

**Sacramento State
Institute for Social Research**

California Department of Public Health

Tobacco Control Program

**Youth Tobacco Purchase Survey
Project**

Student Research Assistant

Training Manual

2016



ISR

INSTITUTE FOR SOCIAL RESEARCH
SACRAMENTO STATE

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The Youth Tobacco Purchase Survey (YTPS)

Nationally, 86.9% of all adult cigarette smokers begin smoking by the age of 18. In California, 63% of smokers start by the age of 18, and 97% start by age 26. Reducing the initiation rate within young adults could be a highly effective and efficient method of reducing long-term smoking rates in the state (<https://www.cdph.ca.gov/programs/tobacco/Documents/Resources/Fact%20Sheets/2015FactsFigures-web2.pdf>).

In order to tackle underage smoking, we need to first determine the prevalence and the sources of underage tobacco use. As part of a larger intervention, the state of California gathers these data to learn more about underage smoking, including the percentage of tobacco retailers who sell tobacco to minors (youth under 18 years old). That's where we come in. Every year the ISR collects these data, statewide, to capture the percentage of retailers who sell tobacco to minors illegally in California, for that particular year. The project is called the Youth Tobacco Purchase Survey (YTPS); the "survey" actually refers to the data collection form that you will be completing after each tobacco purchase attempt with a minor. The state of California (specifically, our client, the California Tobacco Control Program (CTCP) the California Department of Public Health (CDPH)) is required to send the results from our data gathering to the federal government as part of a larger compliance report which documents how California is doing in reducing underage tobacco use. This ensures that the state continues to receive federal funds to be used towards reducing underage tobacco consumption.

The data collection effort has two main phases. In phase I, the ISR receives a list of approximately 1,000 randomly selected stores, compiled by CTCP staff, using the statewide retailer licensing list from the California Board of Equalization. We then utilize the Internet and telephone on each record in the list to confirm that the listing is in fact a tobacco retailer open for business. This cleaning process results in a final list of places that are open and that sell tobacco. This list usually contains around 850 tobacco retailers, statewide. We are required to visit every one and accompany a minor who tries to purchase tobacco. YTPS staff then map all the stores onto California and create routes which are clusters of 10-20 stores that can reasonably be visited within a four hour session. YTPS staff also map youth onto these routes, California youth who have been recruited by the Youth Decoy Program. YTPS staff then schedule one youth for the morning four-hour session and a different youth for the afternoon four-hour session. Staff also schedule back-up youth in case the primary youth cannot participate for some reason.

Phase II involves actual data collection performed by CSUS student research assistants and youth ages 15 and 16. You will be working approximately two weekends per month, for three months. The work involves traveling statewide, picking up, training, accompanying, and dropping off youth for each of your shifts. Traveling will consist of day trips in rental cars and some overnight trips, requiring flying and staying in a hotel. All travel expenses are covered by our project budget. You will receive cash to cover things such as gas, meals, parking, toll, and other incidentals. You will receive information on your travel arrangements, store routes and youth contact information in advance of your actual shifts. You will need to contact the youth a few days prior to the session to introduce yourself, answer questions, confirm contact information, and speak to parents if requested. A typical data collection session involves you flying or driving with a rental car to hotel or to a youth's residence, picking up the youth, training the youth, driving to stores on the list, entering stores followed by the youth around 30 seconds later and taking mental note of tobacco products and signs, etc. in order to complete the survey in the car with the youth after the tobacco purchase attempt. Specific details can be found below.

Data Collection Protocol

Pre-shift Activity

Scheduling Youth

Spanish-speaking only parents will be connected with one of our bilingual Student Research Assistants (SRAs). The first call the youth/parents get is from YTPS staff. We will be scheduling from February 22 through March 13. Our initial calls will contain the following information which you should be prepared to repeat when you call a few days before the shift to confirm shift details. We will provide you with this content soon.

