

**Title of Intervention:** Project TRUST (Teens and Retailers United to Stop Tobacco)

**Intervention Strategies:** Campaigns and Promotions, Environments and Policies

**Purpose of the Intervention:** To reduce the sale of cigarettes to minors

**Population:** Cigarette retailers in ethnically-diverse areas of San Diego County

**Setting:** Four store types (stations/convenience stores, liquor stores, independent grocers and supermarkets) in the six different ethnic communities; community-based

**Partners:** San Diego State University, community health clinics, community development agencies

**Intervention Description:**

- Campaigns and Promotions: The campaign included seven newsletters, 35 newspaper articles, 25 public service announcements and 14 radio and television interviews. Two press conferences were held to share data. Speakers from various community organizations were on hand. Families in the community were encouraged to write letters to cigarette retailers to urge them to participate in the intervention. For those retailers that complied with the intervention, a paid advertisement in the city newspaper was placed thanking them and listing their name and address. A promotional item, an Open/Closed sign which stated proof of identity was required for tobacco sales and that the shop supported tobacco-free teens, was provided. Also provided were year of birth stickers, TRUST window placards, state law stickers and no-smoking signs. Almost all promotional material was printed in both English and Spanish.
- Environments and Policies: TRUST staff personally visited all intervention stores three times. These face-to-face educational presentations lasted approximately 15 minutes and were conducted with either store owners or managers. The content of the educational packet was presented and emphasized the ethical and legal obligation of merchants to restrict tobacco sales to minors. Staff returned two weeks after the completion of the three presentations to answer questions and to distribute more materials if needed. The first visit made by TRUST staff aimed to increase owners' awareness and knowledge about tobacco laws, facts about youth and tobacco, and the importance of training sales assistants on the issue. The goal of the second session was to educate sales assistants about the youth access issue, which included a nine-minute training video and a brochure on how to check ID and say "no" to persistent teenagers. A portable television and video player were brought to the store by staff to show the video to the manager. The last session focused on advertising and the role of the employer in the community. Educational materials for the owner/manager and staff were a copy of state law, fines and infractions breakdown, list of advisory coalition members, fact sheet, tips on training employees, local smoking ordinance, tobacco advertising information, surgeon general's warning stickers, "How to check ID" brochure, pay check stuffer summarizing laws, training video, video quiz and employee agreement.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Facilitators
- Training: Not mentioned
- Technology: Portable television and video player
- Space: Meeting space
- Budget: Not mentioned
- Intervention: Copy of state law, fines and infractions breakdown, list of advisory coalition members, fact sheet, tips on training employees, local smoking ordinance, tobacco advertising information, surgeon general's warning stickers, "How to check ID" brochure, pay check stuffer summarizing laws, training video, video quiz, employee agreement, Open/Closed sign which stated proof of identity is required for tobacco sales and that the shop supports tobacco-free teens, year of birth stickers, TRUST window placards, state law stickers, no-smoking signs, paid advertisements, conference materials, letters, newsletters, PSAs
- Evaluation: Survey

**Evaluation:**

- Design: Pre- and post-test with a control
- Methods and Measures:
  - Teams of teenage and adult volunteers were used to survey participating stores using Sales Outcome Reports (SOR) with the main outcome of the purchase attempt recorded as either a success or failure. The teams were also asked to assess if the sales assistant asked for identification, asked the age of the minor, if they said nothing to the minor, whether they asked if the cigarettes were for the minor's own use, if the sales assistant encouraged the minor's tobacco use (e.g., offering matches) or if they discouraged the use of tobacco. Minors were instructed not to lie if the assistant asked their age.

**Outcomes:**

- Short Term Impact: Cigarette sales to minors decreased at intervention stores significantly, while sales at the control stores dropped minimally. Intervention stores showed significant improvement on four of the measures, most notably, on those related to discouraging minors' use of cigarettes and asking for identification.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Although direct retailer education has not been extensively applied to tobacco sales, the strategy has been effective in changing retailer behavior related to alcohol sales. The authors suggest that a way to implement the intervention in a large community would involve using Environmental Health Officers.

**Citation(s):**

Willey, M. B., S. I. Woodruff, et al. (1995). "Sustained effects of educating retailers to reduce cigarette sales to minors." *Public Health Rep* 110(5): 625-9.

Keay, K. D., S. I. Woodruff, et al. (1993). "Effect of a retailer intervention on cigarette sales to minors in San Diego County, California." *Tob Control* 2(145-51).