

FIGHTKOOL OPERATION STOREFRONT ACTIVITY



EXPOSE KOOL'S MARKETING TACTICS

Activities that encourage young people to take a closer look at tobacco advertising and promotions at stores that sell tobacco products.

NAATPN
4044 W. Lake Mary Boulevard, Suite 104, PMB 316
Lake Mary, FL 32746
Office: (888) 4-NAATPN Fax: (407) 708-1809
Email: fightKOOL@naatpn.org

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ESSENTIAL INFORMATION

Good detective work is the key to this activity, originally designed by the California Department of Health Services. By conducting this activity and returning your results to the National African American Tobacco Prevention Network (NAATPN), you can help expose KOOL cigarette's marketing practices that target kids and hold the industry accountable for its targeting youth!

Use the FightKOOL Toolkit to help with this activity.

Age group: middle and high school students

Number of kids: 2 to a dozen or more

Time: 2 to 4 weeks

Resources: FightKOOL Toolkit, transportation, copying machine, and paper

Costs: \$0 -\$20

NOTE: NAATPN may use data and photos collected from Operation Storefront for a follow-up report. Submission of information indicates permission to use data and photos. For questions regarding data collection please feel free to contact us at FightKOOL@naatpn.org

WHO SHOULD PARTICIPATE IN THIS ACTIVITY?: Young people who are sick of being prey for the tobacco industry.

WHAT IS OPERATION STOREFRONT?: An activity that encourages young people like you to take a closer look at tobacco advertising and promotions at stores that sell tobacco products. Once you have staked out the tobacco ads and promotions that are trying to reach youth, write up the results on the provided data-collection forms, send the collected data and photos that you have taken to NAATPN and perhaps even submit your results to local media.

WHY IS THIS ACTIVITY SO IMPORTANT?: Operation Storefront projects uncover large numbers of store-based cigarette ads and promotions. Bringing these dramatic findings to the forefront in your community will drive home the point that tobacco marketing is still a huge, unavoidable presence in our everyday lives. The data you collect is also very important because as

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part of a 1998 legal settlement with the states, the tobacco companies promised to stop targeting youth with advertising and promotions. But instead of reducing their marketing, the tobacco companies have significantly increased how much they spend, especially in stores. So, it is up to you and your friends to prove with the evidence you collect that the tobacco companies are still up to no good. Be sure to send this important data back to NAATPN.

It is easier to conduct the store surveys in teams of two or more. You may also want to work with an adult advisor or teacher to help your group get access to the materials for this activity. Before beginning to collect information inside a store, one of the group members or the adult advisor should speak to a store manager or employee to let them know you are there to survey tobacco advertising. Be sure to copy and bring enough of the data-collection forms for each store being surveyed. Also keep in mind you may need to coordinate transportation if you are surveying stores that are not within walking distance of your school.

INVENTORY OF INSIDE TOBACCO SIGNS AND PROMOTIONS:

The following are things to look out for:

Count all *KOOL MIXX* signs, posters, banners and flags, signs attached to display racks, stickers, decals, music CDs, neon signs, doormats, ashtrays, counter mats, signs hanging from ceilings and any other items with *KOOL MIXX* brand names or logos on them.

Many ads and promotions are concentrated around the checkout counter. Look around the counter and on tobacco storage racks near the counter or beside checkout lines.

Notice and record any *KOOL MIXX* advertising or promotional materials located next to candy or gum. Look to see if there are any candy or gum products packaged to look like *KOOL MIXX* products (candy cigars or cigarettes, round tins or pouches of gum, etc.).

Notice and record if any advertising is located at three feet or below (the eye level of small children).

Count all the grocery checkout dividers you see with *KOOL MIXX* brand names or logos on them, but do not go in and out of checkout lines to find all that are in the store. The same rule applies to counter and register "open" and "closed" signs with brand names or logos on them.

Count all the tobacco gift-with-purchase packages you see. If there are lots of them, only count the ones on top. (Gifts that come with the purchase of a tobacco product include music CDs, radios, lighters, caps, T-shirts, key chains, mugs, ashtrays, etc.)

Count any special tobacco sales, including promotions featuring two packs for the price of one, a third pack free when you buy two, and product coupons for free packs with the next purchase.

If there are stacks of tobacco catalogues or brochures, count only the ones on top of each stack.

