Improving the Effectiveness of CounterTobacco.org as a Hub for Tobacco Control Point of Sale Advocates: Capstone Summary Report

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Capstone Student Team:
Adrienne Gill
Chaunetta Jones
Curran Kennedy
Sarah Newman

Capstone Partner:
Counter Tobacco

Capstone Preceptors:
Allison Myers, MPH
Ashley Leighton, MPH

Capstone Faculty Advisor:
Kurt Ribisl, PhD

UNC Honor Code:
The student team certifies that no unauthorized assistance has been received or given in the completion of this work.
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Acronyms & Public Health Terms

CDC    The Centers for Disease Control and Prevention
HB     Health Behavior
HIV    Human Immunodeficiency Virus
IRB    Institutional Review Board
NC     North Carolina
POS    Point of Sale
SEF    Social Ecological Framework
TRU    Tobacco.Reality.Unfiltered
UNC    The University of North Carolina at Chapel Hill
YEA    Youth Engagement Activity
Executive Summary

Smoking is the leading cause of preventable death in the United States. The retail environment, also known as the point of sale (POS), has been a lead channel for tobacco industry marketing, advertising, and promotions. In 2010, the tobacco industry spent over seven billion dollars to create a branded presence at the POS with price discounts and marketing materials such as signs and displays. Exposure to POS advertising and promotions prompts smoking initiation, encourages tobacco use, and undermines quit attempts.

In response to this issue, Counter Tobacco created CounterTobacco.org as a one-stop “warehouse” for a growing POS tobacco control community comprised of advocates from city, county, and state health departments, non-profit organizations, and technical assistance organizations. The site aims to provide and maintain an up-to-date online resource center for tobacco control advocates interested in implementing POS regulations.

The student team worked with Counter Tobacco to complete seven deliverables. Among those was a process evaluation that used qualitative and quantitative research methods to produce an analysis of the website’s content and ease of use. Additionally, the team developed two pre-packaged lesson plans (Youth Engagement Activities) designed to raise awareness among youth on POS exposure and marketing. The team also created a storyboard for a YouTube-style web video to highlight the emphasis the tobacco industry places on creating a retail presence, the link between retail tobacco advertising and the health behaviors of youth and adults, and the disparities that exist in both retail density and advertising.

The deliverables produced during the course of the Capstone project will have a measurable impact on Counter Tobacco and the POS advocacy field at-large. Student team deliverables have resulted in recommendations to improve users’ experiences with CounterTobacco.org, such as shifting the site from a resource archive to a creative hub to help grow the nascent field of POS advocacy. Additionally, the two Youth Engagement Activities and web video are new and innovative tools for advocates to use in their own tobacco control efforts.

Stakeholder engagement played a large role in accomplishing the goal of building CounterTobacco.org and its user community. The Capstone team engaged with stakeholders at all levels of the Social Ecological Framework (SEF), and this project reinforced the importance of ongoing stakeholder engagement, particularly when a program is to be evaluated for improvement.

Given the emergence and growth of POS issues in tobacco control, sustainability efforts on the part of Counter Tobacco must meet the needs of the new field. The recommendations outlined by the Capstone student team in the process evaluation report will support CounterTobacco.org to establish itself as a creative hub for POS solutions. Through strategic planning, Counter Tobacco will continue to grow its brand presence and cement its position as the primary resource for tobacco control advocates working on POS issues.
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I. Introduction

The following Capstone Summary Report summarizes the Counter Tobacco Capstone experience, replaces the Graduate School’s Master’s thesis requirement, and serves as a record of this two-semester service-learning experience. This document includes a background to the problem, a description of deliverables produced by the Capstone team, and the broader implications of our work for Counter Tobacco and public health.

Smoking is the leading cause of preventable death in the United States (Department of Health and Human Services, 2004). The retail environment, also known as the point of sale (POS), has been a lead channel for tobacco industry marketing, advertising, and promotions. In 2010, the tobacco industry spent over seven billion dollars to create a branded presence at the POS with price discounts and marketing materials like signs and displays (Federal Trade Commission, 2011). Exposure to POS advertising and promotions prompts smoking initiation, encourages tobacco use, and undermines quit attempts (Pollay, 2007; Lavack and Toth, 2006). Further reductions in mortality attributable to smoking will require interventions to minimize tobacco industry activity at the POS.

Tobacco control policy advocates and practitioners need cutting edge educational materials and strategies to help with policy implementation that will aid in reducing tobacco industry activity at the POS. In response to this demand, CounterTobacco.org was created by a team of students, faculty, alumni, and practitioners led by Dr. Kurt M. Ribisl and Allison Myers at the University of North Carolina (UNC) Gillings School of Global Public Health as a website to provide comprehensive online resources for local, state, and federal organizations working to counteract tobacco product sales and marketing at the POS (see Appendix A for a summary of resources available on CounterTobacco.org). CounterTobacco.org is a one-stop ‘warehouse’ for a growing POS tobacco control community made up of people from city, county, and state health departments; non-profit organizations like the American Lung Association, Association for Non-Smokers Rights, and Campaign for Tobacco Free Kids; and technical assistance organizations like the Centers for Disease Control and Prevention (CDC). Available resources include policy solutions, feature stories outlining successes, and news and updates. CounterTobacco.org was
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launched in September 2011 and has become a key partner in the tobacco control movement. CounterTobacco.org has not been formally evaluated since its launch in August 2011. The Capstone team conducted an evaluation of website content and ease of use to continue to develop the website and serve the resource needs of tobacco control advocates.

Counter Tobacco requested Capstone students to help them enhance the site, with a particular emphasis on reducing youth exposure to tobacco and marketing. The Capstone team worked to foster connections among the Counter Tobacco community such that the site can continue to be helpful to tobacco control advocates over the long term. Capstone Students also worked with a virtual community of CounterTobacco.org site users who are tobacco control advocates working on (or interested in) POS issues. Project work was negotiated by the Capstone team and Counter Tobacco, outlined in a work-plan, and approved by the UNC Institutional Review Board (IRB Number: 12-1969).