Scheduling Youth (YTPS staff)

1. try to get both youth and parent on speaker phone so they are both part of the process, otherwise you will need to repeat the following to the one you didn't converse with
2. introduce self
3. purpose of call
4. what the session involves, gift cards
5. background and training of SRAs
6. consent and liability forms, including preference for Spanish language materials
7. answer any and all questions
8. **confirm mailing address**

Confirming session (SRAs) - do a couple of days before each shift

1. introduce self to youth and parent
2. confirm session details, day, time, location address of pick up and drop off
3. confirm parent will be there at pick up if we need signed forms (consent &/or liability)
4. provide YTPS hotline (800-311-4901), Project Manager cell (916) 201-5831 and your cell phone number
5. note that many youth prefer texting

Pick up your paperwork from the ISR within a few days of your shift, includes:

1. 2016 Liability Only Cover Letter English
2. 2016 Consent Liability Cover Letter English
3. 2016 CSUS Release of Liability English
4. 2016 CSUS Release of Liability Spanish
5. 2016 Youth Assent English
6. 2016 Parent Consent English
7. 2016 Consent and Assent Forms Spanish
8. 2016 Gift Card Proof of Receipt Forms
9. Gift card log
10. Gift cards
11. Preprinted and extras 2016 Youth Training Quiz
12. Preprinted and extras 2016 Youth Training Checklist

13. List of store routes per shift and youth contact information, including back-up youth
14. Preprinted and extras of 2016 Youth Tobacco Purchase Survey
15. Money
16. Daily logs for tracking travel expenses

The Shift

Pick up and train the youth

Show up at least 10 minutes early. Be sure and spend as much time as the parent(s) wants, fully explaining the data collection, when you expect to return the youth, give them your cell phone number, share route (but not store names), show them your driver's license and car insurance, etc. Whatever makes them more comfortable. Remember you are essentially a stranger taking their child out for several hours. Train the youth wherever he/she feels the most comfortable. This might be in the home, in the car, in a store parking lot, etc. It is required that we spend at least 30 minutes training the youth. Training includes role play, what-if scenarios and a quiz (See Youth Training Guide).

Youth Tobacco Purchase Attempts

1. Drive to the store (survey only those stores on the list provided). Everyone needs to fasten their seatbelts, no texting while driving, obey all traffic laws and drive carefully. No smoking in the car. Keep track of all receipts.
2. If the store cannot be found check the store map as GPS can be in error. Try calling the phone number on the store map as a last resort.
3. If the store sells tobacco but the name is different or the store address inaccurate then complete the purchase attempt and note the name or address changes under comments on the survey. Call the on-call YTPS staff member, if you're not sure if it is the correct store.
4. Park the car as close to the store as possible, but out of the line of sight of the entrance and where the clerk cannot see the car. The best places are on the side or back of the store, or across the street or around the corner. Do not park in front of the store.
5. While in the car (before the purchase attempt), give the youth the money to buy the tobacco product and take the youth's ID away (temporarily). Leave all paperwork in the car, in the glove box or hidden, but keep the money on you at all times. Do not spend more than \$1 on a snack item or drink if you make a purchase.
6. Meet the youth back at the car. Assign a place that is out of sight to meet the youth in case the youth is followed out of the store by the clerk.
7. Continually monitor the safety of the environment and abort the session if there is any chance of danger. If it does not look safe, decide whether it may be safe to return to the store at a later time, or if the area appears to be generally unsafe and the store should not be surveyed.
8. Enter the store and stay in the store during the youth's purchase attempt, but use your judgment on what to do to avoid arousing suspicion. One suggestion is to ask if they have [make something up] or where they have [make something up] and then go browse that type of item ideally where you can see and hear the purchase attempt but at least 10 feet from the counter where the youth is standing. Intervene to protect the youth if a problem arises, otherwise maintain an unobtrusive presence. The youth should leave the store immediately if the clerk(s) or customer(s) make him/her feel uncomfortable or the store feels unsafe.

