

## WHAT IS DIFFERENT ABOUT THE 2018 SYNAR STUDY?

- We are continuing to require that two adults are used for each inspection team: one to be in the establishment during the entire time the youth is in the establishment and one to remain in the car.
- There is an increased likelihood of your outlets including an establishment like a bar or restaurant that may involve some different layouts than the traditional “convenience store” inspection. Do advance preparation and have your inspection team ready to handle each situation they will encounter.
- There are two possible levels of repercussions for failing to meet the requirements. Those showing a general awareness of the study guidelines but failing to fully meet them will fail to receive their bonus, as it has been in past years. However, counties that demonstrate a “willful disregard” of the study requirements will only be reimbursed for the cost of their cigarettes and mileage.
- If an outlet you have received exists, as far as you know, but it is not in your county, you must inform state Synar staff by **December 22, 2017**. You can lose your bonus for not doing this.
- We are using scan-able forms, so be conscious about being neat. Instead of marking freely on the forms, we ask you to include one overall coversheet with any changes, such as changes in store addresses or store names.
- Synar staff and DAODAS reserve the right to adjust reimbursement requests for (1) mileage that is excessive in comparison to other counties with similar amounts of inspections or (2) use of far more adult or youth volunteers than is necessary (but that doesn’t mean you have to use the absolute minimum either).
- We are clarifying an existing policy: Multi-county agencies may only count adult or youth volunteers one time for reimbursement purposes, even if they are used in multiple counties.
- All vending machines will no longer be included in the Synar study and have been removed.
- Mileage is only reimbursable for personal vehicles, not for agency vehicles.

### Questions?

#### Call or e-mail

**Reston Hartsell (803-896-7191 or [rhartsell@daodas.sc.gov](mailto:rhartsell@daodas.sc.gov))**

# **2018 (FFY '19) YOUTH ACCESS TO TOBACCO STUDY MANUAL**

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## **FEATURES OF THE SYNAR REGULATION**

- Requires States to enact and enforce laws prohibiting any manufacturer, retailer, or distributor from selling or distributing tobacco products to minors.
- Requires States to conduct random, unannounced, annual inspections of a sample of tobacco vendors to assess their compliance with the State's access law.
- Requires States to submit an annual report to the Secretary of Health and Human Services describing their enforcement activities, their progress in reducing access, and a strategy and time frame for achieving a noncompliance rate of 20 percent or less.
- Allows for a percentage of Federal block grant funds for substance abuse prevention and treatment to be withheld from non-compliant States.

## **THE SYNAR REGULATION: IMPLICATIONS FOR SOUTH CAROLINA**

### **What is the Synar Regulation?**

With the realization that too many underage youth throughout the nation were gaining retail access to tobacco products, Congress enacted in July 1992, an amendment to the Alcohol, Drug Abuse and Mental Health Administration Reorganization Act (Public Law 102-321). This amendment is known as the Synar Regulation and is named for now-deceased Congressman Mike Synar of Oklahoma, who sponsored the original bill. The Synar Regulation requires all states to reduce by a negotiated target date the number of illegal sales of tobacco products to individuals under the age of 18 or face penalties in the distribution of federal block grant funds for alcohol, tobacco, and other drug abuse prevention and treatment services. The Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention (CSAP) oversees and provides technical assistance to help states reduce their rates of illegal tobacco sales to minors to the maximum level of 20 percent as stipulated by the Synar Regulation.

South Carolina negotiated with CSAP a series of target sales rates to guide the state in reaching a sales rate of no more than 20 percent by the end of year 2000. The South Carolina Department of Alcohol and Other Drug Abuse Services (DAODAS), the single state authority that administers federal block grant funding for substance abuse prevention and treatment services (SAPT), is responsible for implementing tobacco use and access prevention programs statewide. DAODAS reports annually to the U.S. Department of Health and Human Services on the state's progress in achieving the requirements of the Synar Regulation.

### **What are the Synar Requirements?**

Under the Synar Regulation, the state is required to do the following:

- ⟨ enact and enforce laws prohibiting any manufacturer, retailer, or distributor from selling or distributing tobacco products to individuals under the age of 18;
- ⟨ annually conduct random, unannounced inspections of a sample of tobacco vendors to assess their compliance with the state's access laws; and
- ⟨ submit an annual report to the Secretary of Health and Human Services describing the previous year's enforcement activities, the extent to which the state reduced the availability of tobacco products to minors, and a strategy and time-frame for achieving an inspection failure rate of 20 percent or less of retail tobacco outlets accessible to minors.

### **Why is Synar Important?**

*First*, it will facilitate the reduction of both current and future health problems among South Carolina's children and youth.

*Second*, compliance with the federal law is consistent with the public's support of measures to prevent the use of tobacco products by young people, specifically with efforts to discourage tobacco sales to minors (U. S. Department of Health and Human Services report, 1994).

*Finally,—and most critical for DAODAS and the County Authorities—*successful reduction of youth access to tobacco in South Carolina is important for the state to continue receiving full substance abuse block grant funding for alcohol, tobacco, and other drug abuse prevention, intervention, and treatment services.

Every day an estimated 3,000 to 4,000 kids become regular smokers, and a third of them will eventually die of tobacco-related causes.

### **How is South Carolina Doing?**

Approximately 5.4% of South Carolina teens ages 15 to 17 are still able to purchase cigarettes illegally from stores throughout the state.<sup>1</sup>

#### ***With Youth Tobacco Sales Enforcement:***

All States and U.S. jurisdictions have laws prohibiting the sale of tobacco products to minors and, thus, already comply with the enactment component of the regulation. However, the Youth Access to Tobacco Prevention Act of 2006 helped our state take a large step forward with better tobacco prevention policy. This act raised the fine on selling tobacco to minors, made youth possession illegal, made youth consumption illegal, and provided educational options for the seller and youth in lieu of fines.

DAODAS requires county authorities to generate local tobacco compliance checks in at least one area of their agency area. DAODAS has supported this effort by providing Synar Tobacco Enforcement Partnerships (STEP) incentive points for tobacco compliance checks.

*The Synar Regulation-Background Paper, Revised 12-13-99 (Katy Wynne); 11-15-12 (Steven Burritt); 12-1-2015 (Candace White).*

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<sup>1</sup> South Carolina FFY2017 Youth Access to Tobacco Study, DAODAS, 2016.



## South Carolina Department of Alcohol and Other Drug Abuse Services

HENRY D. MCMASTER  
Governor

SARA GOLDSBY  
Acting Director

To Whom It May Concern:

Under the Youth Access to Tobacco Prevention Act of 2006 (SC Code Ann. 16-17-500), it is illegal for youth under age 18 to purchase, or attempt to purchase, cigarettes or any other tobacco product. However, that law provides an exception: *"This section does not apply to the possession of a tobacco product by a minor working within the course and scope of his duties as an employee or participating within the course and scope of an authorized inspection or compliance check."*

The team holding this letter is participating in the 2018 Youth Access to Tobacco Study (YATS), also known as the Synar Study, overseen by the South Carolina Department of Alcohol and Other Drug Abuse Services and implemented by a number of local volunteers. This YATS was the primary reason for the reference to "authorized inspection" in the Youth Access to Tobacco Prevention Act. The YATS is a federally required annual study of the extent to which underage youth can successfully purchase cigarettes from retail outlets. Failure to stay below a 20% retailer violation rate could result in financial penalties against our state's alcohol and other drug prevention and treatment funding from the federal government. This violation rate is determined through a series of random, unannounced inspections of retail outlets using underage youth who attempt to purchase cigarettes.

**Because of their participation in this authorized process, these young people are not in violation of state law as they purchase or attempt to purchase cigarettes as part of the YATS.** If you have any questions about this study or the legality of the young people's participation, please feel free to contact me at 803-896-1184.

Sincerely,

A handwritten signature in black ink that reads "Michelle M. Nienhius".

Michelle M. Nienhius, MPH  
Manager of Prevention Services

**DAODAS**

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## **FFY '17 SYNAR FINAL REPORT - EXCERPT**

Each year, as part of a federal requirement, South Carolina conducts a study to determine the extent to which youth younger than 18 can successfully buy cigarettes from retail outlets. Between Jan. 1 and Feb. 28, 2016 (during the Federal Fiscal Year 2016-17, or FFY '17), 166 youth volunteers ages 15-17, under trained adult supervision, conducted 448 random, unannounced cigarette purchase attempts in all 46 counties.<sup>1</sup> These outlets were randomly sampled from the estimated 8,000 outlets in the state. For FFY '17, the estimated overall sales rate (also known as a Retailer Violation Rate or RVR) of 5.4%.<sup>1</sup> This rate is far better than the federal standard of 20.0% and substantially lower than the RVR of 63.2% in FFY 1994, which was the first year of the study.

<sup>1</sup> South Carolina. Annual Synar Report: FFY 2017, DAODAS, 2016.

## YOUTH RECRUITMENT

Recruit more than you think you will need. Enough volunteers must be recruited so that you have sufficient variability to achieve the balance of purchase attempts by age and gender, in addition to having available youth of each race to match with the demographics of the community. Having a lot of youth volunteers will ensure adequate diversity in age, race, and gender. Without enough variety in age, race, and gender among the youth, you may bias your results either too high or too low (for example, an over-used 15 year-old may happen to look older for his age, which would result in a higher than expected successful purchase rate). Do not allow any single youth to conduct more than 9 completed eligible purchase attempts each.

Some youth may not show up on the day scheduled for the purchase attempts; and without enough reserve youth, you will need to go out another day with replacement youth to collect the missing data. Try to recruit dedicated, responsible youth to minimize the risk of “no shows.” As always, county coordinators are strongly advised to recruit more youth volunteers than expected, assuming that 30% or more of the youth volunteers may not show up on any given data collection date.

A sufficient number of youth volunteers will also eliminate the risk of burning out the few kids you have recruited (a burned out kid wanting to go home is also more likely to fabricate data or rush through and leave some of the paperwork incomplete or inaccurate).

## **Number, Age, Race, and Gender of Youth and Purchase Attempts**

Only youth ages 15-17 will be used in this study. You should come very close to dividing your purchase attempts by the three ages. In other words, a county doing 20 checks should have 5-6 checks done by 15 year olds, 5-6 checks done by 16 year olds, and 5-6 checks done by 17 year olds.

The number of purchase attempts should also be equally split by gender: equal number of checks done by males and females.

The calculation of these “splits” should be based on the eligible inspections done only.

The race of the youth buyer for each inspection should be based on the demographics of the community. Do not use a White buyer for a predominantly Black or African American neighborhood or vice versa. For a community with a relatively equal mix, you have flexibility in your buyer race.

For smaller counties in particular, this may mean that each volunteer only does 1 to 2 attempted purchases.

**Failure to meet these demographic requirements will result in your county forfeiting its Performance Bonus or perhaps being only reimbursed for cigarette and mileage expenses if these requirements are willfully ignored. Multiple counties do not receive their bonus each year due to failure to meet this standard.**

Again, be reasonable with the demands on the youth. Don't overload a small number of youth to make up for insufficient recruiting - it will just make the over-loaded youth tired and reduce the amount of necessary variability in youth appearance and characteristics.

Multi-county agencies may apply their age/gender balance guidelines across their entire catchment area rather than by each county. This request must be made of state Synar staff at the time the forms are sent in or before.

## **Sources to Recruit Youth Volunteers From**

Youth recruitment is often the biggest challenge county coordinators face in implementing the study. The following are possible sources for finding youth who may be interested in participating in the study. (You may also use kids that are already participating in the study in another county provided they have not exceeded the 9-purchase-attempt limit.)

- Children age 15-17 of agency staff
- Friends of agency staff children

- Youth used in the previous 2 years of the study (if they are still of eligible age) or their siblings
- Neighbor's children
- School service clubs (Key clubs, Honor societies, etc.)
- School junior career clubs (4-H clubs, etc.)
- Students needing community service credits to graduate
- School sport teams
- School health classes
- School cheerleaders, band, choir, pep squads, etc.
- Church youth groups
- Boy Scouts or Girl Scouts
- YMCA/YWCA Youth Programs
- Junior Police Cadets/ROTC Cadets
- Just Say No clubs
- SADD clubs

Dear Teen,

We are very excited that you are interested in becoming part of our Youth Access to Tobacco Survey!

We are looking for youth age 15, 16, or 17. Your participation in this survey involves visiting places that sell cigarettes and attempting to buy some. This survey will include convenience stores, grocery stores, drug stores, bars/restaurants, and vending machines. This event will occur on \_\_\_\_\_ . If you are interested in volunteering for this survey, you will need your parent's permission.

There will be a training session to help you understand the goals and methods of this survey, to practice making cigarette purchase attempts, and to answer any questions you may have.

After the training session, you, another teen, and two adults will go to the designated locations. After you have completed all of your purchase attempts, we will meet together for a pizza party and to talk about your findings.

We believe that his experience will help you develop leadership skills as well as help prevent teens from becoming addicted to tobacco. You will be making a major contribution to the health of our community and state.

If you are interested in participating in this survey, or if you have any questions, please feel free to call us at \_\_\_\_\_.

Sincerely,

Dear Parent:

The County Commissions on Alcohol and Drug Abuse and local Smoke-Free Groups are planning an initiative that focuses on the problem of over-the-counter sales of cigarettes to minors.

Currently, South Carolina law states that it is unlawful for any person to sell tobacco to anyone under 18 years of age.

Unfortunately, many store owners, clerks, and teenagers violate this law. Our purpose is to determine the ease to which underage youth can purchase cigarettes. It is not our intention to embarrass or publicize particular merchants who sell tobacco to underage youth. Instead, we intend to determine the extent of the problem of tobacco sales to minors.

Smoking is the most preventable cause of death and disability, and nicotine is one of the most addictive drugs available. Limiting minors' access to cigarettes is one way to prevent them from starting this habit.

Two adults who have been trained will accompany each pair of teens. They will park outside the purchase attempt site and one of them will be inside the establishment the whole time your teen is making a purchase attempt. Your child will not be violating any laws; youth are exempted from being in violation of the law for trying to purchase cigarettes when they participate in inspections like these.

A training session will be held for the teen volunteers. They will attend this session on the same day as the purchase attempt operation.

An estimated 2-3 hours will be spent driving to the sites and attempting cigarette purchases. Routes will be mapped out in advance for each car.

At the group's discretion, an additional hour will be spent at a pizza party following the purchase attempt operation where results will be compiled.

Parents will need to sign a consent form for their teen's participation. There are no other parental requirements unless you would like to volunteer as a driver and/or be involved in the planning and implementing of the public education campaign.

If you are interested in participating in this project or if you have further questions, please feel free to call us at \_\_\_\_\_.

Sincerely,

**Retain these forms in your files and send a copy to DAODAS  
along with your other completed study materials**

Parent Permission

I, \_\_\_\_\_, give permission for \_\_\_\_\_ ,  
(Name of Parent/Guardian) (Name of Youth)

who is 15, 16 or 17 years old, to participate in the South Carolina Youth Access to  
Tobacco Survey, to be held on

\_\_\_\_\_, beginning with a training session at \_\_\_\_\_.  
(Day, Month, Date) (Time)

\_\_\_\_\_  
(Signature of Parent/Guardian)

\_\_\_\_\_  
(Date)

Youth Agreement

I, \_\_\_\_\_, agree to participate in the training and survey  
(Name of Youth)

sessions and to abide by all the regulations governing the Youth Access to Tobacco  
Survey. I understand that all information gathered is to be kept confidential.

\_\_\_\_\_  
(Signature of Youth)

\_\_\_\_\_  
(Date)

## YOUTH TRAINING

The county coordinators must provide training sessions for all the youth and adult volunteers for each team prior to data collection. Local cigarette study coordinators must do complete training with each team - budget 1-2 hours - don't just send youth and adults out with the forms.

During training events, remind all present that the youth would not be breaking the law by purchasing the cigarettes due to specific exemptions for authorized inspections in the Youth Access to Tobacco Prevention Act of 2006.

During local training, county coordinators must review every item on the data collection form.

Work through a few role-playing exercises (with feedback) before conducting the visits. County coordinators should conduct "role-playing" examples of typical encounters and provide feedback to youth regarding what to say and do. Remind youth to relax and be confident. Be sure to review with them how things may work differently when attempting a purchase at a bar or restaurant.

Conduct visits on weekends, during after-school hours, and holidays.

Match the youth volunteer race to the racial characteristics of the neighborhood where the purchase attempts are planned.

Do not use official cars or cars marked with agency or business name. Park the car out of line of sight by clerks or managers in establishment (especially when visiting convenience stores and gas stations).

Youth should be instructed to be honest with the clerks and not lie about their age, submit a fake ID, claim the cigarettes are for a parent in the car, claim their ID is in the car, or mislead the clerk in any other way. The rules of engagement must preclude the common charge of "entrapment" while clearly establishing the merchant's inclination to sell cigarettes to underage youth.

Establish time and place for teams to meet after data collection is over for the day. Set a time to return and meet for the debriefing/pizza party etc.

## **DOs and DON'Ts for Youth Volunteers**

### **DOs:**

- Do quickly locate the cigarettes (display rack, behind the counter, vending machine, in checkout line etc.) after entering the establishment.
- Do purchase cigarettes only – no cigars, no chewing tobacco or snuff.
- Do expect to make the purchase. Look at the clerk and make the request “Marlboro, soft pack, regular.” (for example)
- Do match the requested brand of cigarettes as appropriate for the race and gender of the youth volunteer (ask your youth volunteers what they see their peers smoking).
- Do leave the store quickly after every encounter (sale or not) and return to car (parked outside of line of sight of clerk).
- Do dress “normally”—not trying to look older or younger than you are.

### **DON'Ts:**

- Don't lie if asked your age or birth date. Be truthful in all responses.
- Don't make up any stories for not having an ID – Don't say I left it at home or my ID is in the car. If asked for an ID, say “I don't have it with me”.
- Don't show a fake ID.
- Don't say cigarettes are for mother in the car etc.
- Don't feel bad if you are not sold many (or any) cigarettes. The goal is to measure the ease with which youth can purchase cigarettes. Success is not making a purchase; success is documenting what actually happens.
- Don't do anything that may tip off the merchants that a study is being conducted.
- Don't take the opportunity to “educate” the merchants. Staff will do that later by letter.
- Don't smoke cigarettes yourself while conducting the study.
- Don't wear anti-smoking t-shirts while conducting the study.
- Don't cut classes to conduct the visits.
- Don't carry the data collection forms into the establishments. Fill out the data collection forms only after the driver has left the parking lot (out of sight of any clerks etc.).

## **Rewards and Reinforcements for Youth and Adult Volunteers**

Your agency will receive \$30 for each adult and youth volunteer (not staff) you use in the study. You have discretion as to what to do with that \$30/volunteer. You may buy them a T-shirt, have a pizza party or snacks, buy them lunch/dinner, give them a gift certificate, etc. However, you may not give volunteers cash or a check. Please comply with your financial regulations at your agency. No receipts need to be submitted.

Counties should be mindful of the number of youth and adult volunteers they use. While you are not required to use the minimum possible number of youth volunteers, you also should not, for example, use a different youth for each inspection if that is not required to meet your requirements. DAODAS reserves the right to reduce the number of volunteers you are compensated for if it is determined the number of volunteers is excessive. In addition, staff does not count as adult volunteers for the purposes of reimbursement.

Multi-county agencies may only count a youth or adult volunteer for reimbursement purposes one time total.

Unless given prior consent by state Synar staff, only those youth or adult volunteers that take part in an eligible Synar inspection may be counted for reimbursement (e.g., they adult or youth ID should appear on an eligible inspection form).

For legal and liability reasons however, do not pay the youth or adult volunteers any of the \$30 in the form of cash or check. Doing so may establish an employee/employer relationship subject to obligations and benefits inherent in such a relationship.

## TEENS TAKING ACTION!

The purpose of tobacco compliance checks is to help states and communities reduce illegal sales of tobacco to minors, so that fewer youth use and become addicted to nicotine, thereby reducing the suffering and unnecessary loss of life associated with tobacco use.

The manual and the companion video *Teens Taking Action!* are intended to be used to train teen inspectors on how to conduct tobacco sales compliance checks. These materials were developed as resources for State and local agencies responsible for monitoring tobacco sales to minors as mandated by the Synar Regulation. Following the procedures presented in the video and this manual ensures that compliance checks are conducted consistently from year to year and from place to place.

This training manual outlines a sample training day, with the video as the core of the agenda and provides suggestions on how to structure the training and what additional information to cover in the training session. *Showing the video alone is not sufficient training.*

While the video is geared to teenagers, all of the information is relevant as well for the adult escorts who accompany teen buyers. Suggestions for additional training for adult escorts are included in this manual.

## Training Agenda

1. Welcome and introductions
2. Icebreaker game
3. The local project
4. *Teens Taking Action!* Video
5. Snack break (optional)
6. Procedures, questions, and answers
7. Role plays for teens
8. Additional procedures for adult drivers
9. Administrative issues and team assignments
10. Debriefing (after teams have conducted inspections)

### 1. Welcome and Introductions (5 minutes)

Give nametags to all participants. Nametags help people get to know each other and make the introductions easier for the trainer. When introducing the teens, mention how they were recruited (through a school, club, community organization, etc.).

### 2. Icebreaker Game (Optional) (10–15 minutes)

To encourage teens to feel comfortable being teamed up with people they might not know, it is useful to begin the training with an icebreaker game. Included are suggestions for two games that work well with teens and can be completed in 10–15 minutes.

#### *Who Am I?*

**Supplies:** Self-stick nametags, one per person.

**Preparation:** On each nametag, write the name of a TV personality, musician, movie star, politician, or celebrity that teens would recognize.

**Game Instructions:** Place a nametag on each teen's back (or forehead). Tell the group not to reveal what anyone else's tag says. Teens must try to find out who their famous person is by asking questions of other people. Only YES and NO answers may be given. There is a limit of 20 questions. They may sit down when they have correctly guessed who they are.

### **Tobacco Puzzles**

**Supplies:** Photocopies or magazine pages of tobacco advertisements or other relevant pictures. Select as many pictures as there are tables for seating at the training.

**Preparation:** Cut each picture into puzzle pieces. Place one piece from each puzzle on a separate table and mix the rest of the pieces together in a bag. The goal is to put each puzzle back together.

**Game Instructions:** Each person takes a puzzle piece and finds the correct puzzle for the piece. Participants sit at that table during the training.

### **3. The Local Project (10–20 minutes)**

Explain to the participants the reason tobacco compliance checks are being conducted in your community. Mention all agencies and groups that are participating in the project. Specifically, you should cover:

- What is the local tobacco law? Is the minimum age 18 or older?
- What geographic area is to be covered?
- What is the time period during which this area is to be inspected?
- How many establishments will be inspected? What kinds of establishments?
- Will inspections be combined with enforcement? What is the general form of the enforcement activities?
- Will there be any media coverage of inspections?

### **4. *Teens Taking Action!* Video (approx. 23 minutes)**

The video is intended to be viewed without interruption. Trainees should know that the video will give them a sense of what it is like to conduct tobacco inspections. All the procedures will be reviewed during the training.

### **5. Snack Break (Optional) (5–10 minutes)**

This may be a good point to take a brief break to stretch and get a snack! Experience shows that teens maintain attention better with a snack break.

## 6. Procedures, Questions, and Answers (20 minutes)

In reviewing inspection procedures, highlight where your protocol differs from that shown in the video.

### **Makeup of teams**

- How many teens and escorts are on your teams?
- Do teens go into the store alone or in pairs?
- Who are the escorts in your program (parents, police officers, etc.)? Briefly explain their role.

### **Keeping records**

- Explain the procedure for storing tobacco items (bags, labeling of bags, etc.).
- Review the data collection form and instructions on how to fill it out.
- Do **not** take the form into the store.
- Submit a data collection form for each store on the list with a reason why no purchase was attempted (e.g., store was closed, out-of-business, could not be found, etc.).

### **The purchase attempt procedure**

- The buyer enters the establishment and locates the tobacco items.
- If the clerk asks for identification, the teen responds that she or he does not have any with them (teens should not have identification with them during the inspections).
- If asked their age, teen buyers respond truthfully. If asked for whom they are buying the cigarettes, they respond, "For myself."
- Teen buyers should not purchase anything but the pack of cigarettes.

### **Type and brand of cigarettes**

- Which brand of cigarettes should be requested? The brands currently preferred by teens are Newports among African-Americans and Camels or Marlboros among all other teens.
- Will smokeless tobacco items be included? No.

### **Enforcement issues**

- Entrapment is a concern in inspections. Explain what it is and that it is crucial to not trick the clerk into selling. The outcome must reflect what a clerk would normally do when asked by a minor for tobacco.
- A store owner will not know the identity of the teen who conducted the compliance check.

### **Unusual situations**

- Teens should not make a cigarette purchase attempt if they know anyone in the store. To minimize the likelihood of this occurring, assign buyers to inspect establishments outside their home and school neighborhoods.

- A uniformed police officer in the store may influence the way the clerk behaves. To avoid biasing your inspection results, an establishment should be skipped if a uniformed officer is present. The establishment should be revisited later.
- Teens should never engage in arguments with anyone in the establishment. If a clerk becomes verbally abusive, the buyer should leave.
- If a clerk suspects that the teen is an inspector, the buyer should leave the store without attempting to purchase cigarettes.
- A store should be skipped if any team member feels that it is not safe to go into the establishment, however the adult in the establishment should make this a rare situation.

## **7. Role Plays (Teens Only) (20 minutes)**

Role plays are an important part of teen inspector training; they allow the teens to practice saying their lines aloud.

Divide participants into pairs or threesomes and instruct them to take turns role-playing the buyer and the clerk. After role-playing, discuss how it felt to be the buyer and what was easy or hard about each situation.

### **Scenarios**

1. The clerk is willing to sell, no questions asked.
2. The clerk looks at the buyer carefully, asks for ID, and won't sell.
3. The clerk is willing to sell; a bystander makes comments about the buyer's age.
4. The clerk asks for the buyer's age, then calls the manager over. The manager says they don't sell to minors.
5. The clerk is willing to sell but gets annoyed at canceling the sale.
6. The clerk gives a speech to the minor about not smoking.
7. The clerk gets angry at the buyer for trying to get him or her into trouble.
8. You are attempting to enter a bar, and the person at the door does not let you in.
9. Make up your own scenario.

## **8. Additional Procedures for Adult Drivers (20 minutes)**

While teens are role-playing, additional procedures can be covered with the adults.

### **Navigating and parking**

- The escort and driver should review their maps and plan their route before starting.
- The driver should park out of the view of the clerk if possible.

### **Safety issues**

- Safety belts must be worn when the car is in motion.

- A store will be skipped if any team member feels that it is not safe to go into the establishment (i.e., people loitering outside, bars in the windows, etc.).
- The driver will observe the store from inside the car and alert the adult escort in the store if something suspicious is going on outside.
- One of the adults will enter the establishment first and maintain sight and sound of the youth inspector the whole time they are in the establishment. The adult driver will have them in sight the whole time they are outside the establishment.

## **9. Administrative issues and team assignments (10 minutes)**

- Collect consent forms with parental signatures from teens.
  - Announce teams and give packets to team leaders.
  - Explain when and where the packets are to be returned.
- If inspections are not conducted immediately following training, review the date, time, and place for teams to meet. Arrange for rides if needed.

## **10. Debriefing (after teams have conducted inspections)**

Depending on the scope of your project, a debriefing can be held at the end of the day after teams have returned from their assignments or at a later time if assignments are carried out over a large geographic area or take several days. A debriefing allows teens to share their experiences and to relate anecdotal information. A debriefing can be set up as a pizza party which can also serve as an additional incentive for teens to participate.

Suggested discussion topics for the debriefing:

- Safety – Did you feel unsafe at any time? What made you feel unsafe?
- Being turned down – How did it feel to be turned down? Did you feel competitive with your teammates? Did you want to congratulate the clerk when he or she turned you down?
- Unusual situations – Did you experience anything out of the ordinary during the inspections? How did you deal with the situation?

## SAMPLE

### What is random sampling?

Random sampling is randomly selecting a subset of the full population you wish to study and using the science of statistics to apply what you find to the full group within an acceptable margin of error. In this case, we are randomly picking a subset of all known tobacco retail outlets to estimate our state retailer violation rate.

The sample was selected using a systematic sampling method. After determining how many outlets needed to be inspected to meet the requirements after adding considerable “cushion” for error (565)<sup>2</sup>, the number of outlets on the Synar list (7,227) was divided by 565 to get 12.8 (rounded to 13). Then, a number between 1 and 13 was randomly selected (13). After organizing the outlets by county (A to Z), the 13<sup>th</sup> store in the database was selected. Then, staff counted down 13 outlets to select the next one (#26). This process was repeated to identify the sample (outlet 39, 52, 65, 78, etc.) Through this method, every county is guaranteed to be in the sample because all counties have more than 13 stores. Counties with more outlets overall will have more outlets in the sample.

Some of the newly added outlets in the state Synar outlet database may turn out to be ineligible. Our searches for new possible outlets have inevitably led to us identifying some outlets that do not actually sell cigarettes. Even though some of these will turn out to be ineligible, check them to be sure so we can eliminate them from the database next year.

As always, every outlet sheet must be reviewed for eligibility. All eligible outlets must be visited by a youth volunteer.

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<sup>2</sup> Numbers here are examples to illustrate the process. They are not actual numbers used to draw the sample.

## FINDING OUTLETS

Most of the outlet sheets have phone numbers. However, it is not uncommon for the phone numbers to have changed since the last study. Do not solely rely on phone numbers printed on the data collection form to determine eligibility. If you find a phone number has changed or been disconnected, investigate further by checking the phone number in a local phone directory or by physically visiting the address. If you find a new phone number be sure to indicate the change on a note attached to the data collection form to save your county from having to duplicate your efforts again for next year's study.

Many of the outlets have updated addresses. In some cases, two address aliases are included to help identify an outlet's location (e.g. 1492 East Main – Redcliffe Shopping Center).

If you find that an outlet has a better address or more complete address or any address alias which will make it easier to find, please write the new address information on a note attached to the outlet sheet so we can add it to the database.

## NEW NAMES FOR OUTLETS

Please visit the outlets based on the address on the outlet sheet, even if the outlet has a new name. Go to the address, regardless of the outlet name.

Many outlets change their name or are bought out by different chains each year (especially among drug stores and convenience stores/gas stations). The database may or may not have the current business name, depending upon how recent any change has been.

If an outlet has simply changed ownership and has a new name, don't mark the old name outlet as ineligible due to out of business. Rather, go to the specific address and see if it has a new name and then visit the newly named outlet and be sure to indicate the new name on a note attached to the outlet form.

### Convenience Stores & Gas Stations

Also, many convenience stores change the names of the store itself or the brand of gasoline it sells or both year to year. If the database has a different name (or part of a name) than the outlet at a particular address, visit the outlet anyway and change the name on a note attached to the outlet form (after being sure you are actually at the correct address).

Don't declare an outlet ineligible due to out of business simply because the ownership or name has changed. Instead update the name and alias information and visit the newly named outlet at that address.

If an outlet has a different name than that on the outlet sheet, inspect it anyway and record the new information on a note attached to the form.

In some cases, the "official name" of an outlet is different from the name on the building (e.g. if the database says the business name is "Emro Marketing Co", it is often really a Speedway or Starvin Marvin). Please provide us with whatever additional information for the form that will best help future Synar inspection teams or FDA inspectors find the location.

### Hotels

If a hotel has a gift shop, be sure to attempt to purchase cigarettes at the gift shop itself. If the gift shop has a separate name, be sure to include it on a note attached to the outlet form.

Also, be aware that many hotels have bought each other out recently and may have a different name than the name in the database. Visit the hotel at the address on the outlet sheet and update the new name of the hotel as needed.

Don't substitute a nearby outlet at a different physical location.

If you can't find a particular place, don't substitute a nearby similar outlet.

For example, many hotels are clustered close to each other and don't have the exact address listed on the building.

If you are looking for a Marriott and you are sure you are at the correct street address, but the hotel is now an Embassy Suites, then go ahead and visit the Embassy Suites and change the name on the outlet sheet.

If you can't find the Marriott, don't go to the Holiday Inn nearby instead.

## **Route Planning**

### **Route Planning**

The county coordinator and the recruited adult drivers should establish (before the local training event) the division of routes and the estimated number of purchase attempts per team.

The outlet forms provided to the counties were not necessarily sorted in any useful way geographically, so you may want to do so by zip code or town to help see the most efficient routes.

## **SAMPLE ELIGIBILITY MONITORING**

### **Attend to Every Outlet Form**

Every outlet provided to you by the state Synar staff must be visited. However, not every outlet will turn out to sell cigarettes. You may review the forms for eligibility (that an outlet sells cigarettes accessible to youth) before you take youth out on purchase attempts.

### **Inspection Completion Rate of 100%**

With our random sampling state methods, you must assess every outlet given to you. If you do not, it will severely affect the results! Every sheet must be either documented completely as ineligible or actually visited by a youth.

Failure to inspect all outlets provided to you will result in your county forfeiting your performance bonus.

If you locate new outlets during your inspections, you should not inspect them. However, you should turn them in to the state Synar staff and you will receive a STEP point for each location (maximum 10 points per year).

### **Reviewing Outlets for Eligibility**

When you review outlets before data collection, concentrate on the outlets most in need of review (i.e. those outlets most likely not to sell cigarettes – hotels, bars, and restaurants especially) since convenience stores and grocery stores are all likely to sell cigarettes.

If you determine an outlet is definitely out of your county, you do not have to inspect it. However, you must inform state Synar staff of this by January 10<sup>th</sup>. This outlet must still be inspected by the other county, and we want to give them plenty of time to incorporate it into their plans.

Avoid the temptation to mark an outlet ineligible just to avoid having to drive to it. This biases the results and biases the sampling in future years.

Don't substitute sites. If you can't find a site, don't pick another one nearby instead. Just mark ineligible because you truly could not find the address.

There still may remain some duplicate outlets since various data sets are used to identify possible cigarette outlets. Although we removed as many duplicates as were obvious, some remain in the data set and may be in your sample. These duplicates could be two versions of the same outlet with slightly different spelled names, or the street name may be listed differently for the same physical address (e.g. Highway 378 = Sumter Highway = Garners Ferry Road, etc.). It is difficult to tell from Columbia which outlets may be duplicates, therefore, when you find a duplicate in your county, declare one of the duplicated outlets

ineligible and write in the matching outlet number on the ineligible form so we can clean up the data set for future years.

It is possible that there are a few outlets with the wrong city listed on the form (e.g. an outlet may be listed as Charleston but is really in Summerville). Sometimes the records reflect the city in which the telephone service operates, often city boundaries change and an outlet may actually now be annexed into a different city than the list indicates. Don't give up too quickly. If the city or address doesn't look right, call the outlet and get directions, then make the correction on a note attached to the data sheet so we can make the correction in the database for subsequent years.

### **Ineligible Decisions During Initial Reviews**

During the initial review process, if the adult coordinators have reliable knowledge that an outlet does not sell cigarettes, the outlet could be marked for non-consideration. However, all outlet exclusions must be confirmed with a phone call or a physical site visit.

It is best to eliminate any ineligible outlets before taking youth on the actual data collection routes.

### **Ineligible Outlets - Reasons for Ineligibility**

The following are possible reasons why an outlet may be declared ineligible either at the various outlet review stages or during data collection:

- outlet does not sell cigarettes over the counter
- outlet is inaccessible to youth under age 18 by state law (e.g., "adult entertainment clubs")
- outlet is no longer in business
- unable to locate the outlet-- wrong street address for the outlet (be sure it is not just a business name change)
- outlet is a seasonal business and is not open this time of year
- outlet is locked and access is restricted by buzzer and security camera
- an outlet is judged by adults or youth to be unsafe
- outlet is an out of state address
- outlet sells cigarettes by the carton only (no individual packs)

- outlet sells cigarettes via vending machine
- establishment is actually a corporate office and not a retail outlet
- establishment is a wholesaler which doesn't sell directly to the public
- outlet is a duplicate record
- address is a personal residence/post office box (where mailing address also is not an eligible outlet)
- can't talk way past doorman, greeter, maitre d'; excessive misrepresentation needed to gain access
- other legitimate reason (specify)

## **INSPECTING BARS, RESTAURANTS, OR OTHER NON-TRADITIONAL OUTLETS**

Not all tobacco retailers are “stores.” Federal Synar regulations tell us that we should be attempting inspections at all types of locations that sell tobacco, though there are a few exceptions. One exception is locations that are prohibited to allow youth under age 18 by state law (e.g., “adult entertainment clubs”). These establishments should not be inspected.

### **Bars/Restaurants**

Traditional bars/restaurants are not barred by state law from allowing those under 18 in the establishment, even if it is that establishment’s policy. They must be inspected.

If you are given a bar or restaurant in your sample, first confirm whether they sell cigarettes if that has not been recently confirmed. This can be done in the same ways you would confirm whether a traditional store sells cigarettes prior to inspections.

If you learn that an establishment does sell cigarettes and will need to be inspected, a bar/restaurant may require some additional pre-inspection preparation as we want our youth fully informed on how to proceed once inside. Also, it may require slightly different tactics for the adult inside the establishment during the inspection. Some of the things you may want to try to learn are:

- When does this establishment open/close?
- Does this establishment typically have someone checking IDs at the door?
- Where are the cigarettes sold inside this establishment?
- How can I describe to the youth how to most quickly get in and to the place where the cigarettes are sold? Will they need to say anything to a staff person to get to that location?
- What type of cigarettes are sold? (This may not be necessary.)

*When should these outlets be inspected?* As early in the day as possible to maximize youth safety. Some bars may not open until happy hour or later, however. Also, for bars, the earlier the inspection is the better the chances that they may not have to deal with a doorman or cover charges.

*What should the adult that goes inside the bar/restaurant do?* The adult that enters the establishment should try to place themselves in a location where they can see/hear the attempted purchase once the youth comes in. In most cases, this will be the bar area of bar/restaurant. It is not sensible for that adult to order something as they will be leaving shortly. You can determine how to best handle this, but we recommend pretending to be on a

cell phone call (perhaps talking to someone who's going to be joining you shortly) to keep from placing an order.

When the attempt is completed and the youth has left, the adult can simply leave too. This may look odd and might even tip off the establishment that an underage buy attempt has just taken place, but this is not necessarily a bad thing. Creating a sense of perceived enforcement may help prevent future sales, and the likelihood of the retailer "phone tree" hindering upcoming inspections is minimal given that you will be inspecting only a small number of locations each year and they will likely be scattered across the county.

We recommend that the adult inside the store carries the letter from Michelle Nienhius about the legality of these inspections. However, the letter should be kept out of sight unless needed.

*What should the youth buyer do?* For the most part, these inspections are not unlike store inspections. The youth should approach the area where cigarettes are sold and follow the general protocols in all aspects. One exception is about how they ask for cigarettes. For stores, we ask them to request a specific brand/style of cigarettes. For bars/restaurants, the cigarettes are often out of sight and they have a limited selection of brands. In this case, it is appropriate for the youth to ask, "What kind of cigarettes do you have?" and then select one of the brands named.

### **Doorman/ Cover Charges**

Some bars/restaurants may have a level of restricted entry before the youth ever gets to the place in the location where they can buy cigarettes. As mentioned earlier, if the establishment can be checked at a time before there is a doorman or a required cover charge, then do that.

If a cover charge is always required, then the establishment can be listed as ineligible for "Inaccessible by Youth."

If the youth must encounter a doorman, the youth should say as little as possible. If they are asked to show ID, they should answer as they would at the point of purchase—"I don't have it with me." If they are denied entry, then the establishment can be listed as ineligible for "Inaccessible by Youth." If they are asked why they want to go in, they should respond "to buy cigarettes."

### **Private Bars**

Some bars are private establishments where patrons are supposed to have pre-paid membership to have admission. These establishments may be more likely to have someone working the door, so refer to the guidance directly above on doorman. If the youth is asked if

they are a member, they should respond no. If they are asked if they have a membership card, they should respond that they are not a member.

### **Other Private Establishments**

Other types of private establishments should generally be approached as described in “Private Bars” above. Basically, if there is a person that must be addressed to gain access to the property where cigarettes are sold, then the youth should attempt to gain access, being fully truthful as always.

If grounds are marked as private, “no trespassing”, etc. but there is no person to deal with, then the establishment can be listed as ineligible for “Inaccessible by Youth.” We do not want to encourage trespassing where there was no permission granted.

If the premises have a gate, buzzer, or security camera system that must be bypassed for entry, then the establishment can be listed as ineligible for “Inaccessible by Youth.”

## YOUTH ID NUMBER AND YOUTH MASTER LIST

Each youth volunteer must have a unique 6-character ID number assigned that will be used to:

- 1) Obtain a count of the number of discrete youth involved in the study
- 2) Determine the number of purchases per youth
- 3) Provide youth anonymity on the data collection forms
- 4) Provide a shorthand for data entry efforts

The Youth Master List is used to record the youth name, dates of participation, date of birth, age, race, gender, last four digits of youth social security number, and phone number.

The instructions for creating the youth ID code are detailed on the Youth Master List (examples below).

<u>Youth Name</u>	<u>Youth Initials</u>	<u>Last 4 Digits of Youth SSN</u>	<u>Youth ID</u>
<u>Tina Salem</u>	TS	8248	TS8249
Joseph Kamel	JK	4491	JK4491
Winston Hack	WH	1528	WH1528
Ann Orexic	AO	7640	AO7640

If the youth does not know the last four digits of his/her SSN, you can substitute the last four digits of his or her home phone number.

The county coordinator must insure that the youth ID numbers are unique, i.e., that no two youth in the same county share the same youth ID number. An example of a potential problem: two siblings, John Smith and Joanna Smith are participating; neither knows their SSN so you use the last four digits of their home phone number. In this case both John and Joanna would have the same Youth ID. To solve the problem, modify one digit of the home phone number to make the two youth ID numbers unique.

The county coordinator should give the youth his or her ID on a piece of paper to take with them in case they forget during the day. The youth will write the Youth ID code on each purchase attempt form.

See various attachments for details of this process.

Note: We will need the home phone number regardless of which ID method you use since we will may need to call youth if we have questions on a particular form.

**Youth Master List for \_\_\_\_\_ County Page \_\_\_\_\_ of \_\_\_\_\_**

Youth Name \_\_\_\_\_ Youth ID 

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County Youth Lives In \_\_\_\_\_ 

First and Last Initials	Last 4 Digits of Youth' SSN
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Date of Birth \_\_\_/\_\_\_/\_\_\_ Phone \_\_\_-\_\_\_-\_\_\_ Age \_\_\_ Race \_\_\_ Gender \_\_\_

Dates of Participation \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_

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Youth Name \_\_\_\_\_ Youth ID 

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County Youth Lives In \_\_\_\_\_ 

First and Last Initials	Last 4 Digits of Youth' SSN
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Date of Birth \_\_\_/\_\_\_/\_\_\_ Phone \_\_\_-\_\_\_-\_\_\_ Age \_\_\_ Race \_\_\_ Gender \_\_\_

Dates of Participation \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_

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Youth Name \_\_\_\_\_ Youth ID 

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County Youth Lives In \_\_\_\_\_ 

First and Last Initials	Last 4 Digits of Youth' SSN
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Date of Birth \_\_\_/\_\_\_/\_\_\_ Phone \_\_\_-\_\_\_-\_\_\_ Age \_\_\_ Race \_\_\_ Gender \_\_\_

Dates of Participation \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_

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Youth Name \_\_\_\_\_ Youth ID 

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County Youth Lives In \_\_\_\_\_ 

First and Last Initials	Last 4 Digits of Youth' SSN
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Date of Birth \_\_\_/\_\_\_/\_\_\_ Phone \_\_\_-\_\_\_-\_\_\_ Age \_\_\_ Race \_\_\_ Gender \_\_\_

Dates of Participation \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_

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Youth Name \_\_\_\_\_ Youth ID 

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County Youth Lives In \_\_\_\_\_ 

First and Last Initials	Last 4 Digits of Youth' SSN
-------------------------	-----------------------------

Date of Birth \_\_\_/\_\_\_/\_\_\_ Phone \_\_\_-\_\_\_-\_\_\_ Age \_\_\_ Race \_\_\_ Gender \_\_\_

Dates of Participation \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_

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Youth Name \_\_\_\_\_ Youth ID 

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County Youth Lives In \_\_\_\_\_ 

First and Last Initials	Last 4 Digits of Youth' SSN
-------------------------	-----------------------------

Date of Birth \_\_\_/\_\_\_/\_\_\_ Phone \_\_\_-\_\_\_-\_\_\_ Age \_\_\_ Race \_\_\_ Gender \_\_\_

Dates of Participation \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_ \_\_\_/\_\_\_/\_\_\_



## Reasons for Not Completing an Inspection

### Ineligible Reason Codes Defined

The following additional information is intended to further explain the ineligible reason codes listed on the data collection form:

- **OUT OF BUSINESS** - outlet is no longer in business. If the business has been closed for many years, you may indicate that on the form.
- **WHOLESALE ONLY/CARTON SALE ONLY** - establishment is a wholesaler that doesn't sell directly to the public or outlet sells cigarettes by the carton only (no individual packs).
- **DOES NOT SELL** - outlet does not sell cigarettes either over the counter.
- **INACCESSIBLE BY YOUTH** - outlet is inaccessible to youth under age 18 (either an "adult entertainment club," which does not need to be attempted, or a bar/restaurant that will not allow the youth to enter the establishment—actual attempt required unless a cover charge is required.)
- **PRIVATE CLUB OR RESIDENCE (MEMBERS ONLY)** - need to be a member to get into the outlet (shopping club, private clubs, private golf courses, etc.). An attempt should be made by a youth unless some unmanned gate/buzzer system is used.
- **DUPLICATE** - outlet is a duplicate record. **Use the space on the form to record the outlet number of the duplicate.**
- **TEMPORARY CLOSURE** – outlet is indefinitely closed at the time of visit, or is a seasonal business and is not open at this time of year.
- **UNLOCATABLE** - unable to locate the outlet although a reasonable attempt has been made to look for it in the approximate area.
- **OTHER REASON(S)**- other legitimate reason. **Indicate on the back of the form to record the reason not otherwise listed.**

## Reasons for Not Completing an Inspection

### At an Eligible Outlet

IF AN ELIGIBLE OUTLET CANNOT BE INSPECTED FOR ANY OF THE FOLLOWING REASONS BUT IS LIKELY OPEN AT A LATER TIME, THEN YOU MUST RETURN AND CONDUCT THE INSPECTION. AN ELIGIBLE OUTLET SHOULD BE VISITED AT LEAST 3 TIMES BEFORE BEING RETURNED WITHOUT BEING INSPECTED.

- **CLOSED AT TIME OF VISIT**
- **UNSAFE**
- **PRESENCE OF POLICE**
- **YOUTH INSPECTOR KNOWS SALESPERSON**
- **MOVED TO A NEW LOCATION**
- **DRIVE THRU ONLY / YOUTH HAS NO ID (should not apply in South Carolina)**
- **TOBACCO OUT OF STOCK**
- **RAN OUT OF TIME**
- **OTHER**

## TREATMENT OF OUTLET FORMS – SUMMARY

- **Never change the outlet number for any reason.** The outlet number refers to a unique outlet and must not be changed even if the outlet is a duplicate or not eligible. If the outlet is a duplicate, write the number of the duplicate outlet in the ineligibility box.
- Please ask your volunteers to **write neatly** and fill in the bubbles completely. **Black ink** is mandatory.
- Please inform your volunteers to **bubble** in the scannable forms. **Do not** put check marks or dashes through the circles.
- Outlet numbers may change each year. If you made a note about a particular outlet number last year, that may not refer to the same location this year.
- Be absolutely certain that each youth has one and **only one** ID number (Initials and last four of their social), that it is unique to that youth only, and that it is written in the appropriate space on the sheet for each outlet that the youth visited. If a youth has a birthday between two inspections they attempt, then they should be listed with two different ID numbers.
- Please be sure that the ID numbers on the outlet forms **match** the Master Youth List
- Although youth volunteers often fill out the forms themselves, an adult **must** review each sheet to be sure that it was filled out correctly.
- If you declare an outlet to be a duplicate, only one of the two outlets is a true duplicate. Do not mark them both as duplicates and consider them both ineligible.
- Do not rely on the phone number alone to determine if an outlet is ineligible. The phone number may be wrong or changed, even if the outlet itself is still open.
- If you find that the name or address for an outlet is incorrect on the form, please make a note and send one coversheet with all changes for any outlet. We will make the corrections for next year's forms.
- Return the sheets in **order by outlet number**. **Do not separate the buys or the ineligibles – leave them all together in one stack and sorted by outlet number.**

## IMPORTANCE OF EDIT CHECKS

We need to be sure that all the data submitted are as accurate as possible. The Feds will review the data and question any unusual findings. Local law enforcement may follow up with their own inspections of sites that we indicate sold cigarettes to an underage youth.

Please review and correct your data collection outlet forms very carefully before sending the data to us. Correct any miscoding or inconsistencies and fill in as much missing data as possible. Examples of edit checks:

- ✓ Be sure youth ID and age-race-sex on the data collection forms agree with youth ID and age-race-sex on youth master list and correct where necessary.
- ✓ If no youth ID is listed but the youth's age-race-sex is checked, investigate the likely candidate from youth master list or from the team number and write the ID on the form.
- ✓ Check inconsistencies between ineligible check mark and actual visit - sometimes it appears that an outlet was initially marked ineligible but later revisited with an actual purchase attempt.
- ✓ If an outlet is marked ineligible, make sure the reason is marked.
- ✓ Were you asked age/asked to show ID?: Review any unusual situations. For example a youth might mark "yes" - asked age or asked to show ID, but was sold cigarettes anyway - this does occur, but review so we can be sure that it was not miscoded.
- ✓ Were cigarettes sold yes/no?: Check for reasonableness. If "no" is checked but the price is listed, check and change to yes if necessary. Also if the outlet is ineligible, the cigarette sale yes/no block should be blank to avoid confusing a true eligible visit in which no sale occurred with an outlet where no sale occurred because the outlet was ineligible. We will make this edit automatically unless you tell us that an outlet marked ineligible really was an eligible visit with a no sale.
- ✓ Date and time: Fill in any missing dates and times that you can. Fill in any other missing data that you can remember or determine from the youth and adult volunteers.
- ✓ If you have any doubts about an outlet (i.e., if you suspect the data is too unreliable or inconsistent to withstand challenges by a merchant), please re-visit that site.

## POST DATA COLLECTION DATA REVIEW AT LOCAL LEVEL

Immediately after the end of each data collection outing (e.g. during the debriefing/pizza party), the county coordinators must review the following items:

- ✓ Make sure all the teams returned with the forms and cigarettes and related information
- ✓ Count the forms returned vs. number sent out (so not missing any), total eligible visits, total ineligible visits, number of eligible outlet visits resulting in a sale vs. no sale
- ✓ Check that all non-visited outlets have a reason for ineligibility checked and adult initials
- ✓ Have the youth and adult volunteers review the data collection forms, fill in any missing data, correct any inconsistent data while the youth and adults are still present and their memories fresh
- ✓ Ensure that six-character youth ID and adult ID are on every outlet inspection form (use your cross reference list if the forms are still grouped by team or individual youth's name)
- ✓ Count all purchased cigarette packs, cigarette prices on all forms if a purchase was made, and cross check that a pack of cigarettes is present for every "yes" sale marked on the forms
- ✓ Write down any interesting experiences, even if not on the particular outlet form. Have kids discuss their interesting experiences and thoughts, opinions about their experience.
- ✓ Ensure that youth and adult master lists are complete
- ✓ Collect accurate mileage and cigarette cost information from teams
- ✓ Review the Checklist items on the county coordinator Cover Sheet (see subsequent attachment)
- ✓ **Make copies of data collection forms, youth master list, adult master list, parent permission forms, expense report, and Checklist before sending originals to DAODAS.**

## WHAT DO I SEND BACK TO DAODAS?

When all purchase attempts are completed, edit checks are finished, and the Checklist has been completed, copy and send the following to DAODAS.

- ✓ All outlet forms provided to you, including those not visited. (Be sure that they are in order by outlet number and bubbled in correctly)
- ✓ Youth Master List
- ✓ Adult Master List
- ✓ All Parent Permission Forms (signed and dated prior to inspections)
- ✓ County Coordinator Checklist and Return Cover Sheet
- ✓ County Synar Expense Report
- ✓ Copy of each letter sent to a violating store or a completed Call/Visit Log with each call or visit to a violator listed

\*Please DO NOT fax!\*

## COUNTY COORDINATOR CHECKLIST AND RETURN COVER SHEET

Note: Complete a separate check-list form for each county in a multi-county agency.

County in which cigarette purchase attempts were made:	
Name of county coordinator:	

❶ Total number of outlet forms given to this county:		
❷ Number of outlets determined to be ineligible:		
❸ Number of outlets eligible for a youth visit:		= Line 1 – Line 2
❹ Number of eligible outlets actually visited by youth:		
❺ Number of eligible outlets <b>not</b> visited by youth:		= Line 3 – Line 4 (should be 0)
❻ Check (line 2 + line 4 + line 5 should equal line 1):		= Line 2 + Line 4 + Line 5
❼ Number of successful purchase attempts (buys):		

All provided data collection forms have been collected, reordered by outlet number, and no data forms are missing.		(Initial if done)
Every data form is completed as a visit or marked ineligible.		(Initial if done)
All forms marked ineligible have a reason ineligible specified.		(Initial if done)
The youth ID number (e.g. TS9801) is on every eligible data form.		(Initial if done)
All check boxes & appropriate text boxes on all the forms are filled-in.		(Initial if done)

The Youth Master List is enclosed.		(Initial if done)
Every youth in the study is included on the list.		(Initial if done)
Every youth in the study has an appropriately created ID #.		(Initial if done)
Roughly equal number of visits were done by youth of each age (15-17) and gender.		(Initial if done)
Each visit was done by a youth of the race of a majority of the outlet's community.		(Initial if done)
Every youth on the list has a home phone number listed.		(Initial if done)

The Adult Master List is enclosed.		(Initial if done)
Every adult who participated in the study is on the list.		(Initial if done)
Every adult on the list has a phone number listed.		(Initial if done)

County Synar Expense Report is completed, reviewed, & included.		(Initial if done)
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Signed Consent forms were obtained from all youth & their parents. Copies are being sent to DAODAS.		(Initial if done)
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Every violated outlet has been sent a letter, called, or visited before final forms are returned to DAODAS. Copies of letters or Call/Visit Log returned to DAODAS.		(Initial if done)
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Copies have been made & kept of all data forms, Youth Master List, Adult Master List, permission forms, & County Expense Report.		(Initial if done)
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This Check List is included in the package sent to DAODAS.		(Initial if done)
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Overall review of all of the above done by:		(Name)		(Date)
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## Reimbursed Expenses

DAODAS will reimburse:

- **The cost of the purchased cigarette packs.** To make sure each youth has enough money for each outing, budget \$6.00 per expected pack of cigarettes to purchase. For example, for 10 attempted purchases on a trip, each team would need: \$6.00 per pack x 50% buy rate (worst case—purchases made in half of the 10 attempts) = about \$30 per trip for cigarettes. Make sure youth return leftover money.
- **\$30 for each youth and adult volunteer used.** You do not need to use the absolute minimum number of volunteers possible; however, you may not be reimbursed for every volunteer if you use far more volunteers than needed. Staff do not count as adult volunteers. Multi-county agencies may only count a youth or volunteer adult once across counties. \*Reimbursement is only for volunteers who conducted the checks – their initials should be noted on the forms.
- **Mileage at 53.5 cents per mile** for personal vehicles used during to travel to outlets during the Synar study.

## Performance Incentive Bonus Eligibility Guidelines

Counties that fulfill all of the major guidelines for the survey will receive a separate performance incentive bonus equal to the amount of their approved Synar study expenses. This performance incentive money is to be used for prevention programs.

In order to receive this money, all of the following guidelines must be met:

1. Purchase attempts must be completed by **Feb. 28, 2018**. Counties must have attempted a purchase at all eligible outlets provided to them for the study or documented that the outlet is ineligible.
2. Inform DAODAS by **December 22, 2017** if any outlets are outside of your county.
3. All required information, forms, and data must be returned to the state Synar staff by **March 14, 2018**. Forms must be fully and correctly completed. Please do not fax.
4. Purchase attempts must be done with an approximately equal balance of males/females and 15, 16, and 17 year olds. The race of the buyer for the purchase attempt should match the demographics of the community.
5. All inspections were conducted according to protocol as documented by state Synar staff.
6. To minimize bias, no youth may make more than 9 purchase attempts. Even if a youth is used for more than one county, that youth may not make more than 9 combined purchase attempts.

Failure to meet these requirements could result in your county not receiving your bonus.

Further, if state Synar staff determine the county willfully disregarded the requirements of the study, the county could be reimbursed only for the cost of the cigarettes and mileage. One example of a “willful disregard” would be to use one youth for all the inspections, clearly a departure from the standards presented.

## 2018 COUNTY SYNAR EXPENSE REPORT

County Covered by This Report:	
County Cigarette Study Coordinator:	
Number of Eligible Outlets Visited in This County:	
Number of Completed Purchases in This County:	
Date of This Report:	

Travel/Cigarette Expenses				
Trip Number	Miles Traveled	Mileage Costs (miles x \$0.535)	Total Cigarette Purchase Costs for This Trip	Total Trip Costs
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13+*				
<b>Totals:</b>	<b>Miles</b>	<b>\$</b>	<b>\$</b>	<b>*\$</b>

\*If you had more than 13 trips, detail the broken down costs for trips 13+ on an attached sheet of paper.

Overall # of Youth Volunteers	+	Overall # of Adult Volunteers (non- staff)	=	Total # of Volunteers	<b>X \$30</b>	Volunteer Reimbursement
						<b>**\$</b>

Total Trip Costs*	+	Volunteer Reimbursement**	=	<b>Total Synar Expenses</b>
				<b>\$</b>

All data and all forms must be received by DAODAS and DAODAS must perform initial data entry and quality assurance checks before the reimbursement request is processed.

DAODAS approval and signature required before forwarding for payment:		
Signature of DAODAS Approving Officer	Printed Approving Officer	Date of Approval

## **FOLLOWING UP WITH OUTLETS**

Counties are required to follow-up with all outlets they inspect. Before you turn in your final Synar paperwork to DAODAS (postmarked by 3/14/2018 at the latest), you must mail or otherwise make contact with each eligible outlet inspected and inform them of whether they sold or not during the study. If they sold, you must inform them of the day and time of the inspection. It is recommended to invite them to attend a future PREP session, particularly if they sold.

\*For those violating outlets, you are required to send in a copy of the letter sent to each violator with your final paperwork. If you made contact by phone or personal visit, you must fill out the Call/Visit Log and return that to DAODAS by the deadline.

**SAMPLE NOTIFICATION LETTER OF  
MERCHANT COMPLIANCE WITH TOBACCO SALES LAW**

Dear Tobacco Retailer:

As part of a federally mandated study conducted earlier this year by state and local alcohol and drug abuse authorities, a youth under the age of 18 visited your establishment in an authorized attempt to purchase cigarettes. This study was not a “sting” conducted by law enforcement. Rather, the intent of the study was to measure the ease with which underage youth can purchase cigarettes in South Carolina. The primary focus of the study is to make merchants and the general public aware of the extent of the problem of underage tobacco sales.

I am pleased to report that **your establishment did not sell cigarettes to the underage youth**. It is encouraging to know that you and your employees are aware of the South Carolina law that prohibits the sale of tobacco products to minors. It is known that retailers who check for proper identification on all tobacco sales are less likely to inadvertently sell to a minor.

Educational materials and training programs are available to help retailers identify and handle cigarette and alcohol purchase attempts by underage youth. If you would like more information about these materials and programs, please contact your local county alcohol and drug abuse commission.

Thank you again for your conscientious efforts to comply with the law to prohibit the illegal sales of tobacco products to minors. Your role is important in helping to reduce youth access to tobacco and thereby reduce other community problems associated with tobacco use by South Carolina’s children and youth.

Sincerely,

County Prevention Professional

**SAMPLE NOTIFICATION LETTER OF  
MERCHANT NON-COMPLIANCE WITH TOBACCO SALES LAW**

Dear Tobacco Retailer:

As part of a federally mandated study conducted earlier this year by state and local alcohol and drug abuse authorities, a youth under the age of 18 visited your establishment in an authorized attempt to purchase cigarettes. This study was not a “sting” conducted by law enforcement. Rather, the intent of the study was to measure the ease with which underage youth can purchase cigarettes in South Carolina. The primary focus of the study is to make merchants and the general public aware of the extent of the problem of underage tobacco sales.

Unfortunately, **your establishment sold cigarettes to the underage youth** during our purchase attempt at \_\_\_\_\_ on \_\_\_\_\_, placing you in violation of South Carolina law that prohibits the sale of tobacco products to anyone under the age of 18. I have enclosed a copy of the statute addressing underage tobacco sales. It is known that retailers who check for proper identification on all tobacco sales are less likely to inadvertently sell to a minor.

Educational materials and training programs are available to help retailers identify and handle cigarette and alcohol purchase attempts by underage youth. As a community merchant, your role is important in influencing youth access to tobacco and thereby impacting other community problems associated with tobacco use by South Carolina’s children and youth. If you have any questions or would like assistance in addressing this problem, please contact your local county alcohol and drug abuse commission.

Sincerely,

County Prevention Professional