The following logic model—a figure that links activities to intended short- and long-term outcomes—shows how the student team, preceptors, and faculty advisor have worked together to produce the Capstone deliverables which will improve CounterTobacco.org as a resource hub for POS tobacco control advocates, improve advocacy for POS policies, and ultimately reduce youth exposure to tobacco marketing and reduce morbidity and mortality attributable to smoking among youth.
### Figure 1. Capstone logic model

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Student team provide Health Behavior (HB) skills and time</td>
<td>• Develop Capstone project work plan</td>
<td>• Capstone project work plan</td>
<td>Short-term outcomes</td>
<td>• Improved advocacy for POS policies among tobacco control advocates</td>
</tr>
<tr>
<td>• Preceptors provide knowledge, skills, and time</td>
<td>• Submit IRB application</td>
<td>• Obtain IRB approval</td>
<td>• Reduced youth access and exposure to cigarettes and tobacco marketing</td>
<td></td>
</tr>
<tr>
<td>• Faculty adviser provides feedback, expertise, and time</td>
<td>• Search, collect, analyze, and synthesize literature on website process evaluation</td>
<td>• Review of website process evaluation literature</td>
<td>• Reduced smoking initiation and use among youth</td>
<td></td>
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<tr>
<td>• Teaching team provides guidance, expertise, and time</td>
<td>• Develop process evaluation plan</td>
<td>• Process evaluation plan</td>
<td>• Reduced morbidity and mortality attributable to smoking among youth</td>
<td></td>
</tr>
<tr>
<td>• HB department facilities/resources</td>
<td>• Develop process evaluation tools and conduct five qualitative phone interviews and quantitative online surveys with CounterTobacco.org users</td>
<td>• Process evaluation tools: interview guide and quantitative survey</td>
<td>Long-term outcomes</td>
<td>• Increased awareness and utilization of CounterTobacco.org</td>
</tr>
<tr>
<td>• Existing evidence</td>
<td>• Summarize CounterTobacco.org process evaluation findings</td>
<td>• Process evaluation summary report</td>
<td>• Increased awareness of POS marketing among CounterTobacco.org site users and YEA users</td>
<td></td>
</tr>
<tr>
<td>• Funding</td>
<td>• Create Youth Engagement Activities (YEA) and pilot activities with youth groups</td>
<td>• Two YEAs</td>
<td>• Strengthened collaboration among tobacco control advocacy groups</td>
<td></td>
</tr>
<tr>
<td>• North Carolina (NC) POS tobacco control advocacy groups provide additional guidance and real-world expertise</td>
<td>• Identify topic for YouTube-style web video to engage youth groups and draft storyboard</td>
<td>• Storyboard for YouTube-style web video</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Consultants from the advocacy community provide additional guidance and real-world expertise</td>
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</table>
In the following Capstone Summary report, we will demonstrate the significance of tobacco marketing, advertising, and promotions at the POS; provide an overview of the project work and describe each deliverable produced; and discuss the broader implications of the Capstone work.

II. Background

Smoking causes more than 443,000 early deaths per year in the United States, amounting to 5.5 million years of potential life lost (MMWR, 2008; Institute of Medicine, 2007). More deaths are caused by tobacco each year than by all deaths from illegal drug use, alcohol use, human immunodeficiency virus (HIV), motor vehicle injuries, suicides, and murders combined (Mokdad, Marks, Stroup, & Gerberding, 2004). The POS environment has been a lead channel for tobacco industry marketing, advertising, and promotions.

While there has been a movement towards banning tobacco advertising and displays at the POS in several countries, retailers in the United States remain a target for tobacco marketing at the POS (Feighery, Ribisl, Clark, & Haladjian, 2003). In 1987, United States retail promotions accounted for 33% of the tobacco industry’s total promotional budget of $856 million (Paynter & Edwards, 2009). By 2008, the six largest tobacco manufacturers in the United States spent 85.3% ($7.17 billion) of their total marketing, advertising, and promotional budget creating a branded presence at the POS (Federal Trade Commission, 2011). Bans on broadcast advertising in 1971 and bans and restrictions contained in the 1998 Master Settlement Agreement were intended to curb tobacco advertising, but in reality the bans resulted in a shift of advertising dollars from television and print toward POS (State of California Department of Justice, 1998; Department of Health and Human Services, 2012). Exposure to POS advertising and promotions has been proven to prompt smoking initiation and undermine quit attempts (Pollay, 2007; Lavack & Toth, 2006).

POS advertising and promotion particularly affects youth as young people are three times more sensitive than adults to tobacco advertising (Pollay, 2007). Each day 1,000 young people try their first cigarette, and 2,000 more youth will become addicted to tobacco products (Department of Health and
Human Services, 2007). The 2012 United States Surgeon General’s Report (Department of Health and Human Services, 2012) offers consistent evidence to support a causal link between tobacco advertising at the POS and the initiation and continuation of smoking among youth. A 2010 longitudinal study underscored the effects of POS exposure on youth smoking practices: Henriksen, Schleicher, Feighery, and Fortmann (2010) found that after 12 months, the odds of smoking initiation increased 64% for students who reported a moderate number of weekly visits (0.6-1.9) to retailers with tobacco advertisements and more than doubled for those who reported more than two visits, as compared to youth with low frequency of weekly visits (< 0.5). Policies that advocate for reduced advertising at the POS are a critical component of smoking prevention efforts (Institute of Medicine, 2007; Pollay, 2007). As described below, internet-based advocacy materials and websites have emerged as powerful tools to assist tobacco control advocates in targeting POS marketing, specifically among youth (Ribisl, 2003).

Significance of advocacy at the point of sale

Given the proliferation of POS advertising (Federal Trade Commission, 2011; Pollay 2007), advocacy at the POS has increasingly taken precedence among tobacco control advocates (University of North Carolina at Chapel Hill, 2011; Berman & Dodds, 2012; Rogers, Feighery, Tencati, Butler, & Weiner, 1995). A review of relevant literature, including gray literature, has identified three types of policies that have effectively reduced youth smoking prevalence and/or the sale of tobacco products. These policies include: local ordinances that prohibit the display of tobacco products, regulations reducing the number of retailers that sell tobacco products, and licensing schemes and zoning ordinances to limit what types of businesses are allowed to sell tobacco products and the proximity of those businesses to areas frequented by children (New England Law Boston, n.d.; Center for Public Health and Tobacco Policy, 2011a; Berman & Dodds, 2012).

The display of tobacco products and advertising at the POS comes in many forms, including posters, free standing signs, and “power walls,” which display a large number of cigarette packages arranged closely together, facing the customer (Berman & Dodds, 2012; Carter, Mills, & Donovan, 2009). A 2008 study showed that POS displays are successful in encouraging the purchase of cigarettes: 25.2%
of smokers shopping for items other than cigarettes purchased cigarettes, and 33.9% of smokers who had tried to quit in the last 12 months purchased cigarettes due to cues to smoke elicited at the POS (Wakefield, Germain, & Henriksen, 2008). Recently Canada, Iceland, Ireland, Norway, and Thailand banned all visible displays of tobacco products on store floors, and as of 2009, similar bans were being planned in New Zealand, Ireland, England, and Wales (Carter et al., 2009; New England Law Boston, n.d.). Following the restriction of displays, the average smoking rate in Iceland, Canada, and Thailand has dropped 10% (Center for Public Health and Tobacco Policy, 2011b), further emphasizing the effectiveness and need for POS policies to reduce tobacco use rates.

