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FLORIDA DEPARTMENT
OF CHILDREN AND FAMILIES
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Florida Tobacco Environmental Scan Report



Prepared by the Florida Certification Board

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Executive Summary

In 2015, a Tobacco Marketing and Environmental Scan (TMES) was conducted in the State of Florida to collect data on tobacco advertising in retail establishments. The Florida Certification Board coordinated this survey under contract with the Florida Department of Children and Families. The TMES was designed to examine and report on several major areas relating to tobacco and other nicotine product marketing.

The survey consisted of twenty-five (25) census tracts throughout Florida with 185 identified tobacco retail outlets included in the survey. Surveyors in each tract were recruited and trained via a live webinar and an online course. Each surveyor visited the establishments and completed an “Environmental Scan Canvassing Form.” They reported basic demographic information, as well as more detailed observations regarding the type and amount of tobacco and other nicotine product advertisement and placement. Special notations were made regarding the accessibility of these products by minors, along with any type of youth marketing appeal.

The scan looked at tobacco and other nicotine products advertising itself, including visible advertising inside and outside of the establishment. Ad placement and their dimensions were noted, as well as the volume of the ads. Findings ranged from a small number of advertisements visible both externally and internally in some locations to a proliferation of tobacco advertising from the parking lot and throughout the store. Tobacco and other nicotine product ads were varied and could measure several feet wide or high. Some advertisements were placed on the ground or floor (at eye level for young children) or suspended prominently from the ceiling. Significant findings included;

- Tobacco products were the most heavily advertised type of product in many smaller establishments, when considering the amount and size of the ads, inclusive of the amount of products themselves.
- Children/youth were as equally exposed to age-restricted product advertising as adults were.
- Exterior and interior tobacco and other nicotine product advertising were sometimes found to be lower than 3 feet, most notably at the entrance doors thereby maximizing the possibility to be seen, even by children.
- The three cigarette brands most associated with use by youth, were also found to be the most frequently advertised in the following; multi-pack discount promotions, special price promotions, exterior branded cigarette signs, interior branded cigarette signs, branded displays, and power wall displays.
- There did not appear to be any attempts made at limiting children’s/youth’s exposure to tobacco and other nicotine products advertisements, inclusive of seeing the products themselves.

Placement of the tobacco and other nicotine products themselves were noted. The findings varied from all age-restricted products located behind the counter in the majority of outlets to placement of small flavored cigars near snacks and candy on customer-accessible shelves in other establishments. Overall, tobacco and other nicotine products were typically not directly accessible to customers. Significant findings included;

- Tobacco product placement was almost always in direct line of sight at the point of purchase within the interiors of the stores.

- Traditional tobacco cigarettes appeared to be the most heavily advertised and kept out of reach of customers and youth. Conversely, little cigars and E-cigarettes appeared more often on display closer to the customers, including next to snack/candy items appealing to youth.
- Tobacco and other nicotine products that were “flavored” (such as Berry, White Grape, and Jamaican Blaze) were included in the products that were either directly accessible to customers or placed near other products that have youth appeal.

Along with the product advertising and product placement, observations were recorded for statutorily-required warning signs advising of the restrictions on tobacco sales to those under 18 years of age. The dimensions and placement of the restriction warnings varied greatly amongst the establishments surveyed. The surveyors found that in all locations warning signage was displayed.

Florida Tobacco Environmental Scan and Coverage Study

Process for Environmental Scan - Methodology

1. Type of sampling frame:
 - a. Florida used a List Frame (2015 Tobacco Permit List from Florida Department of Business and Professional Regulation [DBPR]).
2. Selection of sample design:
 - a. Florida has used systematic random sampling in the past. Systematic random sampling is straightforward and yields accurate results. This method was selected for the 2015 environmental scans.
3. Definition of sampled areas:
 - a. Census Tracts provide the most accurate information for the coverage study.
4. Description of the sampling method:
 - a. Systematic random sampling was used to select census tracts as the sampling areas for the coverage study.
 - b. Florida has 4,245 census tracts according to http://www.census.gov/geo/maps-data/data/tallies/Florida_12.html
 - i. http://www.census.gov/geo/maps-data/maps/2010ref/st12_tract.html
 - ii. The above link was used to identify the census tract maps for each county.
 - c. Florida had 28,627 tobacco retail sales outlets in the Synar sampling frame (as per the July 2015 list of Retail Tobacco Product Dealer Permits from DBPR)
http://www.myfloridalicense.com/dbpr/sto/file_download/public-records-ABT.html
 - d. The average number of tobacco retail sales outlets per tract is: **6.74**
 - e. Twenty-five (25) tracts were selected, yielding an estimated sample of 150 – 200 outlets.
 - i. 20 tracts selected = 134.8 possible outlets
 - ii. **25 tracts selected = 168.5 possible outlets**
 - iii. 30 tracts selected= 202.2 possible outlets
 - f. To account for differences in urban and rural census tracts the following steps were taken:
 - i. Sorted the sampling frame by density (population per square mile) and numbered each tract from 1 – 4,245.
 - ii. Determined the selection interval by dividing the number of census tracts in the frame by the number of tracts in the sample.

1. $4245/20 = 212.25$
 2. **$4245/25 = 169.8$**
 3. $4245/30 = 141.5$
- iii. Used a random number generator to obtain a random starting tract from among the first 25 tracts in the sorted list.
 - iv. For the remaining selections, added the calculated interval to the previous selection number and rounded up to the nearest whole number.
 $r, r+i, r+2i, r+3i, r+4i \dots r+ ___ i$
- g. Once the sample census tract areas were selected, the canvassing locations were clearly identified.