9. The youth enters store about 30 – 60 seconds after you enter the store and goes directly to the counter to attempt the purchase.
10. The youth asks the clerk “May I have a pack of Camels (or whatever) please?” (may ask for another brand of cigarettes e.g., Kools or Virginia Slims menthol, etc. if youth prefers).
 - If store does not sell this brand of cigarettes, youth asks for another brand.
 - If store does not sell cigarettes, youth asks for cigars (e.g., Swisher Sweets)
 - If store does not sell cigars, youth asks for chew/snuff (e.g., Grizzly)
11. Youth should not ask for e-cigarettes or other electronic devices (e.g., e-hookah, vape pens, etc.)
12. Next is dependent on the clerk’s behavior...
 - If the clerk asks youth’s age, he/she tells the truth.
 - If the clerk asks for youth’s ID, he/she says they don’t have it.
 - If the clerk agrees to sell, youth pays for the cigarettes and leaves.
 - If clerk refuses to sell, youth thanks him/her and leaves store immediately.
13. Youth should keep track of what he/she was asked.
14. Youth only talks to the clerk(s) and politely ignores everyone else, including those who try to talk to the youth, e.g. other customers
15. If youth feels uncomfortable or is in a confrontational situation in the store or neighborhood, then the youth should exit the area immediately. No one is to confront a store clerk or customer for any reason.
16. Once the purchase attempt is done, youth leaves the store and meets you at the car (or in the agreed upon location if the youth is followed out of the store).
17. You should be looking for government and non-government/industry tobacco signs on the outside of the store as you enter the store (the adult enters the store first). You will need to enter this data on the Purchase Survey even if the purchase attempt is unsuccessful.
18. Once inside, mentally note sign types and their location. You will need to enter this information on the Purchase Survey even if the purchase attempt is unsuccessful.
19. Mentally note the gender, age and ethnicity of the clerk, who first interacted with the youth. (If there is only one clerk, you can do this when that clerk is ringing you up). Mentally note the number of other clerks and customers within 10 feet. You will need to enter this information on the Purchase Survey even if the purchase attempt is unsuccessful.
20. Mentally note the type and location of tobacco products and if the tobacco license is displayed prominently. You will need to enter this information on the Purchase Survey even if the purchase attempt is unsuccessful.
21. If you make a purchase, you do not need to get a receipt for the \$1.00 item, but if one is provided please return it along with the left over money to ISR/Sacramento State.
22. Leave the store a few seconds after the youth. Walk to the car separately from the youth so it is not obvious you are together.
23. Once inside the car, complete the survey. The youth should complete sections 6 & 6a of the survey while you complete the rest of the survey. Check any work the youth does on the survey for accuracy and completeness. The survey should be filled out immediately before you and the youth forget anything. Fill out the survey as carefully and completely as possible. It can be very difficult to remember the details later on if you skip any of the questions.
24. If a purchase took place, collect the tobacco product from the youth, the receipt and any change.
25. Put cigarettes in a Ziploc bag and legibly write the Store ID and date on the label.
26. Continue to the next store.
27. Don’t forget to return the youth’s ID to him/her at the end of the shift.

28. You need to visit every (but only) those stores on your route

End of Shift

Return the youth to his/her home

1. Make sure the youth returns any unused purchase attempt money.
2. Make sure the youth takes with them anything he/she brought along (e. g. sweater, book/magazine, iPod, cell phone, purse/wallet/backpack, ID, etc.).
3. Only drop off the youth somewhere other than the home address, **only if** pre-approved by their parent.
4. Thank the youth for participating.
5. Distribute one gift card per store visited allowing the youth to pick the vendor. Have the youth sign the acknowledgment of receipt form.
6. Review all of your paperwork for completeness.
7. Record any problems or unusual situations that emerged and share with a YTPS staff member when you turn in your paperwork.
8. If any stores on the route were not surveyed, enter the appropriate disposition code and explain why (e. g. closed, didn't sell tobacco, couldn't locate, etc.).

Hints and Recommendations

General

- ✓ Prepare as much as possible BEFORE you hit the road. Have everything you need (surveys, store maps, clipboard, pencils, money, address and phone number of youth, immunity letter, ISR/Sacramento State phone number, etc.) ready in advance.
- ✓ Look over your directions and maps. The best way to avoid getting lost in the first place is to anticipate what parts of the route might be tricky, and generally familiarize yourself with where you are going, including the major roads and landmarks. If you do get lost (or think you might be) STOP WHERE YOU ARE, check your maps, and ask someone for directions if necessary. The youth may or may not be helpful.

Finding Stores

- ✓ Go first by the address, then the store name. Store names change all the time – it may have changed since the time the verification call was made.
- ✓ Addresses and names may be very small or non-existent. You may need to get out of the car and walk up and down a street to find a particular store. Stores may be inside other buildings (e. g. a deli may be located inside a big office building) or malls. If not sure, you may need to ask someone, "Is this _____?"
- ✓ When all else fails, call the store. You can say you're supposed to meet someone there and you're not exactly sure where the store is located.

Stalling in the Store

- ✓ If you need to increase the amount of time spent in a store to check out signs or where tobacco products are located, or to overhear the purchase attempt, pretend to text on your

cell phone, tie your shoes, count your change, try on sunglasses, flip through magazines, or walk around the whole store like you can't find something. Paying with large bills and getting in lines with lots of customers also gives you more time to scan the checkout area for information.