Another way to reduce the sale of tobacco products is to reduce the number of tobacco retailers. Studies of smoking among youth have shown that the smoking rates are higher in neighborhoods with large numbers of tobacco retailers as compared to neighborhoods with no or fewer tobacco retailers (Berman & Dodds, 2012; Henriksen et al., 2008; Novak, Reardon, Raudenbush, & Buka, 2006). Further, economic literature has shown that limiting the number of tobacco retailers increases costs to tobacco consumers, thereby limiting demand (Hyland et al., 2003). These studies conclude that policy efforts should adjust local zoning ordinances in order to reduce the density of tobacco retailers, especially in school neighborhoods, to reduce smoking rates and initiation among youth (Henriksen et al., 2008; Hyland et al., 2003; Leatherdale et al., 2007; McCarthy et al., 2009).

An extension of the aforementioned strategy is to enact policies limiting the types of businesses allowed to sell tobacco products through licensing schemes and zoning ordinances (New England Law Boston, n.d.). Pharmacies, for example, which sell products that encourage healthy living, are often singled out because their sale of tobacco products can mislead customers into thinking there is an association between health products and tobacco products (New England Law Boston, n.d.). San Francisco and Boston have led the way in prohibiting the sale of such products in pharmacies, which in turn reduces the density of tobacco retailers in a neighborhood (McLaughlin, 2010). Further, communities can limit the number of tobacco selling licenses distributed or tightly enforce tobacco laws as a means to
promote adherence to regulations through the threat of license revocation for any breach of the law (Berman & Dodds, 2012).

Methods for advocacy at the point of sale

Literature on how to advocate for POS policy change is scant. Rogers and colleagues outline a method to address POS advertising through media advocacy and community mobilization (Rogers et al., 1995). Their method includes engaging with a community forum of tobacco control advocates, recruiting community groups, and supporting citizen action through media advocacy. Rogers et al. (1995) outline several criteria for selecting strategies to address POS, including opportunities for specific action and the availability of necessary resources. The implementation of these strategies resulted in significant changes in exterior POS advertising in the study community (Rogers et al., 1995). Rogers et al. also emphasize the need for proper “packaging” of an issue, meaning that the specific way an issue is presented to a community, has a large impact on the community's readiness to address the issue (Rogers et al., 1995).

Website specific tools

The Internet has emerged as an important method for advocacy at the POS and has become a central space for advocates to enhance their tobacco control efforts (Ribisl, Lee, Henriksen, & Haladjian, 2003). Websites and online networks have been established to promote brand awareness through advertising (Park, Rodgers, & Stemmle, 2011; Carter, Donovan, & Jalleh, 2011), advocate for tobacco control policies (Young, Montgomery, Nycum, Burns-Martin, & Buller, 2006), and train local tobacco control advocates in media advocacy (Buller et al., 2011).

Online tools have been used to communicate and advocate for tobacco control efforts. For instance, the interactivity of social media has been found to facilitate understanding of health information and increase communication among networks (Park et al., 2011). Advocacy groups are successfully using social media for communication with their target audience. Carter and colleagues, for example, conducted a study on viral email marketing to encourage individuals to pass on marketing messages to each other (Carter et al., 2011). In their study, tobacco control advocates used viral email marketing to disseminate
tobacco control advertising among university students. Compelling tobacco control materials were found to have a fourfold return in dissemination for each initial email sent (Carter et al., 2011). In addition, websites can serve as a hub for information at levels that are broader and deeper than is practical through social media channels. For example, Young and colleagues developed a technical assistance website on tobacco control that aimed to provide guidelines on how to build community capacity, tools for policy and media advocacy, and other tobacco controls strategies (Young et al., 2006). This website was then used to train local tobacco control advocates to use media advocacy more effectively to advance their policies (Buller et al., 2011). Findings showed that communities with access to the website were more successful at publishing articles focused on local and regional tobacco control efforts than communities without access to the site (Buller et al., 2011).

Websites can also be combined with Internet marketing campaigns to advocate for policy change. Grierson and colleagues used an Internet community mobilization strategy to advocate for a law to prohibit smoking in areas where children frequent (Grierson, van Dijk, Dozois, & Mascher, 2006). Their website provided information on the dangers of second hand smoke and encouraged citizens to contact city council members to express support for the law being advocated. A marketing campaign was launched with the website to encourage site traffic and the campaign was ultimately successful at mobilizing the community and fostering capacity for social action (Grierson et al., 2006). Thus, websites can be powerful tools to advocate for POS tobacco control policies.

**Conclusion**

The evidence clearly shows that tobacco marketing at the POS is associated with increased rates of smoking initiation, undermines quit attempts, and promotes relapse among ex-smokers (Lavack & Toth, 2006; Pollay, 2007). Youth are especially vulnerable to these marketing efforts (Department of Health and Human Services, 2012; Pollay, 2007). Tobacco control POS advocacy has been effective at creating new policies that reduce the effects of POS marketing (Berman & Dodds, 2012). In particular, websites and social media have been used to promote and advocate for tobacco control policies (Buller et al., 2011; Grierson et al., 2006; Young et al., 2006). Based on this context, our Capstone team worked to improve
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CounterTobacco.org as a resource hub for POS tobacco control advocates, improving POS advocacy and ultimately reducing youth exposure to tobacco marketing.

III. Deliverables

The student team completed seven deliverables between August 2012 and April 2013. To develop CounterTobacco.org and serve the resource needs of tobacco control advocates, the Capstone team conducted a process evaluation of website engagement shaped by best practices found in the literature (Deliverables 1-4). The Capstone team also developed two Youth Engagement Activities (YEA)—pre-packaged lesson plans—and a storyboard for a YouTube-style web video to be added to CounterTobacco.org to continue to engage youth groups in their tobacco control efforts at the POS (Deliverables 5-7). The format, purpose, activities, key findings, and recommendations for each deliverable are presented below. Project mentors reviewed all deliverables before products were finalized.

