SYNAR - Community Education and Mobilization Guidance

*Identify and partner with community partners to develop, educate and plan strategies to reduce youth access to tobacco* (MUST BE DONE IN CONJUNCTION WITH MERCHANT EDUCATION AND/OR LAW ENFORCEMENT RELATED ACTIVITIES)

*Best Practice Steps*

**Planning**

1. Prevention providers will identify and determine the level of interest and involvement of community partners who share the goal of reducing youth access to tobacco products. If no readiness exists, count as community based processes work until support is in place.
2. Prevention providers will engage in planning with partnering agencies (to develop strategies to reduce access to tobacco) in their service area(s). Note: prevention providers cannot pay for tobacco enforcement activities).

**Implementation**

1. Prevention providers will provide information on youth access (i.e. laws, penalties) to policy makers, community leaders, youth and civic groups to educate and actively involve them in efforts to reduce youth access to tobacco products).

**Tobacco Purchase Survey Guidance**

**Planning**

1. Prevention providers will assist in the recruitment of youthful looking 18-year-old young adults who appear their age or younger. Young adults should not misrepresent their age at any time.
2. Prevention providers will assist in age testing efforts by having 15 adults guess the ages of the young adult(s) being used in the surveys to calculate an average age of appearance. All young adults must appear to be under eighteen to participate (preferably 16 or 17 years of age).
3. Prevention providers will assist to ensure the young adult follow the appropriate dress attire for survey collection.
4. Prevention providers will assist with the maintenance of a secure file including, but not limited to: a NC State-issued photo identification card/Driver’s License, medical and Emergency contact information.
5. Prevention providers will assist in training adult chaperone/monitor(s) and young adult inspectors in Tobacco Purchase Survey protocols.
6. Prevention providers will assist with inspection route planning using the retailer list provided by DMH and will coordinate/designate a location to meet the young adult.

**Implementation**

1. Prevention providers and team (adult chaperone/monitor and young adult) will assist and/or proceed to the first store location. Upon arriving at each location, if possible, the driver will attempt to park in a location that is not visible to the clerk so as not to alert the clerk to the occurrence of a compliance check inspection.
2. Prevention providers and/or the adult chaperone/monitor should discuss a plan including who will enter and in what order, what type of product to purchase, what location to purchase from and any potential security issues.
3. Prevention providers and/or the adult chaperone/monitor will determine the safety of the location in consultation with the young adult. A signal for aborting the location due to safety concerns should be established ahead of time.
4. Prevention providers and/or the adult chaperone/monitor will ensure the young adult has his or her ID.
5. Prevention providers and/or the chaperone/monitor will determine if his or her presence in the store will compromise the inspection and the location is deemed adequately safe, the young adult will enter the store alone and attempt to purchase a tobacco product (e.g., smokeless tobacco or cigarettes) while the chaperone/monitors the door.
6. The prevention provider and/or chaperone/monitor shall maintain a clear and unobstructed view of the young adult at all times while they are in the store in the event the prevention provider and/or chaperone/monitor is not able to go into the store with the young adult.
7. The prevention provider and/or chaperone/monitor will enter the store if the young adult does not emerge within a reasonable time to have attempted to purchase a regulated tobacco product (5 minutes).
8. If the adult chaperone/monitor presence in the store will not compromise the inspection, the chaperone/monitor and the young adult will enter the store in the most natural way possible.
9. The prevention provider and/or chaperone/monitor will instruct the young adult to first attempt to purchase from a self-service display. If this is unavailable, the young adult should request a single pack of cigarettes or other tobacco product (at the prevention agency’s discretion).
10. The prevention provider and/or chaperone/monitor will ensure the young adult will not present any false identification when attempting to purchase tobacco. When asked, the young adult will simply show their true identification. If challenged about their age(s), the young adult will state their correct age.
11. The prevention provider and/or chaperone/monitor will instruct the young adult to exit the establishment after the purchase attempt if the clerk attempts to sale the tobacco product to the young adult. The young adult inspector will not consummate the sale and therefore needs no money.
12. When the young adult inspector returns to the car, they will inform the prevention provider and/or chaperone/monitor if the store clerk did or did not attempt to sell if the prevention provider and/or chaperone/monitor was not present in the store to witness for themselves.
13. The prevention provider and/or chaperone/monitor will ensure the young adult inspector completes the N.C. Tobacco Retail Outlet Inspection Form immediately in its entirety following each attempted inspection. If a tobacco product was “almost sold” to the young adult, the inspection form noting retailers that almost sold (versus those that did not sell tobacco products) should be reported on the N.C. Tobacco Retail inspection form.
14. The prevention provider and/or chaperone/monitor should enter the information from the N.C. Tobacco Retail Outlet Inspection Form into ECCO under the merchant tracking tool on the merchant dashboard, Part 2 Tobacco Survey.

**Evaluation**

Reach: Count collaborative members as well as community education participants

Suggested collection of process evaluation information, including:

* Number of community groups identified
* Number of planning meetings with new or existing community groups/partners
* Number of groups that received information on youth access (laws, penalties)
* Number of young adult inspectors
* Number of Tobacco Purchase Surveys conducted (and which businesses were inspected)