Keep the Youth Happy

- ✓ The happier the youth is, the happier you will be!
- ✓ Let them choose the radio station (for as long as you can stand it).
- ✓ Try to engage them in conversation.
- ✓ Involve them as much as they are willing and able.
- ✓ Some of the youth will be very interested in helping with directions, filling in the survey, etc. It is fine to let them assist you, but beware that they may not all be very capable – you need to double-check their work.
- ✓ ISR/Sacramento State (or another agency) may need to work with the youth in the future, so try to make it a positive experience. All youth participants will be completing a survey about their experience on this project.

Have Fun and Thank You!

Safety

Safety is ALWAYS first!!

- ✓ As the research assistant or “accompanying adult,” it is your responsibility to ensure the safety of the youth and yourself. Youth are never to be sent into potentially volatile or dangerous situations.
- ✓ You will need to observe the following policy:
 - Carry the phone number of Project Manager, Cristina (916-201-5831) and Administrative Support Coordinator, Julie (925-487-6169) during your field work should a question or problem emerge.
 - Carry an “Immunity letter” from the California Department of Public Health (CDPH) verifying the legitimacy of the surveying activities.
 - Maintain a line of sight with the youth at all times.
 - If you or the youth find yourselves in any uncomfortable or confrontational situation while in a store or neighborhood, exit the area immediately. No one is to confront a store clerk or customer for any reason.
 - Youth are to report any uncomfortable situation immediately to the adult.
 - You need to be a safe driver and obey all traffic rules.
 - Make every effort to act in a safety-conscious manner at all times.
 - All participants are to wear seat belts while traveling in a car.
 - Doors should be locked.
 - Participants should not jaywalk across streets or walk against red traffic lights.

Data Quality - Filling out the Purchase Survey

General

- Quality is more important than quickness. Please fill out the survey neatly and completely after the purchase attempt in the car. It will be VERY difficult to remember every bit of information after you have done several stores in the same day. At the end of the day, go over all of the surveys looking for any missing information and fill it in as best as you can.
- If the answer to any question is “zero” or “no”, please indicate so on the survey. A question that is left blank is missing data, which is different from knowing that the answer is “zero” or “no” and just not marking it on the form.
- You MUST make a decision. If the choices are “yes” or “no” you cannot write in “maybe”, if the choices are “younger than 25” or “older than 25” you cannot write in “25”. Sometimes it is very difficult to make a choice, but if you don’t, it is considered missing data. Please make the best decision you can based on the information you have, even if you do not feel completely sure. You can ask the youth for their opinion to help you.
- Please fill out the survey IN PENCIL. It is much easier to make changes (if necessary) if the answers are marked in pencil.

Question by Question (these items will be prefilled)

Minor ID: This is the identification number assigned to the youth by project staff. You will be provided with this number.

Accompanying Adult ID (Your Researcher ID #): This is the identification number assigned to you by project staff.

Store ID: This number is located on the individual store maps, in front of the name of the store.

Survey Date: This is the date the purchase attempt was completed.

Time of Visit: This is the time the purchase attempt was completed.

Minor Age: This is the age of the youth you completed the purchase attempt. You will be provided with this number. Confirm with youth.

Minor Gender: This is the gender of the youth who completed the purchase attempt.

Minor Ethnicity: This is the ethnicity of the youth who completed the purchase attempt. You will be provided with this information. Confirm with youth.

Store Address: Address of the store (do not write the store name).

PURCHASE ATTEMPT (Complete these items IMMEDIATELY AFTER the purchase attempt)

1. Sale: If the youth purchased a pack of cigarettes, mark “yes”. If no cigarettes were purchased, mark “no.”

2. Price: if the youth purchased a pack of cigarettes, enter the price of the pack of cigarettes, otherwise write NA (not applicable).

3. Type of Outlet:

Liquor store: This is a store that has liquor in the store’s name or at least 50% of the merchandise consists of alcoholic beverages.

Convenience (without gas): This is a store that sells designated food, beverage, and general merchandise. Examples include: AM/PM mini-marts, 7-Eleven stores.

Convenience (with gas): This is a store that sells gasoline and related products, and has a designated food, beverage, and general merchandise area. Examples include: Texaco station with Star Mart, AM/PM mini-market with Arco gas, 7-Eleven with gas.

Supermarket: This is a large chain or independent grocery store that offers a wide variety of food, merchandise, or other services. Examples include Vons, Safeway, Albertson's, Food-4-Less, Lucky's, Ralph's, and large independently owned grocery stores (such as the Bellflower Market).

