



# 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**

# TOBACCO RETAIL STORES SCAVENGER HUNT

**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<sup>st</sup>, 2014 (15 students; 9 drivers)**
- **November 22<sup>nd</sup>, 2014 (2 students, 2 drivers)**



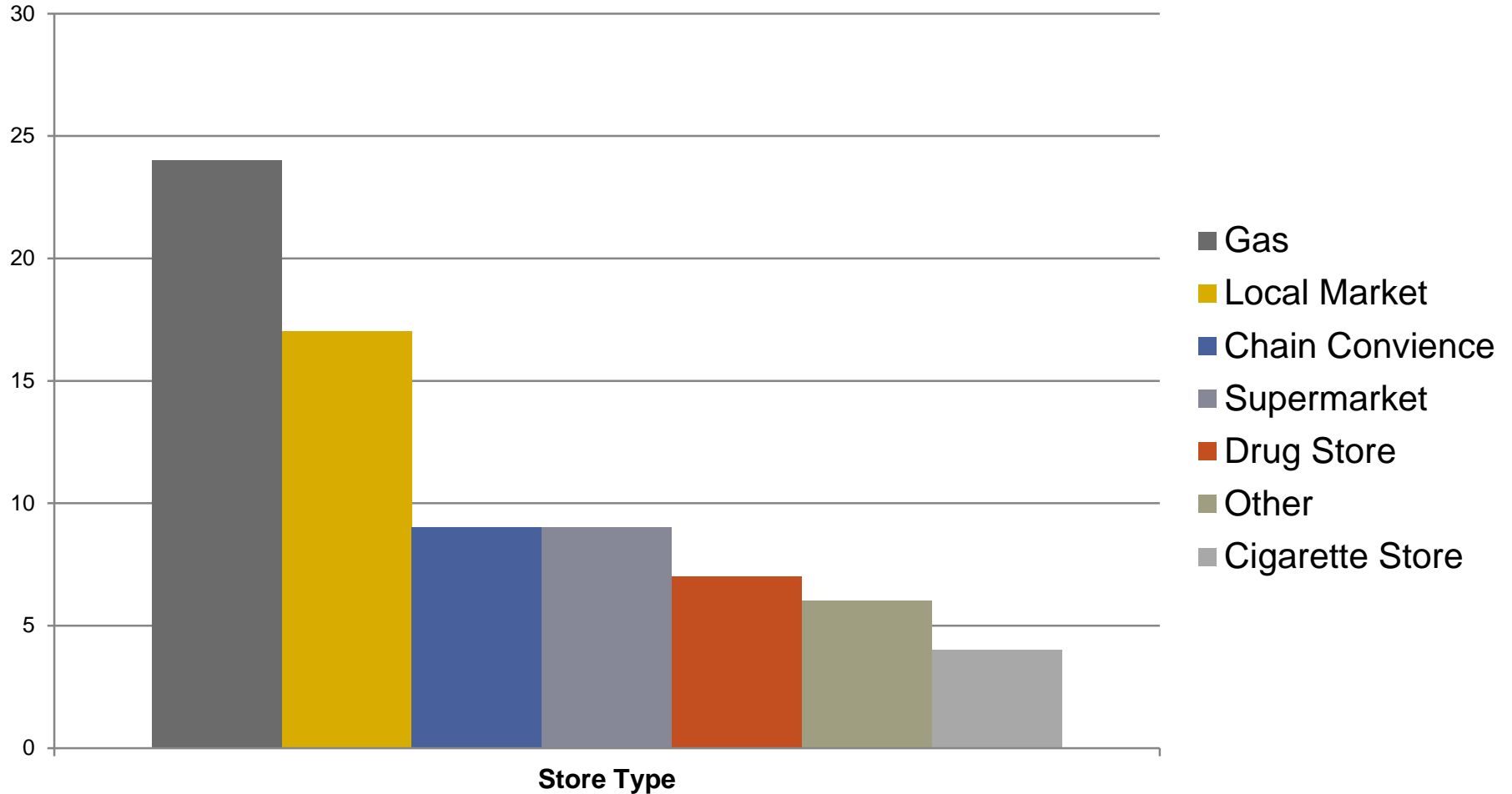
# STORES

- **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

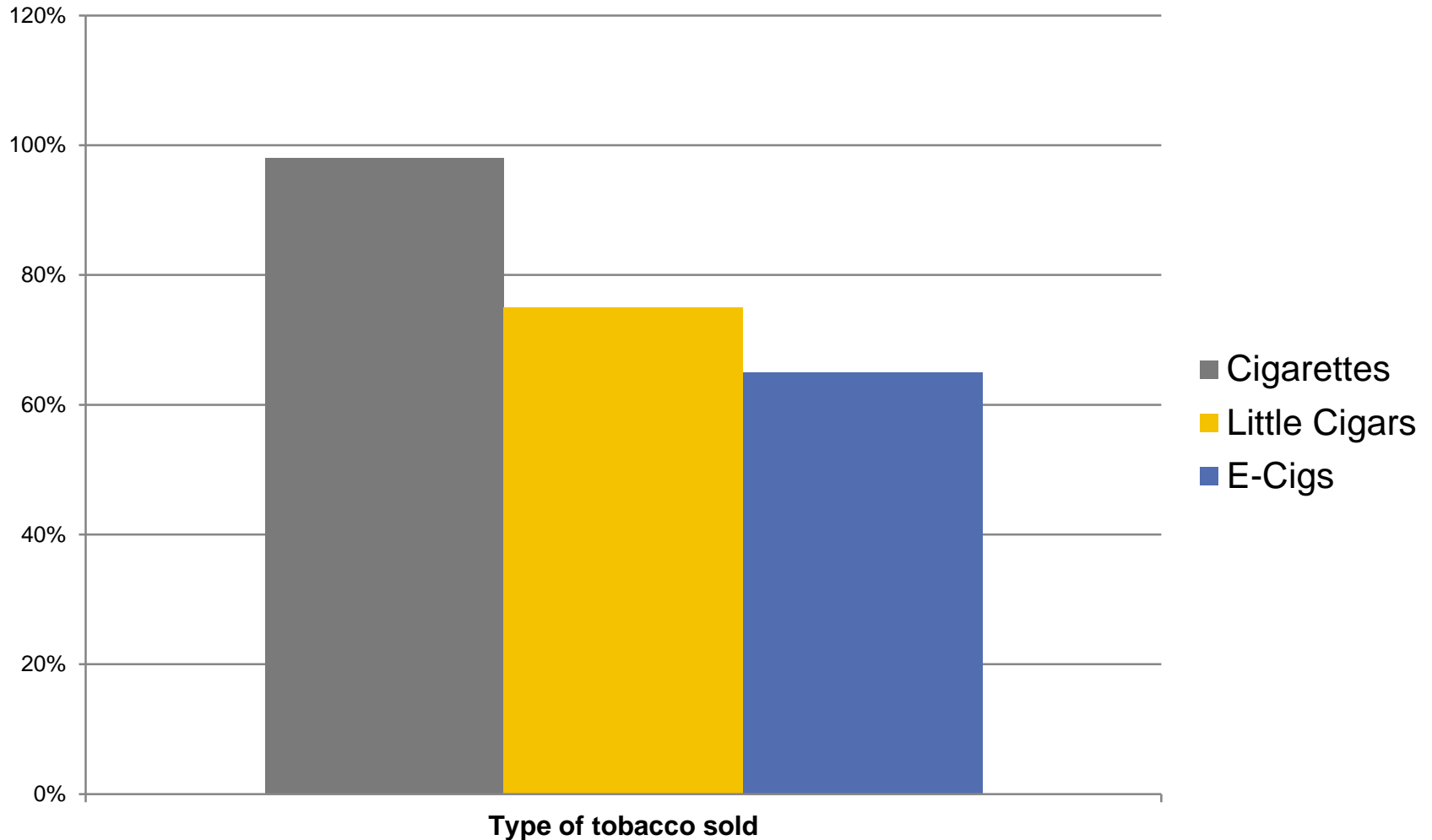




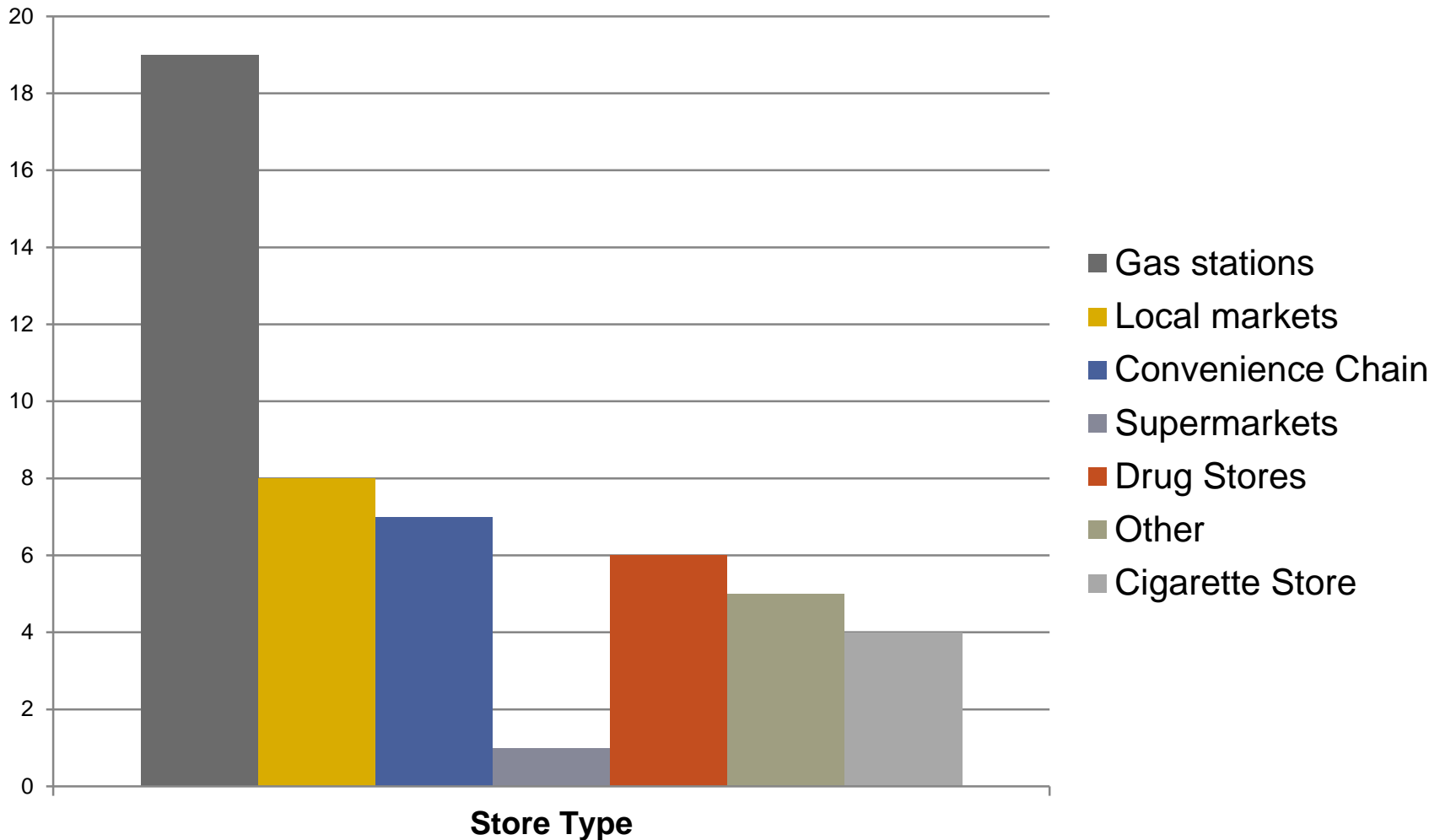
# SURVEYS COMPLETED BY ZIP CODE

Zip Code	Surveys Completed
95673	4
95811	1
95814	9
95817	4
95820	15
95822	6
95823	19
95824	8
95823	1
95828	6
95832	1

