

## Data Collection & Sharing Guide for a Tobacco Retail Assessment

Doing a Tobacco Retail Assessment will give you a real-life picture of tobacco marketing and sales in your community. You will get real data to answer questions like...

- What commercial tobacco products are sold?
- How is the tobacco industry marketing to youth in your community using Native images/names, cheap prices, price promotions, flavors, product placement, ads, and new products?
- How often are underage youth buying (or trying to buy) commercial tobacco?
- Which products are most popular among young people in your community?

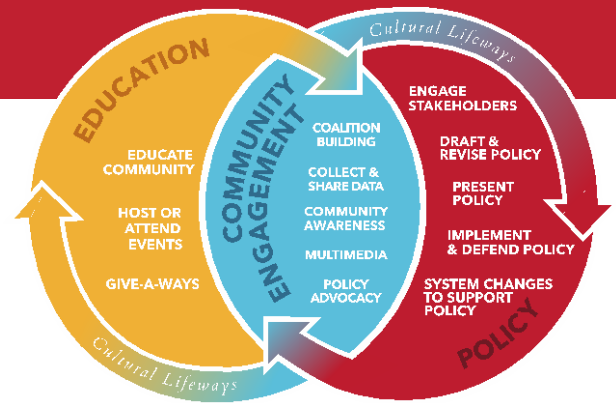


Photo Credit: Čanlí Coalition of CRST

Point of sale (POS) data is useful to share with coalition members, tobacco retailers, elected leaders, parents/guardians, and youth. It can help raise awareness to the marketing Big Tobacco uses to attract new customers.

### Steps Needed:

1. **Identify** all stores (and physical addresses) that you think *might* sell commercial tobacco in the area you plan to survey and enter them in a spreadsheet.
  - Talk to the tribal revenue office if assessment is planned for a reservation - they may already have a list since they report commercial tobacco tax and sales to the state.
  - Ask young people to review your list – they may know other sources.
2. **Recruit** 1-2 people to serve as surveyors.
  - Young people may be more welcomed by retailer manager/clerks, once they explain the purpose.
3. **Train** the surveyors using the [South Dakota \(POS\) StoryMap](#) and the [STARS Pocket Guide](#).
4. **Prepare a device** to enter data using this [How to Guide](#)." Keep in mind, not all stores will have WiFi or cell service, so you will need to print paper [surveys](#) for backup and a list of stores to be surveyed.



Photo Credit: Čanlí Coalition of CRST

5. **Begin** assessments!

- Practice introductions. Identify yourself and who you are representing (i.e. Youth Group, Tobacco Coalition, Health Education, etc.). Explain that you'd like to do a survey of the tobacco products sold in their store to help with your group's youth commercial tobacco prevention work. Let them know that they'll get a report of all the tobacco retailers in the area and tips on how to avoid the sale of tobacco to those under age 21. Avoid intimidating words like "audit" or "compliance check."
- Complete the first survey as a team and talk through any questions or concerns.
- Have printed copies of the [South Dakota Point of Sale StoryMap](#) and the [STARS Pocket Guide](#) to refer to in case clarification is needed on a tobacco product or on the survey.

6. **Enter** the survey data and photos into the online [South Dakota POS Survey](#).

7. **Request results** from the SD Tobacco Control Program ([AHeyne@bhssc.org](mailto:AHeyne@bhssc.org)) once all stores have been surveyed.

8. **Review** the results and choose which ones to highlight in your report.

- Look at what stands out to you as a concern. Consider what supportive information store clerks or managers need to know to motivate change to prevent sales to those under age 21.
- Ask for review of results from key stakeholders like parents of teens, health providers or educators, coalition members, or even tobacco retailers.

9. **Create** a report. Click [here](#) for an example for the Canli Coalition of CRST.

- If you need help with graphic design, consider using an infographic or report template in a program like [www.Piktochart.com](http://www.Piktochart.com) or [www.Canva.com](http://www.Canva.com).

10. **Share the results** of the report and [relevant education](#) in a meaningful way.

- Make sure you report back to coalition members, tobacco retailers, elected leaders, parents/guardians, and youth. Click [here](#) for tips on what to share with each group.

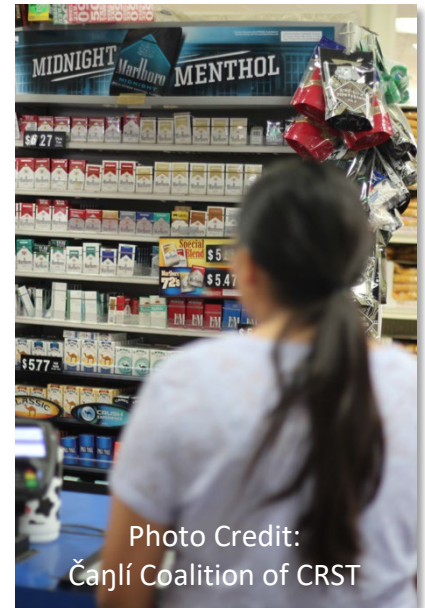


Photo Credit:  
Canli Coalition of CRST

**Estimated Cost:** Cost varies based on the number of tobacco retailers to be surveyed and methods used. For example, the Cheyenne River Reservation (Dewey and Ziebach Counties) have 15-18 tobacco retailers.

- Data collection: paper copies of survey and resources and a device (smart phone or tablet) for data
- Staff time includes: training time, organizing stores to survey and packets, monitoring surveyors and validity of data, compensation for surveyor's time and mileage, analysis, and sharing results

**Timeline:** Varies based on the number of tobacco retailers to be surveyed.

**Resources:**

1. O'Leary, R. and Huber, C. (2021). Tribal Tobacco Advocacy Toolkit. <https://www.findyourpowersd.com/toolkit/collect-local-surveys/> and <https://www.findyourpowersd.com/toolkit/share-data-in-a-meaningful-way/>.

