

Example Write-ups of Retail Evaluation Activities



Store Observation Data Collection Training

In your write up of this data collection training, indicate how many people were trained, who they were, the length of the training, what the training consisted of, how you assessed team member accuracy and readiness for high quality data collection (inter-rater reliability), and the results of that assessment.

You were given three options for assessing data collector competency during/after the training: one was the online tutorial that provided scores, the second option was a mock survey in which trainees used a Survey Practice Slide Deck, and the third was a field test. Report on which methods you used.

Below is an example narrative of how to report the Data Collection Training in the Evaluation Results section of your BER.

TEP staff trained a total of 10 youth volunteers to collect data for the store observation survey in July 2013. The training covered key concepts regarding the Core Survey, as well as the four modules: Flavored Products, Price and Promotions, Placement and Exterior, and Nutrition and Alcohol. To ensure high quality data collection, trainees practiced inputting data onto handheld devices; completed the Survey Practice Slide Deck Questionnaire provided by CTCP; participated in a field test that included pharmacies, convenience stores, and a supermarket; and then repeated the Survey Practice Slide Deck Questionnaire. Correct answers to 70% of the questions is a passing score. All (100%) of the trainees scored 93% or higher, indicating a high degree of competence.

Store Observation

In the narrative report, you will need to indicate the sample size, the context, and the results. Describe any data that stuck out to you as important, unexpected,

or confirmatory. If your project did advanced analysis, explain what was done (e.g., which statistical tests you use on which variables). You could attach the data analysis sheet CTCP provided your county for key indicators of the core survey, but it's not necessary if those did not turn out to be your key findings. Here's an abbreviated version of how you might write up the store observation activity and results.

To investigate the marketing tactics and availability of both healthy and unhealthy products in the retail environment, observations were conducted in a random cluster sample of tobacco retailers in Bear County in July 2013 as part of a statewide effort. Using the core and nutrition modules provided by CTCP, observation data from 145 stores were collected by trained volunteers on handheld devices. Data for key indicators from the core survey are presented in Table 1 (analysis of core indicators by CTCP). Other key findings included the following:

- *Almost all retailers (98.6%) sold cigarettes, cigarillos (91.7%) and chewing tobacco (84.8%) but only 24.2% sold low or non-fat milk or a variety of fresh fruit (19.8%). This indicates that communities in these zip codes are saturated with tobacco products, but healthy foods are harder to access. This may be an effective talking point with local leaders in our efforts to promote a healthy stores incentives initiative.*
- *Over one-quarter (26%) of retailers sold alcopops and 19.3% sold slushies/alcohol pouches. Since we know the latter are a fairly new product, we will want to monitor any change over time in the number of retailers selling them in the follow up round of store observations.*
- *The average price for one Swisher Sweets*

Example Write-ups of Retail Evaluation Activities

cigarillo, any flavor, was \$.90. This makes youth-appealing tobacco products affordable for practically anyone. To discourage this, we could pursue a ban on the sale of singles.

- *Almost one-third (30.7%) of the stores had more than 33% of the windows covered by signs.*
- *Because the majority of these signs is usually promoting unhealthy products like tobacco, alcohol and sugary beverages, young people are exposed to these messages whenever they walk by. We could attempt to counter this influence in a number of ways. We could pursue stricter enforcement of the Lee Law provisions OR propose a policy that bans external ads for unhealthy products.*

Public Opinion Survey

For the public opinion poll, you should include where and when the survey was conducted, who collected the data, the sample size, and the main results. You may decide to include a table or graph that highlight revelatory findings, but you can also just summarize important results in the narrative. Here's an incomplete example of how you might write up the summary.

To obtain a measure of public knowledge and sentiment on tobacco in the retail environment, a public opinion poll was conducted in Fur City, Cubby Hollow and Wilderness Gap in April 2014. The face-to-face survey of 118 Bear County residents was carried out by trained volunteers using handheld devices. Highlights of the results follow.

Tobacco Products–

Most (85.7%, 84.3%) respondents stated it is easy to buy cigarettes and chewing tobacco at stores near where they live; 61.9% stated it is easy to buy cigarillos (little cigars); and about half (50.79%) stated it is easy to buy e-cigarettes. This confirms store observation findings indicating that almost all retailers carry cigarettes and chew. Although more retailers sell cigarillos than chew, interestingly fewer people thought it was easy to buy cigarillos. This could be because our community is less familiar with cigarillos than chew and therefore less aware of where they are sold, but we don't know for

sure. What is surprising is that just over half of those surveyed said it was easy to buy e-cigarettes, when only 21% of stores are selling them. This may be worth investigating why this is so.

Laws–

Almost two-thirds (60.3%) indicated they would support a law to prevent stores near schools from selling tobacco products. While this shows a base of support for such an initiative, should we pursue an objective of this type, we might want to build a larger groundswell of support first through community education outreach, media campaign, youth involvement before reaching out to policymakers.

Fifty-eight percent (58.7%) of respondents stated they would support a law that bans pharmacies from selling tobacco products. In a similar vein, we could attempt to build greater community support for such a policy. If we could find a way to frame it as a healthcare cost issue and tie it to a popular health event or cause, we'd have a greater chance of success.

Key Informant Interviews

For the key informant interviews, provide a summary of the key findings. Feel free to use bullets to make it a little easier reading. Usually, numbers aren't reported in KII results. However, the KIIs for the retail campaign were a hybrid between a survey and an interview and that's why we are reporting some numbers. However, you may want to add relevant qualitative findings (and even a few quotes) from your interviews. Here's an abbreviated example of what that might look like.

Nine key informant interviews were conducted in May 2014 in Bear City, the targeted jurisdiction, with city council members, the city manager, the city planner and two tobacco retailers. The key findings are summarized below.

The most significant facilitators to policies that give consumers healthier options in stores included the following:

- *Belief that there is a connection between the health crisis and the food, beverage, alcohol and tobacco products being sold in stores (nine*

Example Write-ups of Retail Evaluation Activities

of nine respondents). Everyone acknowledged that community health is affected by unhealthy consumption and lack of exercise. In particular, they spoke of the cost of health care to individuals and the local community (emergency room costs funded by the county) incurred from obesity and heart disease. By framing our healthy stores initiative in terms of cost and health-saving measures, we can capitalize on this concern.

- Support for incentives in the form of financial aid tax credits in exchange for adopting health-promoting practices (nine of nine respondents). We should emphasize cost savings to individuals and the community overall that healthier stores could bring.

The most significant barriers to policies that regulate tobacco, alcohol, food and beverage sales and/or advertising included the following:

- There was a mixed response to the role government should play in making retail environments healthier, e.g., three respondents indicated that government should play a role in making retail environments healthier; while two respondents indicated that government should provide incentives, but not regulate; while four respondents replied “I don’t know.” What this means for us is that we need to do more educational outreach to these decision makers and show them why this should be the province of local government. Perhaps relaying the success of programs in other counties and any related community health outcomes would prove convincing. We need to understand why despite their beliefs about connections and incentives above they were much less willing to say that local government should play a role in enacting policies that would have a beneficial effect. More follow up conversations are needed to point out this apparent inconsistency and understand their line of reasoning so that we can figure out how to move forward.

Media Activity Record

To summarize the findings of your Media Activity Record, start out by indicating whether or not your media efforts were successful, quantify the number of releases (if any) and whether or not your project took part in the state-wide press event. Then indicate what happened – how many outlets picked up the story and how it was framed. Give an estimate of how many people may have been reached in your county as a result. Here’s an example of what that might look like.

Media efforts were successful in generating positive coverage about tobacco control issues in local media. We sent out press releases to all six media outlets in our area (including online) and took part in the coordinated regional press event to release findings from the Healthy Stores for a Healthy Community store observations. Five of the six outlets picked up the story, framing the issue as problematic due to illegal sales of tobacco products to youth, sneaky tobacco marketing tactics aimed at kids, and exposure to alcohol and tobacco advertisements can hook kids early; pointing to the need for regulating marketing and tobacco retail licensing. As a result of this coverage, a potential audience of 235,000 in our community may have been reached with this news.