Drug store/pharmacy: This is a store that has as part of its name the words "drug store" or "pharmacy", and which dispenses medication through prescriptions. Examples include: Thrifty Drug Store, Walgreen's, Rite-Aid, Sav-On Drugs, and independents (such as Phil's Pharmacy).

Donut shop: This is a store that has donut in the store's name or at least 50% of the merchandise consists of donuts or donut-like foods.

Gas station only: This is a store whose primary function is the sale of gasoline and related products. Snacks (such as candy or chips) or beverages may sometimes be sold from vending machines or from a few racks or shelves.

Tobacco store: This is a store that has tobacco in the store's name or at least 50% of the merchandise consists of tobacco or tobacco-related products.

Discount store: This is a store that sells merchandise at a discount or in bulk. It may also sell clothing, shoes, groceries, housewares, cosmetics, electronic equipment, toys, tools, and tobacco products. Examples include: K-Mart, Wal-Mart, 99 cent stores.

Deli/meat market: This is a store that has deli or meat market in the store's name or at least 50% of the merchandise consists of sandwiches, meat, and the like.

Gift store: This is a store that has gift(s) in the store's name and/or the merchandise consists of party supplies, cards, gifts, souvenirs, or toys, rather than food or beverages.

Produce market: This is a store that has produce in the store's name or at least 50% of the merchandise consists of produce.

Restaurant/Café: This is a store that primarily serves prepared food to customers dining on the premises.

Other: If the retail outlet being surveyed does not fit in one of the above categories, please explain the characteristics and type of items sold. NOTE: this response tends to be overused. Examine the other choices carefully to be sure the store is truly an "other". It might be best to describe the store to an ISR/Sacramento State staff member when turning in your surveys.

3a. Was the store an ethnic market? Mark "yes" if the store contains many or mostly items intended for minority consumers – you can tell this by noticing imported products and labels in different languages (usually Spanish or Asian languages), mark "no" if this was not the case.

4. Clerk characteristics:

Gender: This is the gender of the store clerk. If the youth interacted with more than one clerk, choose the clerk at the cash register or the clerk the youth initially asked for the cigarettes. Mark only ONE choice and do not write in genders for other clerks.

Age: This is the age of the store clerk. If the youth interacted with more than one clerk, choose the clerk from whom the youth initially asked for the cigarettes. Mark only ONE choice and do not write in ages for other clerks. If the clerk looks exactly 25, you must still choose either older or younger. You can ask the youth for their opinion in helping you to decide.

Ethnicity: This is the ethnicity of the store clerk. If the youth interacted with more than one clerk, choose the clerk from whom the youth initially asked for the cigarettes. Mark only ONE choice and do not write in ethnicities for other clerks. Try to avoid using the "other" category

unless you really believe that the clerk is not one of the ethnicity choices listed. You can ask the youth for their opinion in helping you to decide.

5. BESIDES THE CLERK WHO HELPED THE YOUTH, how many other people were within 10 feet of the youth? This question is asking how many customers and clerks (other than the one the youth interacted with) were within hearing distance of the purchase attempt. The people could be in front of, behind, or next to the youth. It is already assumed that the youth interacted with one clerk, so if there were a total of two clerks within hearing distance you should mark "1", if there were a total of three clerks you should mark "2", etc.

6. During the purchase attempt, was minor asked ...

Age? You should mark "yes" if the youth was asked "How old are you?", "What's your age?", "Are you 18?", etc.

Identification? You should mark "yes" if the youth was asked "Can I see your ID?", "Do you have an ID?", etc.

Whom the cigarettes were for? You should mark "yes" if the youth was asked "Are these for you?", "Who are you buying these for?", etc.

6a. If you (the youth) were asked any of the above questions, indicate at which point in time the question was asked by placing a check mark in the corresponding box.

If the answer to the age, ID, and whom are the cigarettes for questions is "no" write NA (not applicable). If the answer to the age, ID, or whom are the cigarettes for questions is "yes", you need to indicate at which point in the youth's interaction with the clerk the question(s) was asked.

OBSERVATIONS

7. Location of tobacco products in the store (check all that apply):

This is where in the store you and/or the youth saw the different types of tobacco products. You can mark as many answers as apply. (Bidis are a type of cheap cigarette made of unprocessed tobacco wrapped in leaves). Just put an **X** in the appropriate boxes/fields. Leave the rest empty/blank.