<table>
<thead>
<tr>
<th>Deliverable 1: Review of Website Process Evaluation Literature</th>
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<tbody>
<tr>
<td><strong>Format:</strong></td>
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<tr>
<td><strong>Purpose:</strong></td>
</tr>
</tbody>
</table>
| **Activities:** | • Determined the purpose, process, and format for conducting a literature review 
• Decided which literature to review 
• Conducted literature review with the following search terms: Website evaluation, website process evaluation, website survey design 
• Evaluated the ideas, research methods, and results of each publication 
• Wrote a synthesis of the literature identifying research questions and methods that should guide the process evaluation plan 
• Shared findings and lessons learned with Capstone preceptors and faculty advisor |
| **Key Findings:** | • Website process evaluations utilize the following steps: 
  - Understand the website objective and intended audience to ensure the evaluation aligns with the site’s goals 
  - Select evaluation techniques 
  - Ensure multiple perspectives are included 
  - Produce a succinct report with specific action items and recommendations 
• The following questions are most often used to conduct website process evaluations: 
  - Who is using the website? How is the website being used?
To what extent are advocates and researchers aware of the resources available on the website?
- Is the content of the website adequately serving the information needs of its visitors?
- Are the information and tools on the website rated by users as accessible, user-friendly, and useful? Why and when are visitors using these resources?
- To what extent has the website been effective in assisting advocates and researchers in the development, implementation, and evaluation of policies and programs?
- What are site users’ additional information and resource needs?
- How can the website be improved?

**Recommendations:**
- Evaluation questions should align with CounterTobacco.org’s mission
- Findings from the qualitative interviews and site analytics should inform the content of the quantitative survey
- Qualitative interviews should include an interactive component with CounterTobacco.org in order to elicit initial reactions with the site, ease of use, and recommendations for improvements
- The quantitative survey should collect information on user traits, currency of information, trustworthiness and reliability of resources, and completeness, ease of use, and relevance of CounterTobacco.org

### Deliverable 2: Process Evaluation Plan

#### Format:
- Five page plan, consisting of seven research questions to be answered utilizing three research methods, for conducting the process evaluation

#### Purpose:
- Outline a plan for assessing CounterTobacco.org’s effectiveness utilizing the CDC evaluation framework

#### Activities:
- Drafted intended use and users section: clarify stakeholders and the purpose(s) of the evaluation
- Drafted program description section: provided a narrative description of the program, explained the theory driving the program, included a logic model
- Drafted evaluation focus: outlined research questions to be answered by the evaluation
- Drafted methods section: identified evaluation data sources and methods, describing how each method would answer the research questions indicated in the evaluation focus section
- Drafted analysis and interpretation plan: clarified how information will be analyzed and described the process for interpreting the results
- Drafted use, dissemination, and sharing plan: described plans for how the evaluation results and findings would be disseminated
- Created final draft of process evaluation plan
- Provided process evaluation plan to Capstone preceptors; student team used the process evaluation plan to conduct the evaluation of CounterTobacco.org

#### Key Findings:
- The evaluation will be used as an internal document by the student team to guide future CounterTobacco.org projects, development of YEAs, and improve the website as a resource service to tobacco control advocates
CounterTobacco.org is the nexus of Counter Tobacco and it will be evaluated for its content, value added, and ease of use.

The evaluation will consist of feedback from current site users to ensure feasibility and to identify users’ additional information and resource needs.

The evaluation will use a mixed methods approach consisting of review of site analytics, qualitative interviews, and a quantitative survey.

**Recommendations:**
- Evaluation questions should be prioritized based on website evaluation literature and Counter Tobacco’s mission.
- Appropriate methodology should be identified to answer each research question.
- Deliverable 3 and 4 should rely on research questions and methods identified in the plan to inform CounterTobacco.org process evaluation.
- The process evaluation plan can be used for a bi-annual review.
- Future process evaluation plans should include research questions on user traits and resource needs of non site-users to expand audience base.

### Deliverable 3: Process Evaluation Tools

**Format:**
- 14 question, semi-structured interview guide delivered via telephone; 18 item quantitative survey delivered via Qualtrics and a pop-up on CounterTobacco.org.

**Purpose:**
- Create appropriate tools to assess how current CounterTobacco.org visitors are utilizing site resources.

**Activities:**
- Collected existing examples of website visitor surveys.
- Reviewed Google Site Analytics of visitor traffic report from CounterTobacco.org.
- Drafted qualitative phone interview guide.
- Drafted quantitative survey of a convenience sample of site users.
- Identified pilot volunteers.
- Sent pilot quantitative survey to sample of intended audience.
- Collected pilot quantitative survey results.
- Incorporated pilot results and finalized quantitative survey.
- Posted survey on CounterTobacco.org via a website pop-up.

**Key Findings:**
- Qualitative interviews were conducted with four regular site-users and one non-user, most of whom are tobacco prevention managers/directors at public health organizations across the country.
- Qualitative interviews provided in-depth information on how site users are using CounterTobacco.org, for example:
  - Using the image gallery to create their own tobacco prevention materials.
  - Searching for policy solutions that would be applicable in their communities.
  - Accessing fact sheets for in-depth information relating to tobacco at the point of sale.
- Qualitative interviews also provided details on additional resource needs of site users, for example:
  - Videos to help explain policy solutions.
  - Ways to connect with other advocates or colleagues.
  - A *Where to Start* page or some form of orientation for new tobacco control advocates.
- Feasibility ratings for advocacy solutions
- State specific advocacy information including policies and pictures
  - Qualitative interviews informed response categories for quantitative survey
  - Quantitative survey pilot testing emphasized the need to be clear with survey language and response categories, for example:
    - Substituting clear terms like ‘visited’ for unclear terms like ‘utilized’ when asking people to identify website pages they access
    - Making the distinction between the CounterTobacco.org webpage and the Counter Tobacco Twitter feed
  - Limiting number of response categories to reduce respondent burden

**Recommendations:**
- Future CounterTobacco.org process evaluations should use a mixed-methods approach to triangulate findings
- Data collection tools for website evaluations should be pilot tested with people who are familiar with the site as well as people not familiar with the site
- Future quantitative surveys should include a pool of 20 questions with each user receiving no more than 10 questions per survey

