



Case Study Summaries

Case studies aimed at reducing illegal sales

Effectiveness of a Policy to Reduce Tobacco Sales to Minors

Vista Community Clinic, June 2000

A task force of youth and adult volunteers conducted a comprehensive community education campaign to garner support for a local tobacco control policy to ban self-service displays, cigarette vending machines and the sale of single cigarettes. Components of their campaign included media advocacy, educational workshops, and meetings with key opinion leaders. Pre/post tests were used to evaluate the impact of the policy that resulted in a significant decrease in self-service displays and a reduction in tobacco sales to minors.

Tobacco Free San Mateo County Project

ALA San Francisco & San Mateo, June 2001

Interventions conducted in 5 cities were designed to decrease youth access to tobacco by reducing the number of self-service displays, increasing the frequency of clerks asking for proof of age, and increasing the posting of "no sales to minors" signs. Strategies were also pursued to reduce the amount and placement of tobacco advertising thru ad and SSD policy. The strategies yielded a decrease in tobacco sales, a reduction in self-service tobacco. No changes in STAKE ad signage or tobacco advertising were observed.

Citizen Citation

LA LINK, 1997

This case study describes a unique intervention to increase compliance with California's STAKE Act. Teens identified where teens bought their tobacco. Those stores became the study stores. The study stores were randomly assigned to control and intervention groups. The intervention group received a "Citizen's Citation" if they sold cigarettes to a youth. Following the intervention, the stores in the intervention group had higher rates of compliance with the STAKE Act in terms of signage posted. They also had lower rates of illegal tobacco sales to minors.

Milpitas KICK Club and Police Reduce Illegal Sales to Minors

Stanford University, December 1999

The goal of the study, conducted by the Stanford Center for Research in Disease Prevention, was to identify stores that frequently sold cigarettes to minors in Milpitas, and to conduct education and enforcement interventions to reduce sales. A combination of strategies was employed including a youth group that conducted undercover buys, community and merchant education and enforcement by the local police department. These strategies led to a significant reduction in illegal sales in the targeted stores.



Case studies aimed at reducing advertising at point-of-sale

Effectiveness of an Intervention to Achieve Voluntary Reductions in POP Tobacco Advertising

Vista Community Clinic, June 2000

An 18-month intervention was conducted to persuade coast side highway merchants in Oceanside to voluntarily eliminate tobacco advertisements and promotions within three feet of candy and/or at children's eye level (below three feet from the floor). Stores received 207 visits, totaling 35 hours of contact! While the intervention did not achieve significant voluntary reductions in point-of-purchase tobacco advertising that targets children, the intervention did lay the groundwork for tobacco control policy development in the study community and two other adjacent cities.

Using a City Sign Law to Reduce Tobacco Advertising on Store Exteriors

Stanford Center for Research in Disease Prevention

This chronicles the efforts of the Stanford Center for Research in Disease Prevention to institutionalize regular enforcement of the City of Mountain View's sign ordinance. Describes strategies, barriers and politics of efforts to achieve the goal.

Enforcement Approach to Ads in Stores

City of Pasadena

This case study describes the efforts of the Pasadena Tobacco Control Program to stimulate enforcement of sidewalk sign prohibition in the city's sign ordinance. Identifies a process of documentation and coalition pressure on Code Enforcement that led to enforcement of the sign ordinance.

The Good Guys Club

North Valley Region

The Good Guys Club (GGC) was developed to encourage tobacco retailers to comply with state youth access to tobacco laws and to voluntarily reduce tobacco advertising in their stores. The intervention included educational materials and positive recognition media products for retailers who agreed to participate in the GGC. Community members and leaders were provided information and asked to encourage tobacco retailers to reduce tobacco advertising and youth access to tobacco.

Health Promotores

City and County of San Francisco, 1993

The "Health Promotores" was a volunteer group of teens and adults from the Mission Neighborhood Health Center in San Francisco who were originally trained in 1993 by the San Francisco Tobacco Free Project (TFP) as part of the Health Advocates program. The Promotores were predominately Latino. The goal of their project was to focus on the health of the whole neighborhood and to try to revitalize the area by creating a better image. So in addition to seeking a reduction in tobacco ads in neighborhood stores that sold tobacco in the 24th Street neighborhood, the "Adopt a Street" project also sought to beautify the neighborhood and bring residents and merchants closer together. The project achieved significant reductions in tobacco ads in local stores and helped to clean up the neighborhood as well.