8. Location of signs stating that sales to minors are unlawful (check all that apply):

This is where on the outside and inside of the store you and/or the youth saw the different types of signs indicating that the sale of cigarettes to minors is illegal. You can mark as many answers as apply. Just put an **X** in the appropriate boxes/fields. Leave the rest empty/blank.

STAKE Act sign: When looking for the STAKE Act sign keep in mind that while the yellow or red sticker version is the most popular and easiest to recognize, a computer-generated or hand-written sign is also acceptable if it meets **all** of the following:

- ✓ Contains the words: "The sale of tobacco products to persons under 18 years of age is prohibited by law and subject to penalties. Valid identification may be required. To report an unlawful sale, call 1-800 5 ASK-4-ID. Business and Professions Code Section 22952."
- ✓ The sign must be square (at least 5.5 inches by 5.5 inches) or rectangular (at least 3.66 inches by 8.5 inches), and the lettering must use specified font sizes.

- ✓ The sign must have bold letters and a contrasting color background.
- ✓ The sign must be “likely to be read by a customer,” and all of the required information must be readable and not altered, covered, or erased in whole or in part.

If the sign does not meet all of the above criteria it is not regarded as a STAKE Act sign, however, it is an attempt at one and this should be noted in the comments section in the survey.

9. Tobacco license (displayed conspicuously): Mark “yes” if you were easily able to locate the posted tobacco license, mark “no” if the tobacco license was difficult to see or you did not see it at all.

10. Disposition Codes

- EC Eligible and inspection complete outlet: A purchase attempt was completed at the store on the list.
- N1 In operation but closed at the time of the visit: The store is still in business, but was closed when visited. Note hours/days when open, if posted, in comments.
- N2 Unsafe to access: Describe in comments.
- N3 Presence of police: Describe in comments.
- N4 Youth inspector knows salesperson: Describe in comments.
- N5 Moved to new location but not inspected: Describe in comments.
- N6 Drive thru only/youth inspector has no driver’s license: Describe in comments.
- N7 Tobacco out of stock: Describe in comments.
- N8 Run out of time: Describe in comments.
- N9 Other non-completion: Describe in comments. This code has been used when the youth completed the purchase protocol incorrectly.
- I1 Out of business: Describe in comments. For example, looks empty.
- I2 Does not sell tobacco products: Describe in comments.
- I3 Inaccessible by youth: Describe in comments. For example: 1) store is located after security screening, 2) ID checked at door; must be 18 to enter, 3) bar, 4) casino, and 5) located in national park.
- I4 Private club or private residence: Describe in comments.
- I5 Temporary closure: Describe in comments.
- I6 Un-locatable: Describe in comments. Store is not at the address listed. Describe what is there: another store, park, or empty lot. If store address does not exist note what is there, for example, another store, park, or empty lot.
- I7 Wholesale only/Carton sale only: Describe in comments.
- I8 Vending machine broken (NOT applicable for 2015 survey)
- I9 Duplicate: Store is a duplicate.
- I10 Other ineligibility: Describe in comments.

11. Write all clerk, customer and other comments in the space below:

All comments from clerks and customers should be written here, as well as any comments you and/or the youth have about the store, the interaction with clerks/customers, the neighborhood, or anything else related to the purchase attempt. When in doubt – write it down. If you have questions about filling out the survey, call the project manager then and there, we want accurate data. If for some reason you can’t get ahold of her at that time, write your question down and keep trying her that day until you get ahold of her. When you get an answer, proceed accordingly.

Frequently Asked Questions (FAQs)

What if there is law enforcement in the vicinity (inside or outside the store)?

Try the store at a different time. If police is/are still there on second try, then enter the appropriate disposition code and explain in the comments section. In reality, a kid would most likely not try to buy cigarettes if the police are around as they know it's illegal.

What if the youth knows the clerk?

Youth should just purchase a pack of gum. Enter the appropriate disposition code and explain in the comments section.

What if the clerk recognizes the youth?

Youth should just purchase a pack of gum. Enter the appropriate disposition code and explain in the comments section.

What if the clerk demands ID from the youth?

The youth must not lie and simply say, "I don't have any ID". If youth brought ID with him/her, you should hold it for them or the youth may leave it in the car, so they can be truthful in their answer that they do not have an ID with them. Do this before starting the purchase attempts. The youth should NEVER show the clerk ID.

What if another customer gets involved?

