

Title of Intervention: A Comprehensive Community Intervention to Reduce Tobacco Sales

Intervention Strategies: Environments and Policies, Campaigns and Promotions

Purpose of the Intervention: To reduce tobacco consumption by youth by reducing tobacco sales

Population: Merchants and students in grades 7-12

Setting: Rural communities in Monterey County, CA, schools, retail outlets that sold tobacco; community-based, school-based

Partners: School district, county health department, county district attorney, local police

Intervention Description:

- **Environments and Policies:** County health department staff educated merchants about policies regarding the sale of tobacco to youth. Merchant education included numerous personal visits, mailings and phone calls. Goals were to raise awareness of the problem, illustrate methods that merchants could employ to improve their ability to reduce sales to youth, illustrate community norms were against sales to youth via community organizations and educate merchants about laws and associated penalties. After each teen tobacco purchase survey, merchants were presented with face-to-face or written feedback about whether they sold tobacco to a minor.
- **Campaigns and Promotions:** Community education occurred through press releases, newspaper editorials, and articles, community forums, community fairs, a mass mailing to all postal patrons, messages at point-of-purchase in all local stores and presentations at city council meetings and meetings with of various community groups. The education was designed to alert community members to the problem and to seek participation in ways consistent with community goals, objectives and resources.

Theory: Not mentioned

Resources Required:

- **Staff/Volunteers:** County health department staff, male/female minors
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Not mentioned
- **Budget:** Not mentioned
- **Intervention:** Spanish and English versions of all letters, consent forms, education materials
- **Evaluation:** Compliance checks

Evaluation:

- **Design:** Randomized controlled trial
- **Methods and Measures:**
 - Surveys assessed tobacco-related knowledge, attitudes, beliefs and self-reported tobacco use behavior.
 - Saliva samples validated self-reported tobacco use.
 - Purchase attempts at all outlets selling tobacco assessed retail tobacco sales to minors.

Outcomes:

- **Short Term Impact:** The proportion of stores selling to minors decreased in both the intervention and the comparison communities.
- **Long Term Impact:** Younger students (7th grade) reported less tobacco use. Females in the intervention conditions were less likely to use tobacco compared to females in the comparison communities.

Maintenance: Not mentioned

Lessons Learned: Tobacco sales to minors can be reduced through a broad-based intervention. To prevent or reduce tobacco use by youths, multiple supply-and demand-focused strategies are needed.

Citation(s):

Altman, D. G., A. Y. Wheelis, et al. (1999). "The relationship between tobacco access and use among adolescents: a four community study." *Soc Sci Med* 48(6): 759-75.