

STEP-BY-STEP PROCEDURES FOR STORE SURVEILLANCE

BEFORE

- Team up with friend(s) between the ages of 18-29.
- Obtain address of store locations from ACTIVE Life Program Manager.
- Make sure you have all necessary items (survey, pencil, transportation, store address, camera/phone, pencils, notepad, and contact info for ACTIVE Life program Manager).
- Plan route and print map as needed.
- Proceed to the first of your locations with your teammate(s).

DURING - EXTERIOR

- As you pull into the location, begin EXTERIOR OBSERVATIONS immediately.
- If possible, park vehicle with a clear sight of the EXTERIOR of store.
- Begin recording EXTERIOR data before exiting the vehicle, if logistically feasible.
- Remember to check for billboards, advertisements at gas pumps, and stand alone signs!
- At this time, take 1 or 2 external pictures of clean, tobacco advertisements. **It is critical that your pictures are only of the advertisement image and no person(s) are captured.**
- Using a pencil, first answer EXTERIOR-related questions on survey. (Preferred method: 1 person is the OBSERVER & one person is the RECORDER).
- Please work quickly, but thoroughly. Answer every question as accurately as possible.

DURING - INTERIOR

- Next, gather materials for INTERIOR OBSERVATION, and proceed into store.
- Proceed slowly, double-checking for any final EXTERIOR observations, as you enter store
- DO YOUR VERY BEST TO STAY OUT OF THE WAY OF STORE CUSTOMERS. Do not impede business operations in any way!
- It is critical that you gather as much information (from the survey) as possible while you're at the store. Unless supervisor gives permission, we will not be returning to obtain "missed information".
- **If a manager or employee approaches you, always remain polite, professional, and brief when explaining what you are doing.** (In general, you shouldn't have to speak with anyone.)
- If permission to collect data is DENIED, LEAVE ENTIRE PREMISES IMMEDIATELY and record results soon thereafter.
- Collect data and record survey information swiftly, quietly, efficiently, and thoroughly. Again, 1 person OBSERVES & 1 person RECORDS.
- At this time, try to again take at least 1 or 2 interior pictures of clear tobacco advertisements (image/sign only). **It is critical that your pictures are only of the advertisement image and no person(s) are in the shot.**
- Return to vehicle and debrief about data collected, make notes about any additional information, and discuss how the process can be improved for the next retailer observations.

AFTER

- Return to ACTIVE Life with completed surveys and notes.
- Upload any images and email to angela@activelifehq.org.
- BLOG findings on AL site as soon as possible using the following instructions:

Sign up:

- STEP 1: Go to www.activelifehq.org
- STEP 2: Click on the big orange button that say, "workplaces"
- STEP 3: Scroll down until you see another orange button that say, "Register Now"
- Step 4: You will need to create a personal account. All you need to enter is a personal user name, password, confirm password, scroll all the way to the bottom, Click "Accept Terms and Conditions", and then Click Create New Account
- Step 5: Congratulations! You have completed the sign up process.

Find Store Front Tobacco Ad Surveillance (STAS)

- STEP 1: Go to www.activelifehq.org
- STEP 2: Hover over the drop down menu of "Workplaces"
- STEP 3: Scroll down to "Workplace List" and click
- Step 4: Click on, Store Front Tobacco Ad Surveillance (STAS)
- Step 5: On the left hand menu click, "Be Come a Fan" and "Be Come and Administrator"
- Step 6: Once you have been approved you may now blog about your experience

Create and Post a Blog:

- Go to www.activelifehq.org
- Login in with your email and password
- Click on, My Profile in the upper right hand corner of the page
- Click on, Store Front Tobacco Ad Surveillance (STAS)
- Click the, Create Blog Post
- Click, Add Blog` and input your post title, date of post and the post description (the post description is where you put the content of your blog)
- Click, Save and view

****If you need further assistance, please do not hesitate to call 512.533.9555 x310****

THANK YOU VERY MUCH!