



CHECKLIST

Youth Purchase Survey

As you prepare to perform a Youth Purchase Survey (YPS) in your community, use this checklist in order to verify that you are ready. For more details on each step, see [Documenting the Problem: Illegal Sales](#) section on the Web site.

1. Decide the Goals of Your YPS

- Assess the Efficacy of an Intervention
- Assist Law Enforcement
- Gather Information for Policy Makers

2. Consider All the Issues During the Planning Phase

- Arguments Against Youth Purchase Surveys
- Which Stores Should Be Surveyed?
- Which Minors Should You Use?
 - How Many Youth Should You Use?
 - Ethnicity of Youth
 - Age of Youth
 - Gender of Youth

3. Prepare Your Strategy Before Conducting the Survey

- Coordinate Efforts:
 - Local Law Enforcement Agencies
 - Local Lead Agencies
 - Local Nonprofit Agencies
 - Community Groups
 - Concerned Individuals
- Obtain Permission and Immunity from Prosecution from Your Local Police Department
- Identify Your Survey Sites:
 - Define Your Geographic Area
 - Decide How Many Stores to Survey
 - Compile a Master List of Tobacco Retailers
 - Select the Stores to Be Surveyed
 - Map Stores/Driving Routes
- Recruit and Train Youth
- Obtain Parental Permission
- Recruit and Train Adult Drivers/Observers
- Go Over Safety Policies with Adult and Youth Volunteers
- Distribute Survey Packets

4. Review and Decide On an “Actual” Versus “Attempted” Buy Protocol

- Decide On the Role of the Adult During the Purchase Attempt

5. Analyze, Evaluate and Write a Summary of the Survey Results