<table>
<thead>
<tr>
<th>Deliverable 4: Process Evaluation Summary Report</th>
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<tbody>
<tr>
<td><strong>Format:</strong></td>
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<tr>
<td>24 page narrative report</td>
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<tr>
<td><strong>Purpose:</strong></td>
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<tr>
<td>Summarize how current CounterTobacco.org visitors are utilizing site resources and make recommendations to Counter Tobacco for how to optimize the site for use by tobacco control policy advocates and practitioners</td>
</tr>
<tr>
<td><strong>Activities:</strong></td>
</tr>
<tr>
<td>Clarified format of summary report</td>
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<tr>
<td>Identified site users to participate in qualitative phone interviews</td>
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<tr>
<td>Scheduled qualitative interviews</td>
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<tr>
<td>Conducted five qualitative phone interviews with site users to be identified by Counter Tobacco staff</td>
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<tr>
<td>Analyzed qualitative interview results</td>
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<tr>
<td>Administered quantitative survey to a convenience sample of site users via a pop-up on CounterTobacco.org and through a Qualtrics link emailed to Counter Tobacco contacts identified by preceptors</td>
</tr>
<tr>
<td>Collected quantitative survey results</td>
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<tr>
<td>Drafted background and methods sections of process evaluation report</td>
</tr>
<tr>
<td>Analyzed quantitative survey</td>
</tr>
<tr>
<td>Drafted results and recommendations section of report</td>
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<tr>
<td>Finalized process evaluation summary report</td>
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<tr>
<td>Disseminated process evaluation summary report to preceptors, faculty advisor, and Counter Tobacco staff</td>
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<tr>
<td><strong>Key Findings:</strong></td>
</tr>
<tr>
<td>All survey respondents found CounterTobacco.org to be user-friendly (71%) or somewhat user-friendly (29%); all survey respondents found it easy (59%) or somewhat easy (41%) to find what they are looking for on the site</td>
</tr>
<tr>
<td>Most survey respondents (77%) recommended the site to a friend or a colleague, indicating they trust the site as a source of information</td>
</tr>
<tr>
<td>Survey respondents most often visited CounterTobacco.org once per month (50%) or two to four times per month (41%); respondents also visited the site’s social media pages: 67% reported visiting the site’s Facebook page at</td>
</tr>
</tbody>
</table>
least once per month and 43% reported visiting the site’s Twitter feed at least once per month (see Figure 1 in Appendix B)

- Survey respondents most often visited the policy solutions page on POS marketing, advertising, and promotions (52%) and the image gallery (43%) (see Table 1 in Appendix B)
- Survey respondents were most likely to visit CounterTobacco.org in order to download images, materials, and/or tools (68%) and explore options for POS tobacco control initiatives (64%) (see Table 2 in Appendix B)
- Forty-one percent of respondents identified information on state and local policy efforts, latest POS research, and a video library as the most useful future additions to the site (see Table 3 in Appendix B)

Recommendations:
- Future process evaluations conducted by Counter Tobacco should: recruit a larger sample of respondents; ascertain the number of years respondents have worked, if any, in tobacco control or POS specifically; and attempt to sample users who do not find the site to be user-friendly.
- The following changes should be made to CounterTobacco.org:
  - Shift CounterTobacco.org from a resource archive to a creative hub to help grow the nascent field of POS advocacy and better serve site users
  - Increase CounterTobacco.org’s relevance on the internet by providing breaking news and resources through an updated newsfeed linked to social media
  - Reformat CounterTobacco.org’s core resource page, “Policy Solutions,” as a guide to past advocacy approaches to increase site engagement
  - Develop an online forum to connect like-minded experts and support creative thinking around POS activities

Deliverable 5: Youth Engagement Activity 1

Format:
- Seven page lesson plan titled Walking Tobacco Audit includes an overview of the health problem, activity instructions, and audit form available for download on CounterTobacco.org and Campaign for Tobacco-Free Kids’ website (KickButtsDay.org)

Purpose:
- Provide resources for tobacco control advocates who are looking for ways to engage youth in their community in order to raise awareness about POS exposure and marketing

Activities:
- Collected examples of successful youth group activities from literature and online resources
- Selected one Youth Engagement Activity, Walking Tobacco Audit, based on ranking and discussing several activities according to the following criteria: ease of implementation, theoretical grounding, public health impact, and diffusion possibility
- Identified youth groups to pilot Walking Tobacco Audit
- Reviewed existing examples of Walking Tobacco Audit
- Drafted Walking Tobacco Audit components and instructional guide
- Created pilot feedback guide with questions on activity ease of use, appropriate length and age group, best and worst components, participant engagement, and general recommendations for improvement
- Piloted Walking Tobacco Audit with one local youth group
- Incorporated pilot feedback to clarify activity instructions and modify layout
of audit form
- Finalized Walking Tobacco Audit and made available for download on CounterTobacco.org and Campaign for Tobacco-Free Kids’ website (see Appendix C)

**Key Findings:**
- Pilot revealed the magnitude of the issue; youth group members counted 48 exterior tobacco advertisements at three retailers within a four block radius of an elementary school
- A visual display of findings can be an effective tool for participants to share their experiences with parents, teachers, and local legislators in an effort to advocate for reduced POS exposure
- The Walking Tobacco Audit is best suited for urban environments
- Optimal audience for the Walking Tobacco Audit is youth in grades 8-12; the activity can be modified for other grade levels
- Activity takes two to four hours to complete, although the activity can be split over two sessions if time with youth is limited
- Youth group leader stated she felt youth were engaged in the activity

**Recommendations:**
- Youth group leaders who plan to implement the Walking Tobacco Audit should:
  - Pre-plan the audit route
  - Familiarize themselves and participants on why POS matters; the Why Point of Sale Matters video (see Deliverable 7) may be a useful tool to introduce the health issue to participants
  - Instruct youth group in how to conduct an exterior tobacco audit prior to beginning the activity
- Development of future YEAs should follow the following steps:
  - Develop activity
  - Pilot activity
  - Finalize activity components and instructional guide
  - Use findings to equip youth to advocate for reduced POS exposure

---

### Deliverable 6: Youth Engagement Activity 2

**Format:**
- Ten page activity guide including an introduction, two indoor educational games, a sample visual display, and a media advocacy kit available for download on CounterTobacco.org

**Purpose:**
- Provide resources to tobacco control advocates who are looking for ways to teach students about the marketing strategies tobacco companies use to appeal to youth at the POS