The youth should politely ignore other customers. Intervene to protect the youth if a problem arises, otherwise maintain an unobtrusive presence. The youth should leave the store immediately if the clerk or customers make him/her feel uncomfortable or the store feels unsafe.

What if the youth is not at the pick-up location?

If youth is not at pick up-location, you should give them a 10-minute grace period to show up and then phone/text the youth to determine where they are and if they are still participating. If so, and they aren't far, pick them up at the new pick-up location (contacting the parents and informing them). If they are not participating, contact the alternate, back-up youth decoy. Contact the Boys and Girls Club and the project manager with this information.

What if the youth needs immediate medical attention?

In this case you should stop what you're doing, assess the situation/environment (insuring you and the youth are safe), immediately dial 911 and wait for the paramedics. Also, included in the SRA'S materials is the youth's medical information (Follow the necessary medical protocol for youth in case of emergency).

What if the store looks really unsafe?

As a good rule of thumb, you should circle the block at least once to assess if the store/neighborhood is safe before any purchase attempts (Safety is the top priority!). Do not attempt to purchase at that store, if it makes you and/or the youth uncomfortable. Please know that some of the stores and neighborhoods may appear unsafe, but this is just a function of their location in a low socioeconomic status neighborhood and they are likely safe during the day. However, if you and/or the youth are not comfortable entering a store, find a safe spot to park, enter the appropriate disposition code and explain in the comment section.

What do I do if the youth is stopped by an undercover cop?

Intervene and explain the situation to the cop and show them the Immunity Letter. If the clerk witnesses this, abort the purchase attempt, if not, proceed with the purchase attempt. A senior Sacramento State staff member will be “on call” whenever SRA’s are conducting purchase attempts anywhere in the state in case of a problem or emergency. The cop is welcome to speak to the project manager or on-call staff member. Make a note of the incident in the comments section of the survey (This has never happened in the past 11 years).

What do I do if the youth does not follow protocol?

If youth deviates from protocol in any way, once in the car, point out to the youth where he/she deviated from protocol. Discuss and retrain as needed. Assure the youth that they are not “in trouble,” but that it is important to stick to protocol to ensure high quality data collection. Choose the appropriate disposition code and make a note of the incident in the comments section of survey.

What if the clerk gets angry, agitated, and/or yells at the youth?

The youth can walk out the store at any time. You can intervene to protect the youth if a problem arises, otherwise maintain an unobtrusive presence. The youth should leave the store immediately if the clerk or customers make him/her feel uncomfortable or the store feels unsafe.

What if the purchase attempt cannot be completed for whatever reason?

Leave the store, enter the appropriate disposition code and explain in the comments section on the survey.

What if you can’t find the store?

Try to locate the store with your GPS, maps, and/or by asking people (you, not the youth). If you still can’t locate it, enter the disposition code “16” and describe in the comments what is at the address listed.

What if the store is closed?

If the store will open before the end of your shift come back to the store to make the purchase attempt. If not, enter the appropriate disposition code and note the hours of operation.

What if the store name and/or address is different from that on my list?

Proceed with the purchase attempt otherwise, enter the appropriate disposition code, and explain in the comments section on the survey. Enter the correct name and/or address on the survey. Discuss with a supervisor and note clearly in the comments if you are unsure if it is actually the correct store.

What if the store clerk(s) seem suspicious?

Proceed with purchase attempt. Remind the youth that protocol must be followed exactly: they should not try to talk a clerk into selling the cigarettes if the clerk has said no, and they should not deviate from the protocol by making up stories. Again, the youth should leave the store immediately if the clerk or customers make him/her feel uncomfortable or the store feels unsafe (remember youth is to be truthful at all times).

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2016 Youth Tobacco Purchase Survey

STATEWIDE YOUTH TOBACCO PURCHASE SURVEY 2016

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH/ CTCP

Minor ID: _____ Survey number: _____ Minor age: _____
 Accompanying adult ID: _____ Survey Date: _____ Minor gender: _____
 Store ID: _____ Time of visit: _____ () am () pm Minor ethnicity: _____
 Store Address: _____

Corrected Address (if applicable): _____

1. Sale? Yes No
2. Price: \$ _____
3. Tobacco product youth asked to buy: cigarettes little cigars chew other: _____
4. Type of outlet: convenience (with gas) convenience (without gas) liquor store
 supermarket tobacco store drug store/pharmacy
 produce market deli/meat market gas station only
 donut shop discount store gift store
 restaurant/café other (specify) _____
5. Clerk characteristics: gender: man woman
 age: younger than 25 older than 25
 ethnicity: White Black Latino
 Asian/PI Middle Eastern, Asian Indian and
 surrounding countries Other _____
6. Besides the clerk who helped the youth, how many other people were within 10 feet of the youth?
 Customers ____ Clerks ____
7. During the purchase attempt, was minor asked:
 age Yes No
 identification Yes No
 whom the tobacco was for Yes No

7a. If asked any of the above questions, indicate at which point in time the question was asked by placing a check mark in the corresponding box.

