions
• 4 were incomplete due to missing 3-4 questions
• 6 surveys missed 5 questions or more.
TYPE OF STORE SURVEYED

- Gas
- Local Market
- Chain Convenience
- Supermarket
- Drug Store
- Other
- Cigarette Store
# Surveys Completed by Zip Code

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<th>Zip Code</th>
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TOP THREE TYPES OF TOBACCO SOLD

- Cigarettes
- Little Cigars
- E-Cigs
WHO IS SELLING E-CIGARETTES?
SIGNAGE

Of ALL the signage noted by the student teams, they identified “We Card” as the most predominant sign followed by the Stake Act sign.
TOBACCO FLAVORS

• Most predominant flavor of tobacco products sold: Fruit or sweet (e.g. cherry, honey)

• 20 of the stores advertised a price promotion on a tobacco product

• The most common promotion found was for little cigars/cigarillos
CHEAPEST PRICE FOR SINGLE PACK OF CIGARETTES

Average Price of Cigarettes
OTHER FINDINGS

• Pall Mall was the most frequent lowest price for a pack of cigarettes, followed by Marlboro

• The most common promotion was for Swisher Sweets

• The most common flavor of e-cigarettes, hookah, chew and snus was fruit, followed by mint and liquor
NEXT STEPS: STUDENT CAMPAIGNS

• Various campaign projects: Photovoice, Community Mapping, Surveys, Social Media, and a PSA

• Hope to share with legislators at the State Capitol on May 1st and HSC General Meeting in May
QUESTIONS?

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