**Activities:**
- Determined one youth activity to develop based on results of process evaluation
- Identified youth groups to pilot Youth Engagement Activity 2: Advocate Against Youth Targeting
- Collected examples of successful youth group activities that focus on advocating against youth targeting
- Drafted Advocate Against Youth Targeting components and activity guide:
  - Two indoor educational games: Memory Match, designed to teach youth how the tobacco industry packages products to look similar to other products that appeal to youth, such as candy; and Spot the Strategy, designed to help youth recognize and think critically about how and
where retailers place tobacco products in their stores
- A media advocacy kit that outlines strategies youth groups can use to gain media attention to advocate for stricter tobacco marketing policies
- Created pilot feedback guide with questions on activity ease of use, appropriate length and age group, best and worst components, participant engagement, and general recommendations for improvement
- Piloted Advocate Against Youth Targeting with one local youth group
- Incorporated pilot feedback to clarify activity instructions and added additional background educational content on industry marketing practices
- Finalized Advocate Against Youth Targeting and made available for download on CounterTobacco.org (see Appendix D)

**Key Findings:**
- Pilot revealed the activity can be completed in approximately two hours
- Optimal audience for Advocate Against Youth Targeting is 6th to 8th grade students and is best suited in an indoor educational setting
- Utility of the Media Advocacy Kit could not be determined during pilot due to insufficient time
- Youth group leader stated she felt youth were engaged in the activity

**Recommendations:**
- Youth group leaders who plan to use Advocate Against Youth Targeting should spend time familiarizing participants on why POS matters and on the strategies the tobacco industry uses to target youth; the Why Point of Sale Matters video (see Deliverable 7) may be a useful tool to introduce the health issue to participants
- YEAs should include clear directions and an extensive background section for youth group leaders who may not have experience working in tobacco prevention

**Deliverable 7: Storyboard for YouTube-style Web Video**

**Format:**
- 18 slide video storyboard in PowerPoint format, including an introductory statement about focus of the video and intended target audience, and production notes

**Purpose:**
- Provide a video resource for tobacco control advocates to highlight the impact of POS tobacco marketing and advertising

**Activities:**
- Identified video topic, Why POS Matters, based on stakeholder interest and resource gap in the field
- Reviewed existing Public Service Announcement style informational videos
- Drafted video key messages, script, images, and production notes to highlight three main content areas: the emphasis the tobacco industry places on creating a retail presence, the link between retail tobacco advertising and the health behaviors of youth and adults, and the disparities in retail density and advertising
- Revised storyboard in consultation with video production specialist
- Finalized and provided storyboard to Counter Tobacco staff for future video production by Counter Tobacco (see Appendix E)

**Key Findings:**
- PowerPoint format is a user-friendly, low-tech format for graphically organizing video storyboards
- Too much content can overwhelm the viewer; it is best to limit content in order to explain key messages more thoroughly
- Youth group leaders or teachers can use this video in conjunction with
Counter Tobacco’s YEAs as a way to introduce and explain why tobacco control at the POS matters

**Recommendations:**
- Storyboards should be designed so that informational videos are three to five minutes in length; this will best optimize viewer attention span and content retention
- Focus on script development prior to visual images to better ensure that the key messages are clear and inform the informational graphics
- If the storyboard is developed separately from production, storyboard developers should consult with video producers, when possible
- The intended audience should be clarified early in the storyboard development process
- When possible, use video rather than still images, as video will have more of an impact on the viewer
- It is difficult for viewers to listen to one thing and read something else at the same time, so script and visual text should match or visuals should not contain competing textual information
- For greater impact experts should speak directly into the camera instead of in interview style
- Speakers should be actively involved in scenes to reduce monotony (e.g. speaking from within a store with tobacco advertisements)
- In addition to making the video available on CounterTobacco.org, other avenues for distribution should be explored, such as other advocacy websites

### IV. Discussion

**Strengths and limitations of stakeholder engagement**

Stakeholder engagement played a large role in accomplishing the goal of building CounterTobacco.org and its user community. Initial engagement of CounterTobacco.org site visitors via qualitative phone interviews and an online quantitative survey provided valuable insights on the strengths and weaknesses of the Counter Tobacco website from both the user and non-user perspective. Our ability to involve tobacco control advocates in this assessment phase that were either regular site users or were familiar with the site but did not make use of it in their work allowed for greater breadth of recommended site changes.

In addition to engaging with site visitors during our assessment of CounterTobacco.org, we were also able to engage with tobacco control youth groups during the development process of the YEAs. We piloted the first YEA, the *Walking Tobacco Audit*, with youth group leader Pamela Diggs and four teens from Tobacco.Reality.Unfiltered, a tobacco control advocacy youth group. In addition, six middle school students in the Teens Climb High female empowerment after-school program, led by Madison Ward,
piloted the second YEA, *Advocate Against Youth Targeting*. The pilot testing provided a way for us to gain direct feedback from youth group leaders and the youth they work with. This in turn provided a better understanding of how the YEAs could be best modified to suit the needs of youth and youth group leaders. For example, we observed the teens struggling with double-counting tobacco advertisements during the pilot, and as a result the *Walking Tobacco Audit* activity guide was modified to include clearer instructions for how to count advertisements. During our second pilot, we also learned that YEAs should include a clear and thorough background section on the significance of POS for youth group leaders who do not have experience working in tobacco prevention.

We also successfully engaged with stakeholders during the dissemination of our results. In an effort to institutionalize the work of this Capstone project, the first YEA was disseminated online by CounterTobacco.org and as part of the Campaign for Tobacco Free Kids’ National Kick Butts Day. Partnering with a national campaign for dissemination purposes served to further strengthen ties among the community of tobacco control advocates as well as add to the resources available to them. Additionally, we presented the results of the *Walking Tobacco Audit* and our process evaluation of CounterTobacco.org to the Office on Smoking and Health at the CDC in Atlanta, Georgia. The CDC presentation also helped strengthen ties and further build a community coalition of tobacco control advocates.

In this way, we were able to engage with stakeholders at all levels of the Social Ecological Framework (SEF). At the individual level, we engaged with site visitors during our evaluation of CounterTobacco.org; we worked with youth groups when we piloted both YEAs allowing us to engage stakeholders at the community level; and our presentation to the CDC and publication of the *Walking Tobacco Audit* for a national campaign illustrated our stakeholder engagement at the policy level.

We were, however, limited in the number of stakeholders we could engage. POS advocacy is a growing field within tobacco control and as such the number of tobacco control advocates specifically working on POS issues is limited. This was reflected in the small number of respondents (n = 22) to our online quantitative survey. Non-site users were also excluded at the request of our partner organization.
because their input was outside the scope of an initial process evaluation. We also relied heavily on the identification of stakeholders by Counter Tobacco staff. While we could have identified additional stakeholders on our own, Counter Tobacco staff members were best suited to identify stakeholders since the purpose of this Capstone project was to improve the effectiveness of CounterTobacco.org.

