

Title of Intervention: Tobacco Regulation Enforcement on Sales to Minors

Intervention Strategies: Environments and Policies

Purpose of the Intervention: To reduce minors' ability to buy cigarettes

Population: Stores that sold tobacco products including bodegas, supermarkets, delicatessens and smokeshops

Setting: Central Harlem, New York City; community-based, worksite-based

Partners: Law enforcement

Intervention Description:

- Environments and Policies: Participant stores received a single educational visit within a three-month period. At the visit, educators explained the tobacco sales law, provided educational literature and answered questions. Student volunteers were accompanied to the stores by project staff or a school faculty member who stayed in the proximity to the store but remained apart from the student. Upon entering the store, students asked to purchase a single cigarette. If refused, the student would leave the store and a second student would enter the store shortly afterward and ask to purchase a pack. Immediately after leaving the store, the staff or faculty member recorded the store name, location and type and the results of the transaction. If they violated the law, stores in the enforcement group were served a citation and fine by an inspector from the New York City Department of Consumer Affairs in accordance with the provisions of the New York City Tobacco Regulation Act (maximum penalty of \$300 for the first violation and \$500 for the second violation). The inspector briefly explained the law and the reason for the citation.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Facilitators, inspector
- Training: Not mentioned
- Technology: Not mentioned
- Space: Meeting space
- Budget: Not mentioned
- Intervention: Educational materials, State tobacco regulations
- Evaluation: Student and faculty volunteers

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures: Documentation was made of tobacco sales to minors.

Outcomes:

- Short Term Impact: Sales of single and packs substantially decreased for minors in enforcement intervention stores. Sales decreased slightly in education stores.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Enforcement of tobacco regulations can affect the sale of cigarettes to minors.

Citation(s):

Gemson, D. H., H. L. Moats, et al. (1998). "Laying down the law: reducing illegal tobacco sales to minors in central Harlem." *Am J Public Health* 88(6): 936-9.