	Age	ID	Who is tobacco for?
After minor asked for tobacco (before cashier rung up tobacco)			
After cashier rung up tobacco			
Electronic prompt on cash register when tobacco were rung up			
After a customer comment			
After comment from another clerk			
Other (specify) _____			

YTPS Student Research Assistant Quiz

ANSWERS

(Self-graded, discuss answers out loud and collectively)

1. **Do you park the car directly in front of the store?** No, park as close to the store as possible, but out of the line of sight of the entrance and where the clerk cannot see the car.
2. **What should you do if you feel like the area is unsafe for the minor to purchase tobacco at the time?** Decide whether it would be safe to buy tobacco at a different time or if the area looks to be generally unsafe, you can decide to not have that particular store surveyed.
3. **If the purchase attempt could not be completed, what must the SRA still have completed on the survey?** Make sure to complete the information at the top of the survey and fill in the disposition code and explanation in the comment lines.
4. **You must look for what while entering the store?** Government and non-government/industry tobacco signs on the outside of the store.
5. **How do you figure out how much the tobacco was if the minor didn't know?** You can subtract the amount you received back in change from the original amount you gave the minor.
6. **When trying to find a store, should you be looking for the store address or the store name?** Go by the address and then the store name. Store names change all of the time. It may have changed since the verification call was made.
7. **If you cannot find the name of the store or the address on the outside, should you just skip it?** No, sometimes addresses and names can be very small or non-existent. You may need to get out of the car and walk up and down a street to find a particular store. The store may be inside other buildings or malls. If you're not sure, you may need to ask someone where the store is located.
8. **If you still cannot find the store, what should you do?** Call the store. You can say that you are supposed to meet up with somebody there and that you are not sure where it is at.
9. **What are some things that you can do to increase the amount of time you have to check out signs, locate where tobacco products are, or to overhear the purchase attempt?** Try tying your shoes, counting your change, flipping through magazines, or walking around the whole store like you are trying to find something. Paying with large bills and getting in lines with lots of customers also takes more time.
10. **What are some things that you can do to make the youth's and your experience more enjoyable?** Let them choose the radio station (as long as you can handle it), let them choose the \$1 items you buy, let them choose where to eat lunch, try to engage them in conversation, involve them as much as they are willing and able.
11. **When should you fill out the survey?** Immediately after the purchase attempt. If it is not safe to remain outside of the store after the purchase attempt, complete the survey as soon as it is safe to do so. It is very difficult to remember every bit of information after you have done several stores in a day. At the end of the day, go over all of the surveys looking for any missing information and fill it in as best as you can.
12. **When is it considered a liquor store?** This is a store with liquor in the store's name.
13. **Are you supposed to keep track of where tobacco signs are located outside of the store?** Yes, you and/or the youth should look for different types of signs indicating that the sale of cigarettes to minors is illegal.

14. **The STAKE Act sign must contain what words?** The sale of tobacco products to persons under 18 years of age is prohibited by law and subject to penalties. Valid identification may be required. To report an unlawful sale, call 1-800-5-ASK-4-ID. Business and Professions Code Section 22952.
15. **What if the sign does not meet all of the criteria?** It is not considered a STAKE Act sign, however, it is an attempt at one and this should be noted in the comments section in the survey.
16. **What if the clerk gets angry, agitated, yells at the youth?** The youth can walk out the store at any time. You can intervene to protect the youth if a problem arises, otherwise maintain an unobtrusive presence. The youth should leave the store immediately if the clerk or customers make him/her feel uncomfortable or the store feels unsafe.
17. **What do I do if the youth does not follow protocol?** If youth deviates from protocol in any way, once in the car, point out to the youth where he/she deviated from protocol. Discuss and retrain as needed. Assure the youth that they are not “in trouble,” but that it is important to stick to protocol to ensure high quality data collection. Choose the appropriate disposition code and make a note of the incident in the comments section of survey.