PUTTING YOUR COLLECTED DATA TO GOOD USE:

For more information, see the following FightKOOL Toolkit on our web site at NAATPN.org:

PLEASE SEND COPIES OF ALL DATA-COLLECTION FORMS TO:

FightKOOL Operation Storefront Campaign
c/o: National African American Tobacco Prevention Network (NAATPN)
4044 W. Lake Mary Blvd., Suite 104, PMB 316
Lake Mary, FL 32746
Toll free: 1/888/4-naatpn
Fax: 407/708-1809
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Interested in more? Check out standoutspeakup.org or teenz247.com to find out more about the fight against tobacco and what youth advocates across the country are doing to take action.

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OPERATION STOREFRONT DATA COLLECTION FORM

BACKGROUND INFORMATION

(Completed for all Operation Storefront Activities)

Date:	Observer 1:
Store Name:	Observer 2:
County:	State:

Store Type (check one):

- Chain Convenience Gas Station Pharmacy/Drug Store
 Small Market Supermarket Other (please specify):

Street Address: _____

City/Town, Zip Code: _____

Is the store within 1000 feet of a school? Yes No

Is the store within 1000 feet of a playground? Yes No

FIRST ACTIVITY: OUTSIDE SURVEY

Standing outside the store, carefully look at the store's visible windows, walls, outside areas, etc. There are several types of ads for cigarettes, smokeless (spit) tobacco and other tobacco products you might see, such as posters or signs advertising specific brands, neon signs, small brand stickers on the door or mini-billboards on the store's property. Record the *KOOL*, or *KOOL MIXX* brand of the visible tobacco ads below:

TYPE of AD/SIGN	KOOL	KOOL MIXX
Store-made		
tobacco signs or ads		
Professional signs or ads, any size		
Other tobacco promotions or ads		
Anti-smoking signs, any size (e.g., "We Card")		

Additional Comments and Observations (please use back of page):

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SECOND ACTIVITY: QUICK INSIDE SURVEY

Access to *KOOL* & *KOOL MIXX* Products

KOOL Cigarettes (check one):

- Self serve (located where customers can reach the cigarettes by themselves)
- Behind the counter
- In locked case, not behind the counter
- Other location requiring clerk assistance

Other *KOOL MIXX* Promo Products (check one):

- Self serve (located where customers can reach the cigarettes by themselves)
- Behind the counter
- In locked case, not behind the counter
- Other location requiring clerk assistance

Are cigarettes near candy displays? Yes No

Are other tobacco products near candy displays? Yes No

Are cigarettes where store clerks can easily see them? Yes No
[So that shoplifting would be difficult]

Are other tobacco products where clerks can easily see them? Yes No

Tobacco Ads Inside the Store

Are tobacco signs or ads near candy displays? Yes No

Are tobacco ads or signs located at 3 feet or below? Yes No

Are there any anti-smoking or anti-tobacco use ads or signs? Yes No

Are there any signs informing customers that there is a minimum age to purchase tobacco products, or that they don't sell tobacco products to minors? Yes No

Is there any indication that the store participates in the "We Card" program? Yes No

Is there any indication that the store participates in the "It's the Law" program? Yes No

["We Card" and "It's the Law" stickers and signs are usually on the front door or window or near the cash register.]

Additional Comments and Observations (use back of page if needed):

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THIRD ACTIVITY: INVENTORY OF INSIDE TOBACCO SIGNS AND PROMOTIONS

The inside of stores that sell tobacco products can be filled with a range of tobacco advertising and promotional items. Besides posters, ads and other signage, tobacco companies often supply stores with three-dimensional display ads or various functional items marked with tobacco-product brand names, such as counter mats, clocks, door mats, or display racks for tobacco products, newspapers, or other products.

For this activity, please use the following form to make a comprehensive inventory of every single ad, sign, object or functional item in the store that advertises *KOOL MIXX* tobacco products or includes *KOOL* tobacco brand names.

TYPE of AD/Sign	<i>KOOL</i>	<i>KOOL MIXX</i>
Store-made tobacco signs or ads		
Professional signs or ads, any size		
Other tobacco promotions or ads		
Tobacco brand names on functional items		
Anti-smoking or anti-tobacco signs, any size		
Minimum-age notices(e.g., "We Card")		

Additional Comments and Observations (use back of page if needed):

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