**Potential impact**

The deliverables produced during the course of the Capstone project will have a measurable impact on Counter Tobacco and CounterTobacco.org. The student team conducted the first process evaluation of the website since the site was launched in August 2011. The evaluation was conducted using qualitative interviews and a quantitative survey with site users in order to better tailor the website to its intended audience. The results of the process evaluation led to recommendations from the student team on how the website can be enhanced, which will lead to increased user friendliness and additional tools and resources provided on the site. The recommendations also included specific steps to increase brand awareness for CounterTobacco.org.

The POS subfield that Counter Tobacco works within is relatively new within the larger tobacco control field. Because of this, any substantive initiatives are likely to have an impact on tobacco control advocacy at the POS. Along with enhancing CounterTobacco.org, we developed a storyboard for a video as well as two activity guides to educate youth groups on tobacco marketing and advertising practices. As noted above, the *Walking Tobacco Audit* was added to the Campaign for Tobacco Free Kids’ website in anticipation of National Kick Butts Day. These activities, which were developed with strong stakeholder engagement, will have a lasting impact on youth who will benefit from the enhancement of CounterTobacco.org as a result of the process evaluation and the addition of the YEAs provided on the website.

**Considerations for sustainability and next steps**

Given the emergence and growth of POS issues in tobacco control, sustainability efforts on the part of Counter Tobacco must meet the needs of the new field. The Capstone student team has provided Counter Tobacco with an evaluation report that can serve as a reference document of recommendations that
Counter Tobacco can implement. Following final design edits by Counter Tobacco, the YEA guides are free and available to the public for download from CounterTobacco.org. Additionally, we have established a defined set of steps to follow that will be important in the creation of new YEAs or in the adaptation of existing YEAs. This set of steps ensures the sustainability of youth engagement efforts by providing a standard operating procedure for Counter Tobacco to follow. Like the YEAs, the “Why POS Matters” video will be available on CounterTobacco.org, ensuring that both newly initiated and experienced tobacco control advocates will have access to a video resource that can be used to validate the need for work on POS issues.

Following the recommendations outlined by the Capstone student team in the process evaluation report will allow CounterTobacco.org to establish itself as a creative hub for POS solutions. These recommended next steps include providing breaking news and resources via an updated newsfeed linked to social media, reformatting the “Policy Solutions” page as a guide to past advocacy approaches to increase site engagement, and developing an online forum to connect experts and encourage creative approaches to POS issues. Counter Tobacco should also provide new resources to anticipate the needs of POS advocates, including the continual development of new YEAs and instructional videos. By following these next steps, Counter Tobacco will continue to grow its brand presence and cement its position as the primary resource for tobacco control advocates working on POS issues.

Lessons learned

The Capstone student team learned several lessons as a result of our work. First, the identification and engagement of stakeholders is a key step in ensuring the success of program improvement. Engaging with site visitors and youth group leaders allowed us to make recommendations for CounterTobacco.org that adequately meet the needs of the site’s intended audience. This Capstone project reinforced the importance of ongoing stakeholder engagement not just during formative research or program implementation, but also at any time point in which a program is to be evaluated for improvement purposes.
Second, a comprehensive synthesis of process evaluation data is vital for dissemination of results and recommendations. Such a synthesis enabled us to determine and prioritize relevant recommendations. The student team shared these recommendations in a report created for Counter Tobacco.

We also learned that being open and flexible to change is a valuable skill as a public health practitioner. Throughout the span of this Capstone project there were times in which our final processes or products were changed from our original suppositions. For example, while we expected to work with a larger quantitative data set, a small survey response meant having to work with limited data. Similarly this Capstone project also highlighted the importance of being flexible when adapting programs based on local context. For instance, during the development of the first YEA we had to modify our proposed audit route to ensure the presence of tobacco advertisements. Flexibility also played a role in our willingness to seek out knowledgeable consultants in content areas where our own skills were less developed.

Lastly, good working relationships are key to the successful accomplishment of tasks. The student team established a professional, collaborative relationship with Counter Tobacco before the brunt of our work began. Counter Tobacco staff provided invaluable feedback and support while allowing student team members to take ownership of the direction of the Capstone project. A positive working dynamic amongst the student team was also integral to the success of our work.

Through our Capstone work we have enhanced the resources available to tobacco control advocates on CounterTobacco.org and built relationships between Counter Tobacco and key stakeholders working in tobacco control efforts at the POS. The deliverables outlined in this report contribute to our overall goal of increasing awareness and utilization of CounterTobacco.org, thereby improving advocacy efforts at the POS. It is our hope that our contributions, combined with the pre-existing resources on CounterTobacco.org, will ultimately reduce youth access and exposure to cigarettes and tobacco marketing and reduce morbidity and mortality attributable to smoking among youth.
V. References


VI. Appendices

Appendix A: CounterTobacco.org Resources

The image below illustrates the kinds of resources available on CounterTobacco.org. War in the Store describes the significance of the retail environment; the Image Gallery supplements these written resources by illustrating the problem. Feature Stories delve more deeply into specific cases; for instance, articles describe the consequences of tobacco retailers near schools. Finally, Policy Solutions offer tobacco control advocates solutions and tools to reduce POS exposure.

Image Credit: Mieka Sanderson, Counter Tobacco
Appendix B: Process Evaluation Report Findings

Figure 1. Frequency of Visits to Counter Tobacco’s Website, Facebook Page, Twitter Feed, and Image Gallery

![Frequency of Visits to Counter Tobacco’s Website, Facebook Page, Twitter Feed, and Image Gallery](image)