Process for Environmental Scan – Data Collection

1. Data collection consultants were selected.
 - a. Seven (7) community substance abuse coalitions were recruited/contracted to conduct the data collection activities for specific census tracts in their regions. Eight (8) other independent individuals were recruited/contracted to conduct the data collection activities in specific census tract.
 - b. Data collection consultants were provided with detailed maps of the canvassing areas and lists of tobacco retail outlets in their census tracts.
2. Data collection consultants were trained.
 - a. Data collection consultants participated in a training webinar on August 19, 2015 for instruction on the data collection and reporting protocols for the environmental scans of the tobacco retail outlets.
 - b. The archived training webinar and related canvassing form was placed on the Florida Certification Board's Online Education Platform for ready access for those who wanted to view the training program again. This can be found at <http://fcbonline-ed.mrooms3.net/>
3. The sampled census tracts were visited by the data collection consultants.
 - a. Data collection activities took place from August 20, 2015 to September 28, 2015.
 - b. Data collection consultants entered the scanning data into the online data survey system.
 - c. Scanning activities were conducted in twenty-two (22) of the 25 sampled census tracts. Census tracts 2.11 in Palm Beach County and 321.11 in Pasco County had no tobacco retail outlets. Census tract 9900 in St. Lucie County was comprised of ocean only.

Data Collection – Preliminary Results

1. Total number of outlets in the 25 sampled census tracts = **185**.
2. Total number of outlets that were scanned in the 25 sampled census tracts = **185**.
2. Total number of outlets matched through the list frame (Tobacco Permit List) = **185**.
3. Percentage of outlets found through the environmental scan that are also on the list frame = **100%**
4. Thirteen (13) tobacco retail outlets were not accessible for scanning activities:
 - a. Eleven (11) were open for business but not accessible: nine (9) were located in the Orlando Airport terminals and could not be accessed without an airline ticket for each concourse; and, two (2) outlets were inside membership country clubs.
 - b. Two (2) outlets in West Palm Beach census tract 41.01 showed active tobacco permits but were no longer in operation.

Data Tables

Survey Questions	Number	Percent	Comments
BUSINESSES			
Is this business accessible to youth?	yes = 144	85%	At one establishment, youth had "complete access" to a cigarette machine
If no, why is this business not accessible to youth?	no = 25	15%	4 businesses were at least 18 y/o to enter
Business Type (185 locations)	(1) Tobacco Retail Stores: 20 = 11% (2) Beer, Wine, and Liquor Retail Stores: 22 = 12% (3) Gas Stations with Convenience Stores: 63 = 34% (4) Gas Stations without Convenience Stores: 2 = 1% (5) Pharmacies and Drug Retail Stores: 9 = 5% (6) Department Stores (not Discount Stores): 0 (7) Discount Department Stores : 6 = 3% (8) Supermarkets and other Grocery Stores : 9 = 5% (9) All Other General Merchandise Stores: 11 = 6% (10) Convenience Stores: 11 = 6% (11) Specialty Food Stores: 3 = 1.5% (12) Full Service Restaurants: 19 = 10% (13) Limited Service Eating Places: 9 = 5% (14) Bed and Breakfast Inns: 0 (15) All Other Travel Accommodations: 0 (16) Motels and Hotels (excluding Casino Hotels): 1 = .5% (17) Gambling Industries (excluding Casino/Casino Hotels): 0		
NUMBERS, LOCATIONS AND TYPES OF ADVERTISEMENTS			
How many total ads are displayed? Inside Store	2,440	77%	
How many total ads are displayed? Outside Store	747	23%	
How many tobacco ads have celebrities in them? Inside Store	0	N/A	
How many tobacco ads have celebrities in them? Outside Store	38	1%	

Survey Questions	Number	Percent	Comments
How many tobacco ads have sports stars in them? Inside Store	5	.16%	
How many tobacco ads have sports stars in them? Outside Store	0	N/A	
How many tobacco ads have young people in them? Inside Store	0	N/A	
How many tobacco ads have young people in them? Outside Store	0	N/A	
How many tobacco ads contain specific cultural/heritage targeting? - Inside Store	3	.09%	
How many tobacco ads contain specific cultural/heritage targeting? - Outside Store	2	.06%	
Locations with advertisements solely in English	178	96%	
Locations with bilingual advertisements	7	4%	
What other languages? Spanish	6	3.5%	
What other languages? French	0	0%	
What other languages? Portuguese	0	0%	
If yes, what languages? Chinese	0	0%	
What other languages? Other	1	.5%	
Is this outlet signage located within 1/2 mile of any of the following? School	28	15%	
Is this outlet signage located within 1/2 mile of any of the following? Library	11	6%	

Survey Questions	Number	Percent	Comments
Is this outlet signage located within 1/2 mile of any of the following? Recreational Facility	16	9%	
Is this outlet of signage located within 1/2 mile of any of the following? Other Youth Facility	20	11%	
TYPES OF DISPLAYS AND PROMOTIONS			
Multi Pack Discount Promotion & Non-Branded Special Promotions (NBSP)	285	N/A	Top 3 - Marlboro, Newport, & Camel
Special Price Promotion & NBSP	379	N/A	Top 3 - Marlboro, Newport, & Camel
Exterior Branded Cigarette Signs & NBSP	440	N/A	Top 3 - Marlboro, Newport, & Camel
Interior Branded Cigarette Signs & NBSP	875	N/A	Top 3 - Marlboro, Newport, & Camel
Branded Display & NBSP	303	N/A	Top 3 - Marlboro, Newport, & Camel
Power Wall Display & NBSP	309	N/A	Top 3 - Marlboro, Camel, & Newport
Youth Marketing Appeal & NBSP	65	N/A	Little cigars noted - Swisher Sweets (5)
Youth Appeal Product & NBSP	96	N/A	Little cigars noted (16) Swisher Sweets (11)
Flavored Cigars (Regular, Little, or Cigarillo) Sold & NBSP	913	N/A	Top 3 - Swisher Sweets, Black & Mild, & Dutch Masters
E-cigarette Marketing & NBSP	266	N/A	Blu (71) most counted
Tobacco Product Advertising near Candy & NBSP	59	N/A	E-cigs (16), with Blu the most (9)
Little Cigar/Cigarillo for less than \$0.80 & NBSP	332	N/A	Swisher Sweets (33%) noted most often, Black & Mild (13%), Dutch Masters (9%), and White Owl (9%) Flavors included: Blueberry, strawberry, watermelon, mango, grape, & white grape
Below Height of 3 feet? Multi Pack Discount Promotion	24	15%	

Survey Questions	Number	Percent	Comments
Below Height of 3 feet? Special Price Promotion	14	9%	
Below Height of 3 feet? Exterior Branded Cigarette Signs	36	22%	
Below Height of 3 feet? Interior Branded Cigarette Signs	34	20%	
Below Height of 3 feet? Branded Display	10	6%	
Below Height of 3 feet? Power Wall Display	16	10%	
Below Height of 3 feet? Youth Marketing Appeal	4	2%	
Below Height of 3 feet? Youth Appeal Product	7	4%	
Below Height of 3 feet? Flavored Cigars (Regular, Little, or Cigarillo) Sold	26	16%	
Below Height of 3 feet? E-cigarette Marketing	16	10%	
Below Height of 3 feet? Tobacco Product Advertising near Candy	9	6%	Lighters for sale above candy, candy cigarettes sold, other signage or products near candy (8)
Below Height of 3 feet? Little Cigar/Cigarillo for less than \$0.80	16	10%	

Findings & Analysis

Note: All numerical totals and percentages reflect statewide aggregates.



1. Visibility and Prevalence of Tobacco and Other Nicotine Product Advertising

Findings (including both external and internal)

External signage, or that which is visible from outside of an establishment, included both temporary and affixed advertisements. Temporary advertisements included free-standing signs located outside of the store, either in the parking area itself, on the ground, on top of or around gas pumps, or on the sidewalk near the entrance doors. There were signs placed along the road, as seen here (Volusia County).

The majority (62%) of surveyed establishments used “exterior” tobacco or other nicotine product advertising.

These ads ranged from a singular product sign to multiple advertisements. At some locations, the majority of window space was covered by a combination of tobacco and alcohol product promotions. At this location, the three windows to the left all contain large alcohol product ads and the entrance door has multiple cigarette ads (Palm Beach County).



A total of 440 “Exterior Branded Cigarette Signs” were counted. *Marlboro* was the most frequently advertised product in the exterior brands identified, followed by *Newport*, and *Camel*. These are also identified as the top three brand preferences of adolescents in the United States.¹

Another store had *Pall Mall* and *Camel* signs about 2 feet by 3 feet at the very bottom of the window just to the left of the entrance door, a *Zig Zag E-liquid* ad on the lower part of the door, and an alcohol ad to the right of the door (Alachua County).



The scan found that 22% of all surveyed locations had exterior cigarette ads placed below 3 feet.

Store entrance doors offered opportunities for easy visibility of an advertisement. Here is an example of one store with a *Camel/Newport* ad on the lower part of the left door and a *Marlboro* logo/ad on the lower part of the right door (Palm Beach County).

¹ Centers for Disease Control and Prevention (2014, Nov.). *Tobacco Industry Marketing; Marketing to Specific Populations*. Retrieved from <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>.

A variety of advertisements were placed inside of the establishments. These included banners suspended from the ceiling, different-sized specialty signs placed at or near the checkout counters, and the products themselves. A total of 875 “Interior Branded Cigarette Signs” were noted by the surveyors. *Newport* was the most frequently advertised product (61%) of the interior brands identified, followed by *Marlboro* (60%) and *Camel* (42%). As previously noted, these products have been identified as the top three brand preferences of adolescents in the United States. Point-of-sale tobacco advertising includes prominent, expansive displays called “power wall displays”. 11% of products on power wall displays were “dips” (smokeless tobacco), with *Copenhagen* dip identified in 9% of the scanned locations.



The majority of tobacco and other nicotine products were found to be almost exclusively behind the counter where the clerk(s) stand at the register. This means that during every transaction, the age-restricted products are in the visual background. Visibility was enhanced by the use of size, coloring, and placement in “power wall” displays (Palm Beach County).

The products themselves were either standing up to allow for a clear view of the name on the front of the packaging, or slotted at a slight angle to allow for easy viewing and brand recognition. In this photo, products and ads are displayed from floor to ceiling (Martin County).

Analysis

It appears from the survey that tobacco and other nicotine product advertising is strategically placed in three locations: 1) parking lots; 2) retail entrances; and 3) the checkout area. Unlike advertisements for other products, customers encounter maximum exposure to tobacco ads when entering the store and at the register. At gas stations where purchases may be made at the gas pump, tobacco advertisements could be observed both at the pumps and those larger ads placed on the store's windows.

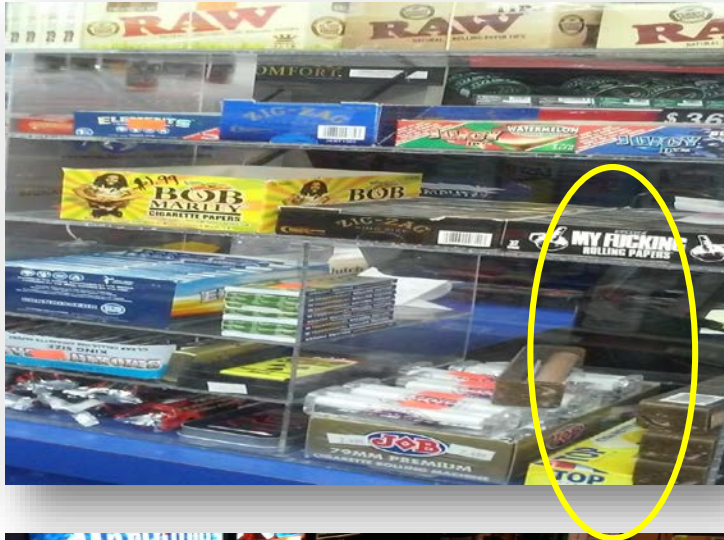
The majority of surveyed locations kept "age-restricted" products in areas inaccessible to youth and posted signs notifying customers that one must be 18 to purchase tobacco products. However, there appeared to be no attempt to limit advertising exposure to youth. There were many ad placements below 3 feet (exterior signage at 22% and interior signage at 20% of locations) for viewing by children as well as adults. Again, in 6% of the locations tobacco ads, lighters, "candy cigarettes", and/or tobacco products were placed near candy which has a strong children/youth appeal.



Tobacco ad placements were found along with advertisements for food (including snacks/candy) and drinks (soft drinks/sports drinks) with a strong appeal to youth. Note the mixture of ads/products (from right to left) *Gatorade*, *Decade* cigarettes, soft drinks (*Dr. Pepper*, *Coca Cola*, *Pepsi*, etc.) then *Copenhagen* smokeless tobacco and *Marlboro* cigarettes on the door, along with the large *Marlboro* sign inside this store (Alachua County). The intent and results of intermixing of age-restricted product advertising with popular food/drink items is unknown and beyond the scope of this scan.



2. The Use of Accessories for Sale or Giveaway to Encourage Tobacco Use



Findings

Accessories for combustible tobacco such as matches, lighters, and rolling papers were consistently available at the check-out register. The scan noted that rolling papers were consistently kept behind the counter and out of reach of the consumer, though placed/positioned so that the brand was easily viewable (Volusia County).



Lighters were sometimes placed right next to the cash register and accessible to customers, possibly within reach of children. Note the large display of lighters at the edge of the counter at this store (Palm Beach County).

E-Cigarettes differ from traditional cigarettes, in that a traditional cigarette is the product that contains the drug nicotine. Conversely, E-Liquid is the product that contains the nicotine and requires a delivery system such as the E-Cigarette. Unless the E-Cigarette is “pre-filled” with the nicotine-containing E-liquid, it is considered the accessory. The E-cigarette/“vaping” industry is expanding and there are shops selling only these products like this one (Alachua County).



In over 10% of the scanned locations, E-cigarette marketing was placed below 3 feet. Accessories or supportive materials for other-nicotine products such as E-Liquid were available, both for sale and as promotions such as a “Free E-Cig Starter Kit” (Alachua County).



Most E-Cigarette models are designed to be used more than once. Therefore, promotions may offer them for reduced/no-cost so that the E-Liquid cartridges will be purchased as refills. The accessories for E-Cigarettes, E-cigars, and E-pipes can include carrying cases, batteries, and chargers. Nicotine-delivery systems can be purchased for just a few dollars to the hundreds of dollars.

Analysis

The extent accessories play in the actual promotion of tobacco sales is unknown. Accessories used with combustible tobacco include products used to wrap or roll the tobacco (rolling papers) and instruments used to light the tobacco (matches and lighters) itself. Lighters, particularly at convenience stores and gas stations, were sometimes displayed on the counter, placed easily within reach of the customers at the register. The lighters ranged from basic/non-descript to ornate, including brand name-labeling (sports teams, motorcycle companies, etc.) or designed with artistry and colors.

The scan found instances of reduced/no-cost nicotine delivery systems such as E-Cigarettes and “starter kits” that appear to be designed to directly influence the use of nicotine-containing E-Liquids. As the market for these products has grown over the last few years, a “vaping subculture” has emerged, a movement revolving around electronic devices that deliver nicotine and offers youth/younger adults an alternative to traditional smoking and customization of the experience versus prepackaged cigarettes. Nearly 16% of Florida High School students identify themselves as current E-cigarette users (an almost 410% increase from 2011-2015), as well as over 6% of Florida Middle School students (an almost 327% increase from 2011-2015).²

² Florida Department of Health (2016, Jan.). *2015 Florida Youth Tobacco Survey*. Retrieved from http://www.floridahealth.gov/statistics-and-data/survey-data/fl-youth-tobacco-survey/_documents/2015-state/index.html.

3. Atmosphere Promoting Tobacco Use

Findings

The scan found tobacco ads in the parking lots, on the doors and windows of the establishments, and heavily around the checkout area(s) where the customer, or family members would readily see them. Tobacco advertisements were intermixed with other product ads such as soft drinks, food items, and other non-age-restricted items. One store (Bay County) placed “candy cigarettes” in the candy section. Another had a “teddy bear” depicted on top of the E-Cigarette display (Alachua County).

Even so-called “family stores” may offer prominently displayed tobacco advertising near the entrance as seen in this photo.

Analysis

Ads, in and of themselves, provide an atmosphere that promotes tobacco use. The number of tobacco ads in and around the stores, coupled with the volume of tobacco and other nicotine products behind the checkout areas could be visually overwhelming. While research shows that the majority of adults (83%) in our country do not use these products that still leaves the other 17% (or an estimated 40 million people) that do use them.³



Saturation of the consumer’s viewing field at retail establishments are an unknown factor in the following; given that research suggests that up to 90% of adult tobacco users started by the age of 18⁴, this raises concerns given how many times a person would visit a gas station, convenience or other store and be continuously exposed to ads and products during their childhood/young adult years.

³ Centers for Disease Control and Prevention ((2015, Nov.). *Current Cigarette Smoking Among Adults – United States, 2005-2014*.

⁴ U. S Department of Health and Human Services (2016, June.). *Preventing Tobacco Use Among Youth and Young Adults*. <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>.



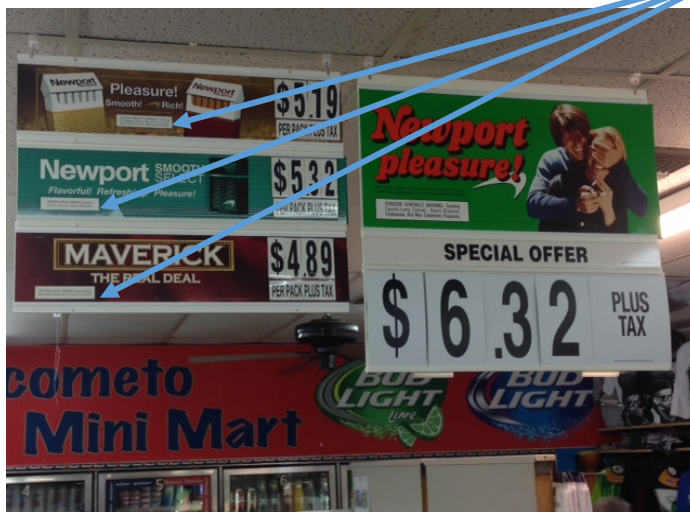
There does appear to be a sharp contrast in the amount of advertising (which may promote usage) of tobacco and other nicotine products, where smaller venues (gas stations/convenience stores) tend to have more ads than larger retail establishments (grocery/multi-product stores).

Note that the convenience store (from left to right) has ads for *Seneca* cigarettes, *Gatorade*, multiple alcohol promotions (intermixed), a sign for E-cigarettes and finally *Marlboro* cigarettes at the end, all fronted by a *Blu* E-cigarette standing ad on the sidewalk (Pasco County). All the surveyed establishments, including gas stations, convenience stores, large grocery stores, and smaller “family” stores sold tobacco and/or other nicotine products, which, in and of itself, is considered to be a promotion of their use. The variance appeared to be in the volume and placement of the associated advertising and the products.

4. Warning Signs Surrounding Tobacco Use

Findings

The scan found ad promotions that contained warnings regarding the use of tobacco or other nicotine products almost always used governmental (Surgeon General’s) warnings in very small type, in comparison to the text in the rest of the signage (Sumter County).



An occasional exception could be found, like this ad that shows the health warnings more prominently displayed (Palm Beach County).



Analysis

“Warnings” may be classified into two consequential categories: health and legal. All retailers appeared to include the government-mandated health warnings (already outlined on the products themselves) in the advertisements, in small scale as seen in the previous photos. For legal warnings, all outlets appeared to have some sort of signage that referenced being 18 years of age to purchase tobacco and other nicotine products. However, the majority of these warnings were often overshadowed by the size and amounts of the product advertisements. It is beyond the scope of this scan to assess either the effectiveness of the health warnings on the discouragement of use, or whether or not legal notices affect attempts to purchase age-restricted products either by or for those under 18 years of age.

5. Placement of Tobacco Products

Findings

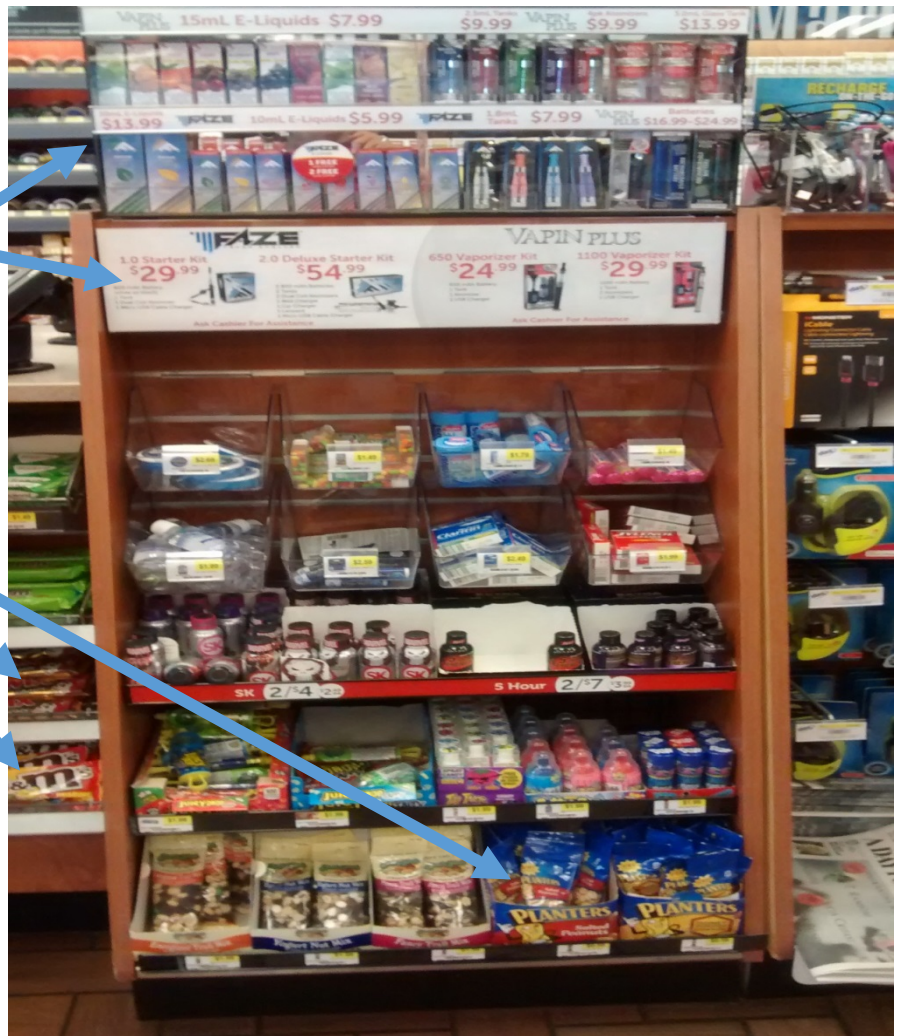
The scan noted that with few exceptions, tobacco products were placed behind the sales counter(s) facing the customers. However, there were cases, as evidenced by this photo, showing packages of flavored (Strawberry, Peach, & Tropical Fusion) little cigars placed next to/right above products with strong youth appeal such as *Slim Jims*, *Pixy Stix*, *Super Blow Pops*, and *Beef Jerky* (Alachua County). In 10% of the locations “flavored cigars” (regular, little, or cigarillos) were placed lower than 3 feet high.





This store had E-Cigarette Starter Kits, Tanks, and E-liquid products (including flavors such as Ocean Mist, Grape, and Berry) located directly above candy items including *Reese's* and *Sweet Tarts* (Pasco County).

This retailer had E-Cigarette cartridges and liquids advertised and located near the front register next to *Twix*, *M & M's*, and other snacks (Sumter County).





More common was the placement of products directly behind the cashier/check-out area, as shown here (Volusia County), with approximately 250 visible front-facing cigarette packs and the corresponding ads highlighting the brand name and price.

Analysis

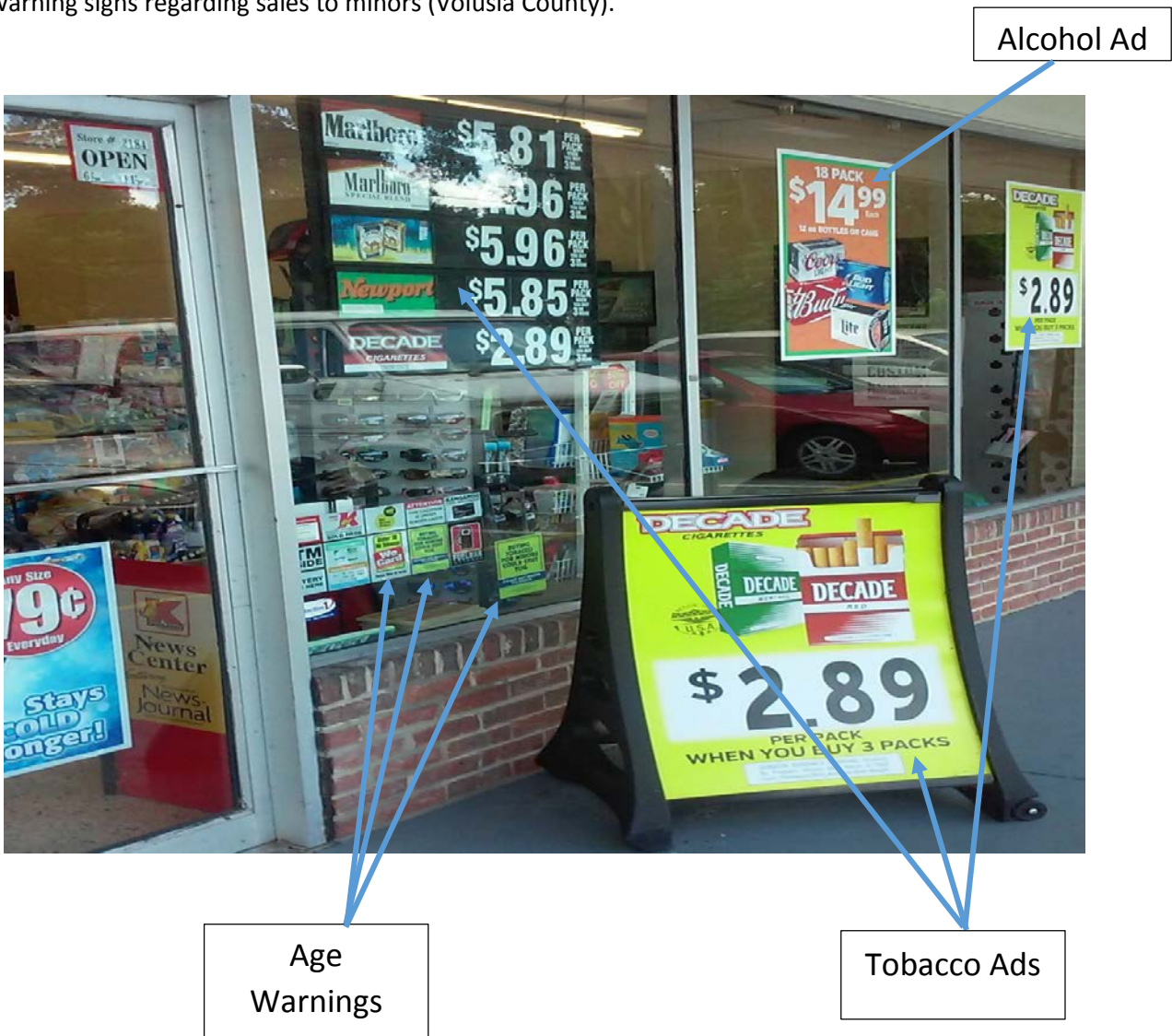
Tobacco products were placed with the maximum amount of visibility to all customers, no matter what age. Products were often stacked six to seven feet off the ground, allowing anyone of any age or height to easily view them while facing the clerk at the checkout counter. No apparent attempts were made to obscure or otherwise deny viewing by children or underage persons.

6. Age-Restricted Product Notifications

Findings

In adults-only establishments that sold tobacco or other nicotine products, the scan noted signs such as “Must be 18 to Enter – ID Required” and “No ID, No Entry, No Exceptions” placed on or near the entrances. Other venues posted signage that said things such as “Buying Tobacco For Minors Could Cost You” and “Under 18 No Tobacco”, usually on or near the entrance doors as well as inside the establishments.

In this photo, note the differences between the sizes of the (1) alcohol ad, (2) tobacco ads, and the (3) warning signs regarding sales to minors (Volusia County).





Similarly in this photo, all of the tobacco (and alcohol) promotional ads are significantly larger than the signage that says “Under 18 No Tobacco” (Pasco County).

Analysis

The scan was restricted to viewing posted written warnings/policies regarding age-restricted products and anecdotal comments from store personnel. The scan did not address how often or whether store employees check identifications in face-to-face customer transactions. Thus, there were marked limitations in assessing the steps taken to ensure only those who are supposed to purchase age-restricted products are allowed to do so.

The size and number of tobacco and other nicotine product advertisements compared to the warning signs were considerable. Youth appear far more exposed to the promotions of these age-restricted products than they are to the various warning signs.

7. Promotions Encouraging Tobacco Sales and Use

Findings

Advertisements highlighting sales prices for various brands of cigarettes were consistently observed. The majority of these promotions required multi-pack purchases in order to get the sales discount. See this photo from the scan advertising Grizzly dipping tobacco (Martin County).



Advertisements highlighting the "sale" price of little cigars were observed. These ads promoted single cigars or packages of 2-3 for as little as 99 cents (Volusia County). At least 45% of stores scanned sold little cigars for less than \$0.80 each.



Note that in Florida while the sale of individual cigarettes is prohibited by law, the sale of little cigars is not.



This signs in this front window promote savings if a customer buys at least 2 packs of cigarettes or 5 cans of smokeless tobacco (Wildwood).

Similarly, this “Limited Time Offer” road-side ad for *Magic Puff* disposable E-Cigarettes was observed (Pasco County). The ad features a monkey as part of its logo.



A total of 285 “multi-pack discount promotions” were noted, with 15% of the locations placing these ads below 3 feet. A total of 379 “special price promotions” were counted, with 9% of the locations placing these ads below 3 feet.

Analysis

Promotions encouraging tobacco product purchases were expected. Advertisements highlighted single pack or multi-pack purchases of cigarettes versus carton (10 packs) sales. Advertised prices were therefore lower. Advertisements did not include the total price for a multi-pack purchase. For example, “X Brand \$5.69 per pack if purchased as 3 or more”.

A Surgeon General’s report finds that extensive use of price-reducing promotions has led to higher rates of tobacco use among young people than would have occurred in the absence of these promotions.⁵ Fifty percent (50%) of the locations scanned had “special price promotions.” The findings of up to 10% of both “multi-pack” and “special” price promotions being placed below 3 feet, suggest that this increases youth’s exposure to these types of ads.

⁵ U. S Department of Health and Human Services (2016, June). *Preventing Tobacco Use Among Youth and Young Adults*. <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>.

Conclusions

The scan found that smaller establishments selling tobacco and other nicotine products had far more interior and exterior advertisements than larger chain-type drug or grocery stores. Convenience store/gas station locations tended to primarily advertise tobacco and other nicotine products, along with alcohol and soft drinks, externally (outside the store). Internally, traditional tobacco products receive the most promotion, due primarily to volume and placement of those items directly behind the checkout counter(s) along with the product's supporting advertisements and logos. In some cases, ground-to-ceiling product placement of products, ads and logos appeared to cover the entire visual landscape occupied by the items.

Warning signs, both those describing health concerns, as well as those noting the legalities regarding the sale and/or purchase of age-restricted products, were remarkably smaller and less-frequent than the ads promoting the sales of these products. Therefore, it stands to reason that the impact of these "warnings" would likely be reduced.

Given the saturation of the visual field of tobacco and nicotine products/advertisements at the point-of-purchase, children and other youth are exposed to constant promotion of these products. The scan found no instances where there were any apparent attempts to limit children's exposure to the advertisement of tobacco and other nicotine products. This was further demonstrated by placement of cigarette, smokeless tobacco, and E-cigarette advertisements a few feet off the ground or on the lower parts of entrance doors where children would be face-to-face/at eye level with them. Given that the more young people are exposed to cigarette advertising and promotional activities, the more likely they are to smoke.⁶ these findings raise concerns.

The data scan identified tobacco brands that were highlighted in various advertisements, including multi-pack promotions, special price promotions, and power wall displays. The most heavily promoted products of Marlboro, Newport, and Camel (both exterior and interior) were consistent with findings that they have the most appeal to youth, or "brand preferences of adolescents and young adults."⁷ Since research suggests that nearly 9 out of 10 smokers start smoking by age 18 and more than 80% of underage smokers choose brands from among the top three most heavily advertised⁸ both the choice and placement of advertisements/products appear to target youth.

⁶ U. S Department of Health and Human Services (2016, June). *Preventing Tobacco Use Among Youth and Young Adults*. <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>.

⁷ Centers for Disease Control and Prevention (2014, Nov.). *Tobacco Industry Marketing; Marketing to Specific Populations*. Retrieved from <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>.

⁸ U.S. Department of Health and Human Services (2016, June). *Preventing Tobacco Use Among Youth and Young Adults*. <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>.

Appendix

Environmental Scan Canvassing Form

Canvasser Information (completed outside)

Date _____

Time _____

Canvasser Name _____

Census Tract # _____

Tobacco Outlet Information

Name of Outlet _____

Outlet Address

Mailing Address (if different from physical address)

Other Information

Corporate Name _____

Business Phone _____

Name of person interviewed

Is business accessible to youth? Yes No

If no, why is this business not accessible to youth?

Business Type

- Tobacco Retail Stores
- Beer, Wine, and Liquor Retail Stores
- Gas Stations with Convenience Stores
- Gas Stations without Convenience Stores
- Pharmacies and Drug Retail Stores
- Department Stores (not Discount Stores)
- Discount Department Stores
- Supermarkets and other Grocery Stores
- All Other General Merchandise Stores
- Convenience Stores
- Specialty Food Stores
- Full Service Restaurants
- Limited Service Eating Places
- Bed and Breakfast Inns
- All Other Travel Accommodations
- Motels and Hotels (excluding Casino Hotels)
- Gambling Industries (excluding Casino/Casino Hotels)

	Inside Store	Outside Store
How many total ads are displayed?		
How many tobacco ads, if any, have celebrities in them?		
How many tobacco ads, if any, have sports stars in them?		
How many tobacco ads, if any, have young people in them?		
How many tobacco ads, if any, contain specific cultural/heritage targeting?		

Is the signage bilingual? Yes No
 If Yes, What languages? (Check all that apply)
 English Spanish French
 Portuguese Chinese Other _____

Is this outlet or signage located within 1/2 mile of any of the following? (Check all that apply)
 School Library Recreation Facility
 Other Youth Facility

	How Many?	Below Height of 3ft?	Which Brand(s)?	Additional Comments
<input type="checkbox"/> Multi Pack Discount Promotion				
<input type="checkbox"/> Special Price Promotion				
<input type="checkbox"/> Exterior Branded Cigarette Signs				
<input type="checkbox"/> Interior Branded Cigarette Signs				
<input type="checkbox"/> Interior Branded Non-cigarette Signs				
<input type="checkbox"/> Branded Display				
<input type="checkbox"/> Power Wall Display				
<input type="checkbox"/> Youth Marketing Appeal				
<input type="checkbox"/> Youth Appeal Product				
<input type="checkbox"/> Flavored Cigars (Regular, Little, or Cigarillo) Sold				
<input type="checkbox"/> E-cigarette Marketing				
<input type="checkbox"/> Tobacco Product Advertising near Candy				
<input type="checkbox"/> Little Cigar/ Cigarillo for less than \$0.80				
<input type="checkbox"/> Most Unusual Flavor (describe flavor in comments)				

Online Course for Tobacco Scan Training

A training webinar was offered live to the individuals who were selected as canvassers for the tobacco scan. This webinar was recorded and offered on the Florida Certification Board's Online Education Platform. The webinar and resource materials were posted on the course site.

The screenshot shows the user interface of the Florida Certification Board's Online Education Platform. At the top, there is a header with the Florida Certification Board logo and the text "The Florida Certification Board's ONLINE EDUCATION PLATFORM". Below the header, a breadcrumb trail reads "Home > Courses > Archived Webinars > TST".

On the left side, there is a navigation menu with two main sections: "Navigation" and "Administration". The "Navigation" section includes links for "Home", "Dashboard", "Site pages", "Current course", "TST" (with sub-links for "Participants", "Badges", "Welcome", and "Webinar"), and "Courses". The "Administration" section includes links for "Course administration", "Turn editing on", "Edit settings", "Users", "Filters", "Reports", "Grades", "Badges", "Backup", "Restore", "Import", "Publish", "Reset", and "Content market".

The main content area is titled "Welcome" and features the text "Florida's Tobacco Environmental Scan Training" and the logo for the Florida Department of Children and Families (MYFLFAMILIES.COM). Below the logo, it states: "Funding for this training webinar was provided by the Florida Department of Children and Families, Office of Substance Abuse and Mental Health." There is also a "News forum" link.

The "Webinar" section lists the following items:

- Florida's Tobacco Environmental Scan Training
- How to Conduct Florida's Environmental Scan
- Tobacco Scan Canvassing Form (highlighted in a grey box with the text: "You can download and duplicate this form for use in collecting the data from the environmental scans.")
- Online Tobacco Data Entry Site (with the text: "Here is the URL for the site you need to record your environmental scan data.")

<http://fconline-ed.mrooms3.net/>