

## General StoreALERT recommendations that stores can voluntarily implement

### STOREALERT

- Point-of-purchase tobacco advertising, signage, and product placement can have a major impact on youths' access to tobacco. Studies have shown that point-of-purchase advertising and promotion and product placement aimed at youth can directly influence adolescent decision to initiate tobacco use<sup>1</sup>, progression from experimentation to established smoking<sup>2</sup>, and preference and purchase for brand of tobacco<sup>3</sup>.
- One of the ways to reduce the attractiveness and influence of tobacco is to minimize the amount of advertising in a local community.
- StoreALERT is a nationally-recognized youth program to involve youth in documenting tobacco advertising and product placement in retail stores and is a component of the Center for Disease Control's Guidelines for Best Practices for Comprehensive Tobacco Control. StoreALERT has been implemented in over 16 U.S. states.
- StoreALERT is designed to document the display and advertisement of tobacco products in retail stores.
- StoreALERT allows teens to see how tobacco companies use advertisements to persuade them to buy cigarettes and enables teens to educate store owners, managers, and cashiers about the law regarding selling tobacco products to minors.

### RECOMMENDATIONS THAT STORES CAN VOLUNTARILY IMPLEMENT

- Increase the amount and/or visibility of anti-tobacco advertisements. Free Posters are available from the Regional Prevention Center 913-715-7880.
- Keep tobacco products locked behind the counter and inaccessible to teens and children. That includes cigars and chewing tobacco.
- Decrease the number of tobacco advertisements.
- Display any signs informing customers of the minimum age to purchase tobacco products.
- Move the tobacco products away from any items that interest children, such as magazines, candy, or toys.

#### References

- <sup>1</sup> Straub, DM, Hills, NK, Thompson, PJ, and Moscicki, AB. (2003). Effects of pro- and anti-tobacco advertising on nonsmoking adolescents' intentions to smoke. *Journal of Adolescent Health*, 32(1), 36-43.
- <sup>2</sup> Choi, WS, Ahluwalia, JS, Harris, KJ, Okuyemi, KS. (2002). Progression to Established Smoking: the Influence of receptivity to tobacco marketing and perceived ability to quit anytime. *American Journal of Preventive Medicine*, 22(4), 228-233.
- <sup>3</sup> Chapman S, Fitzgerald B. (1982). Brand preferences and advertising recall in adolescent smokers: some implications for health promotion. *American Journal of Public Health*, 72, 491-494.