Table 1. Pages Most Often Viewed on CounterTobacco.org

<table>
<thead>
<tr>
<th>Website Pages</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>POS Marketing, Advertising, and Promotions</td>
<td>11</td>
</tr>
<tr>
<td>Image Gallery</td>
<td>9</td>
</tr>
<tr>
<td>Licensing, Zoning, and Retailer Density</td>
<td>6</td>
</tr>
<tr>
<td>News Feed</td>
<td>4</td>
</tr>
<tr>
<td>Non-Cigarette Tobacco Products and Point of Sale Policies</td>
<td>3</td>
</tr>
<tr>
<td>Restricting Product Placement</td>
<td>2</td>
</tr>
<tr>
<td>Stores Near Schools</td>
<td>2</td>
</tr>
<tr>
<td>War in the Store</td>
<td>2</td>
</tr>
<tr>
<td>POS Health Warnings</td>
<td>1</td>
</tr>
<tr>
<td>Raising Tobacco Prices through Non-Tax Approaches</td>
<td>1</td>
</tr>
<tr>
<td>Disparities in Point of Sale Advertising and Retailer Density</td>
<td>1</td>
</tr>
<tr>
<td>FDA Tobacco Control Act and Point of Sale</td>
<td>0</td>
</tr>
<tr>
<td>Map and Infographic Gallery</td>
<td>0</td>
</tr>
<tr>
<td>About CounterTobacco.org</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 2. Use of Information Obtained from CounterTobacco.org
<table>
<thead>
<tr>
<th>Uses</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>I recommended the information to a friend or colleague</td>
<td>17</td>
</tr>
<tr>
<td>I downloaded images, materials, and/or tools</td>
<td>15</td>
</tr>
<tr>
<td>I explored options for POS tobacco control initiatives</td>
<td>14</td>
</tr>
<tr>
<td>I prepared a report, presentation, and/or manuscript</td>
<td>7</td>
</tr>
<tr>
<td>I developed/implemented a POS tobacco control program or plan</td>
<td>2</td>
</tr>
<tr>
<td>I submitted a funding application</td>
<td>2</td>
</tr>
</tbody>
</table>

Table 3. Three Most Useful New Resources to Add to CounterTobacco.org

<table>
<thead>
<tr>
<th>Resources</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>State- and locality-specific policy efforts/mini case studies</td>
<td>9</td>
</tr>
<tr>
<td>Latest POS research studies/empirical evidence; studies published on POS</td>
<td>9</td>
</tr>
<tr>
<td>Video library: POS 101, store tour, how to do a store audit, etc.</td>
<td>9</td>
</tr>
<tr>
<td>Updates on new or upcoming tobacco industry products</td>
<td>8</td>
</tr>
<tr>
<td>Pre-planned curriculums of tobacco control activities for youth and community groups</td>
<td>7</td>
</tr>
<tr>
<td>Policy development stages: Introduction and examples</td>
<td>5</td>
</tr>
<tr>
<td>Media campaigns for POS advocacy</td>
<td>5</td>
</tr>
<tr>
<td>A How-to-Guide: mapping tobacco retailers with Geographic Information System (GIS)</td>
<td>4</td>
</tr>
<tr>
<td>Forum to connect with other tobacco control advocates</td>
<td>3</td>
</tr>
<tr>
<td>POS webinar archive (for example, CDC webinars)</td>
<td>3</td>
</tr>
<tr>
<td>Advocacy techniques in states with pre-emption</td>
<td>3</td>
</tr>
</tbody>
</table>
Appendix C: Walking Tobacco Audit Activity Guide

WHAT IS A WALKING TOBACCO AUDIT?

This walking tobacco audit allows youth an opportunity to map the locations of tobacco advertisements and to determine how many tobacco advertisements are located within a certain radius of a school or community center.

Why is this important?

By mapping the locations of tobacco advertisements, participants will gather data on the placement and potential impact of these advertisements. This information can be used to inform decisions on where to place anti-tobacco messages and to identify areas where additional support is needed.

This activity is best suited for

* Age Group: 11-13 years
* Number of Participants: 1-5 participants
* Preparation Time: 1 hour

Materials:

* Blank maps or street guides
* Rulers or measuring tapes
* Pencils or markers

Steps:

1. Identify the location of each tobacco advertisement.
2. Record the address and location of each advertisement.
3. Map the locations of tobacco advertisements on the blank maps.
4. Analyze the data to identify patterns and areas of concern.

What will the kids do in my youth walking tobacco audit?

* Kids will identify the locations of tobacco advertisements
* Kids will record the address and location of each advertisement
* Kids will map the locations of tobacco advertisements on the blank maps

How do I conduct a walking tobacco audit?

1. 3-4 Weeks Before Event
   * Identify the location of each tobacco advertisement
   * Record the address and location of each advertisement
2. 1-3 Weeks Before Event
   * Map the locations of tobacco advertisements on the blank maps
   * Analyze the data to identify patterns and areas of concern

WALKING TOBACCO AUDIT FORM

Date:

<select>
  <option value="" selected="selected">Select Date</option>
  <option value="3/10">3/10</option>
  <option value="3/11">3/11</option>
  <option value="3/12">3/12</option>
</select>

SELECT ADDRESS:

<select>
  <option value="" selected="selected">Select Address</option>
  <option value="123 Main St">123 Main St</option>
  <option value="456 Oak Ave">456 Oak Ave</option>
</select>

Step 1: Types of tobacco products

Select one or more:

- Cigarettes
- Cigars
- Electronic cigarettes
- Smokeless tobacco

Step 2: Age placement and distribution

Select one or more:

- Elementary school
- Middle school
- High school

Step 3: Type of advertisements

Select one or more:

- Billboard
- Newspaper
- Television
- Radio

Step 4: Is there a smoke shop nearby?

Select one or more:

- Yes
- No

Address:

<select>
  <option value="" selected="selected">Select Address</option>
  <option value="123 Main St">123 Main St</option>
  <option value="456 Oak Ave">456 Oak Ave</option>
</select>
Appendix E: “Why Point of Sale Matters” Storyboard

Scene 1: Impact of tobacco use

Script:
- More deaths are caused by tobacco each year than by all deaths from illegal drugs, alcohol use, traffic accidents, suicides, and murders combined.

Action Items:
- Quotes appear on the screen with a lingering death/heart outcome appearing.
- The word “combined” emerges in a black, different color, etc.

Notes:

Scene 2: Increase in POS spending

Script:
- We seen what the retail environment looks like with POS spending.
- POS spending has decreased in stores.

Action Items:
- Images appear of how much of the tobacco industry, specifically the cigarette industry, is promoting its products at the POS.

Notes:

Scene 3: Impact of POS on Youth – Longitudinal Study Data

Scene 4: POS is the next frontier in tobacco control programming

Script:
- We’ve seen what the retail environment looks like with POS spending.
- POS spending has decreased in stores.
- Tobacco control advocates have successfully used several strategies to help reduce smoking rates by working with tobacco companies to improve the POS environment and decrease exposure to tobacco products.

Action Items:
- Images appear of how much the tobacco industry is promoting its products at the POS.

Notes:

Scene 5: Impact of POS on Youth – Longitudinal Study Data

Scene 6: POS is the next frontier in tobacco control programming

Script:
- We’ve seen what the retail environment looks like with POS spending.
- POS spending has decreased in stores.
- Tobacco control advocates have successfully used several strategies to help reduce smoking rates by working with tobacco companies to improve the POS environment and decrease exposure to tobacco products.

Action Items:
- Images appear of how much the tobacco industry is promoting its products at the POS.

Notes: