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| **About the Measure** | |
| **Protocol Id** | 741001 |
| **Domain:** | Tobacco Regulatory Research: Vector |
| **Measure:** | Standardized Tobacco Assessment for Retail Settings |
| **Definition:** | A surveillance instrument for observational measures of point-of-sale tobacco marketing, including product availability, advertising, promotions, and price. |
| **Purpose:** | The purpose of this measure is to conduct systematic observations of tobacco marketing at the point of sale in order to assess the availability of tobacco products, as well as advertising, promotions, and prices. |
| **Essential PhenX Protocols:** |  |
| **Related PhenX Protocols:** | Point of Sale Environment for Alcohol and Tobacco [550801] |
| **Measure Release Date:** | June 24, 2015 |

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| **About the Protocol** | |
| **Protocol Release Date:** | June 24, 2015 |
| **Protocol Review Date:** | June 24, 2015 |
| **PhenX Protocol Name:** | Standardized Tobacco Assessment for Retail Settings |
| **Protocol Name From Source:** | Standardized Tobacco Assessment for Retail Settings (STARS), Version 1.0 |
| **Protocol Availability:** | Available |
| **Keywords:** | Point-of-sale marketing; availability; advertising; promotions; Price; Standardized Tobacco Assessment for Retail Settings; STARS; Tobacco product advertisements; tobacco; product advertisements; Advertisements; marketing; tobacco products; e-cigarettes; electronic nicotine delivery systems; ENDS |
| **Description:** | The observational assessment from the Standardized Tobacco Assessment for Retail Settings (STARS) 1.0 survey includes 17 items for an observer to complete in stores that sell tobacco products, such as convenience stores, gas stations, supermarkets, and pharmacies. |
| **Specific Instructions:** | The Working Group (WG) recommends that Toolkit users refer to the Standardized Tobacco Assessment for Retail Settings (STARS) training PowerPoint when selecting this measure. The training PowerPoint document can be found at either the website for the National Cancer Institute’s State and Community Tobacco Control Initiative or the Store Assessment Tools section of the Counter Tobacco website.  The WG recommends that when investigators are asking questions about e-cigarettes or electronic smoking devices, they consider providing study participants with specific examples of devices of interest and clarify which attributes. For instance, do they care about all types of electronic smoking devices or just some of them (e.g., tank systems, vapor pens, vapes, e‑hookah, e-cigars)? Do they care whether they are disposable or rechargeable devices and whether they contain nicotine, do not contain nicotine, or either? As new products emerge, investigators should consider their inclusion as well. |
| **Protocol:** | 1. Date of visit: \_\_\_\_\_\_\_\_ Start Time: \_\_\_\_\_\_\_\_ End Time: \_\_\_\_\_\_\_\_  2. Coder Name/ID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  3. Store Name/ID: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] 1 Store name matches assigned name  4. Store Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  [ ] 1 Actual address matches assigned address  5. Can you survey this store? [If not, then select an option below and STOP.]  [ ] 1 Yes, I can  [ ] 2 No, store does not exist  [ ] 3 No, store is closed  [ ] 4 No, under 18 not allowed to enter  [ ] 5 No, membership or fee required to enter  [ ] 6 No, environment unsafe for me  [ ] 7 No, asked to leave before completing the survey  [ ] 8 Other (specify):  **EXTERIOR**  6. Which products are advertised outside the store (on windows/doors, building, sidewalk, or elsewhere)?   |  |  |  | | --- | --- | --- | | a. Cigarettes - non-menthol | [ ] 1 Yes | [ ] 0 No | | b. Cigarettes - menthol | [ ] 1 Yes | [ ] 0 No | | c. Cigarillos/little cigars | [ ] 1 Yes | [ ] 0 No | | d. Large cigars | [ ] 1 Yes | [ ] 0 No | | e. Chew, moist or dry snuff, dip, or snus | [ ] 1 Yes | [ ] 0 No | | f. E-cigarettes | [ ] 1 Yes | [ ] 0 No |   **INTERIOR**  7. Store Type: (Choose one)  [ ] 1 Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)  [ ] 2 Drug store/pharmacy (e.g., Walgreens, Rite Aid, Duane Reade)  [ ] 3 Beer, wine, or liquor store (e.g., ABC)  [ ] 4 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertson’s)  [ ] 5 Mass merchandiser (e.g., WalMart, Costco, BJ’s, Sam’s Club) or discount store (e.g., Dollar General, Family Dollar)  [ ] 6 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)  [ ] 7 Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (e.g., donut shop, bait & tackle)  8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)?  (Choose one)  [ ] 1 Yes and visible to customers  [ ] 2 Yes, but not visible to customers  [ ] 0 No [STOP if focusing on tobacco retailers]  9. Does the store have a pharmacy counter?  [ ] 1 Yes  [ ] 0 No  10. Alcoholic beverages sold here?  [ ] 1 Yes  [ ] 0 No  11. Does store display a graphic health warning sign?  [ ] 1 Yes  [ ] 0 No  12. Answer these questions about cigarettes.   |  |  |  | | --- | --- | --- | | a. Any cigarettes sold here? | [ ] 1 Yes | [ ] 0 No | | b. **Menthol** cigarettes sold here? | [ ] 1 Yes | [ ] 0 No | | c. Any cigarettes (**menthol** or non-menthol) within 12 inches of toys, candy, gum, slushy/  soda machines, or ice cream? | [ ] 1 Yes | [ ] 0 No | | d. Cigarette ad (**menthol** or non-menthol) within  3 feet of the floor? | [ ] 1 Yes | [ ] 0 No | | e. Any cigarette price promotions? | [ ] 1 Yes | [ ] 0 No | | f. Any **menthol** cigarette price promotions? | [ ] 1 Yes | [ ] 0 No |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | **OTHER PRODUCTS** | 13. Cigarillos/little Cigars | 14. Large cigars | 15. Chew, moist/dry snuff, dip, or snus | 16. E-cigarettes | | a. Sold here? | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | | b. Flavored products? | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | | c. Singles sold here? | [ ] 1 Yes  [ ] 0 No |  |  |  | | d. Advertised for less than $1? | [ ] 1 Yes  [ ] 0 No |  |  |  | | e. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream? | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | | f. Product ad within 3 feet of floor? | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | | g. Self-service display? | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No |  | [ ] 1 Yes  [ ] 0 No | | h. Any price promotions? | [ ] 1 Yes  [ ] 0 No |  | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | | i. Cross-product promotion with cigarettes? |  |  | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No |   17. WIC and/or SNAP (i.e., food stamps, EBT) accepted here?  a. [img[741001\_image\_1.png|]]  [ ] 1 Yes  [ ] 0 No  b. [img[741001\_image\_2.png|]]  [ ] 1 Yes  [ ] 0 No   |  |  |  |  | | --- | --- | --- | --- | | **PRICES** | 18. Cheapest cigarette pack  [img[741001\_image\_3.png|]] | 19. Newport menthol  [img[741001\_image\_4.png|]]  (regular hard pack) | 20. Blu disposable e-cigarette  [img[741001\_image\_5.png|]]  (menthol) | | a. Sold here? | [ ] 1 Yes  [ ] 0 No  [if cigarettes not sold here, skip to Q.20] | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | | b. Enter single pack/item price: | $\_ \_.\_ \_ | $\_ \_.\_ \_ | $\_ \_.\_ \_ | | c. Sales tax included? | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | [ ] 1 Yes  [ ] 0 No | | d. How was the price obtained? | [ ] 1 Cashier provided price  [ ] 2 Advertised price  [ ] 0 Unable to determine (e.g., only cartons sold) | [ ] 1 Cashier provided price  [ ] 2 Advertised price  [ ] 0 Sold here but price unavailable | [ ] 1 Cashier provided price  [ ] 2 Advertised price  [ ] 0 Sold here but price unavailable | |
| **Selection Rationale:** | The Standardized Tobacco Assessment for Retail Settings (STARS) survey is a user-friendly protocol comprising reliable measures used in prior store-observation studies. It was developed for the National Cancer Institute’s State and Community Tobacco Control Initiative by the Retail Environment Working Group, with additional support from the Centers for Disease Control and Prevention’s Epidemiology Branch. The tool was developed through a collaboration of public health departments, researchers, public health attorneys, federal partners, and tobacco-control advocacy organizations. STARS was designed for practitioners to inform state and local tobacco control policies for the point of sale. The survey was designed for use by self-trained youth and adults. It was selected because of its reliability, user-friendly format, and short completion time. The survey was pilot tested in six states at approximately 500 stores and should take, on average, 9-10 minutes to complete. |
| **Source:** | Standardized Tobacco Assessment for Retail Settings (STARS) survey, Version 1.0. (2014).  Download STARS at the National Cancer Institute’s State and Community Tobacco Control Initiative website or the Store Assessment Tools section of the Counter Tobacco website. |
| **Language** | English |
| **Participant:** | Not applicable. |
| **Personnel and Training Required:** | See "Specific Instructions." |
| **Equipment Needs:** | None. |
| **Standards** |  |
| **General References:** | None |
| **Mode of Administration:** | Observational assessment |
| **Derived Variables:** | None. |
| **Requirements:** | |  |  | | --- | --- | | **Requirement Category** | **Required (Yes/No)** | | **Major equipment** | No | | **Specialized training** | No | | **Specialized requirements for biospecimen collection** | No | | **Average time of greater than 15 minutes in an unaffected individual** | No | |
| **Annotations for Specific Conditions:** | None |
| **Process and Review:** | Not applicable. |