# TOP THREE TYPES OF TOBACCO SOLD

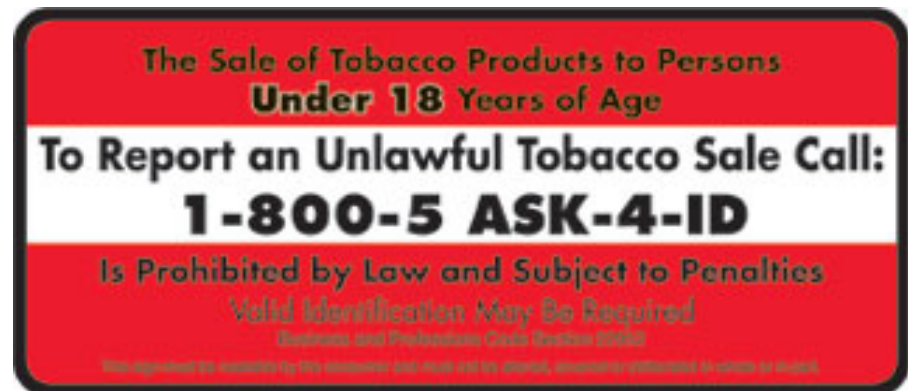


# WHO IS SELLING E-CIGARETTES?



# 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.

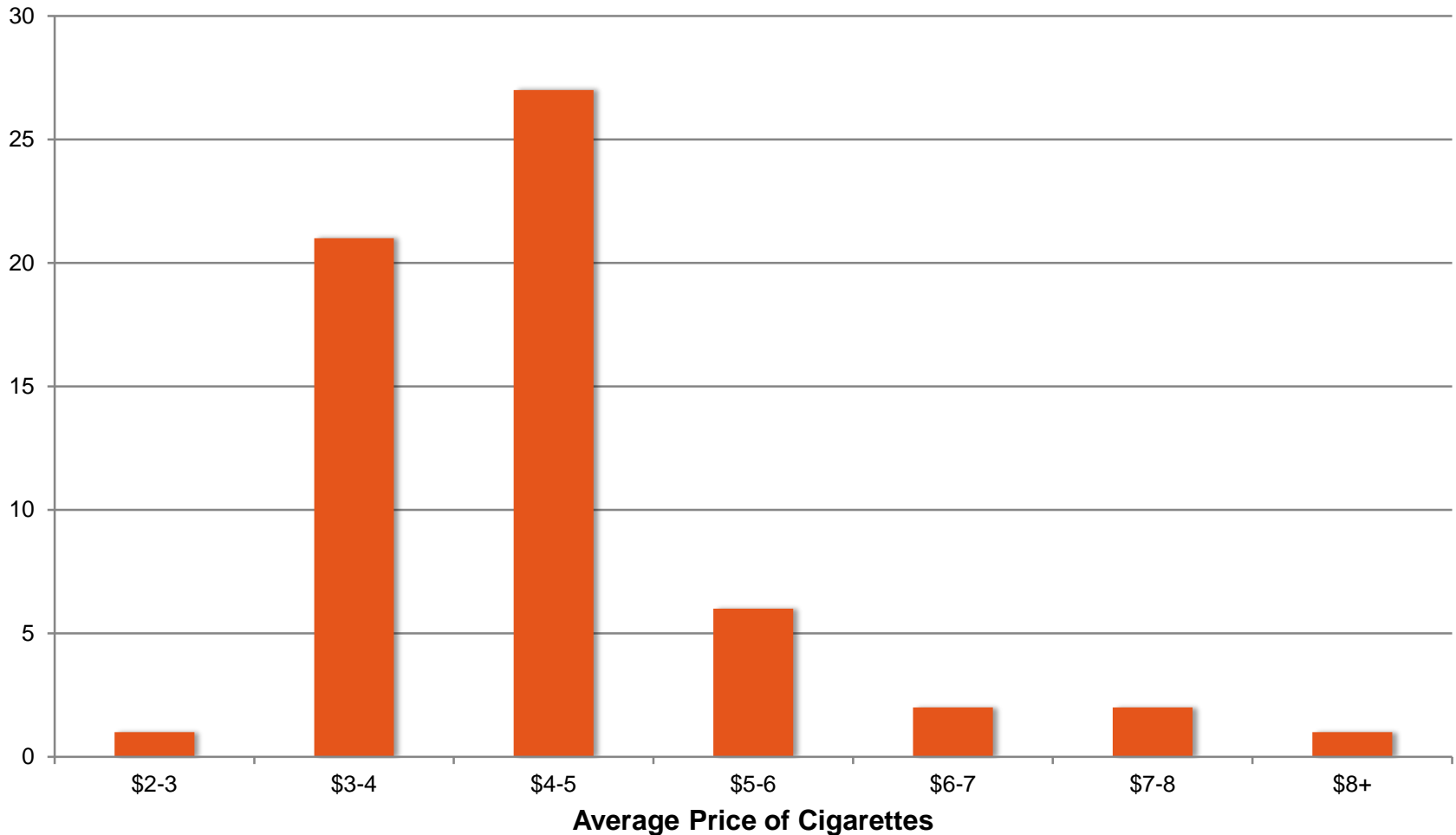


# TOBACCO FLAVORS



- 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



# 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 1<sup>st</sup> and HSC General Meeting in May**





# QUESTIONS?

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