

# Evaluation of a Retailer Education Campaign

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## BACKGROUND

### Rate of Tobacco Sales to Minors in NC

- 10.3% sales rate in 2006
- Steady decrease from 50% in 1996<sup>1</sup>
- '92 Synar Amendment: states must reduce rate to ≤ 20%<sup>2</sup>
- NC has met goal overall, but some counties still have rates > 25%<sup>3</sup>

### Identifying Minors

2000: NC introduces colored borders for driver's licenses

- red border = under 18
- yellow border = 18 to 20
- green border = 21 and over

2004: Only 4% of managers/owners correctly identify the colors on NC driver's licenses in telephone survey.<sup>4</sup>

### The Red Flag Campaign

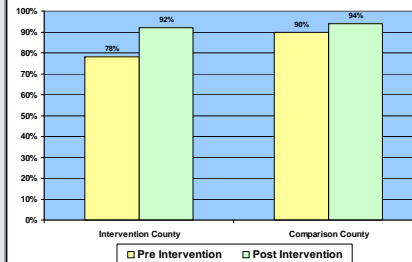
- Retailer educational campaign about colored borders
- Sponsors: NC Division of Alcohol Law Enforcement, NC Division of Mental Health and Substance Abuse Services, NC Health and Wellness Trust Fund
- Rolled out in 3 phases (beginning in 2005)
- Retailers sent packets with posters, brochures, stickers
- Campaign evaluated after Phase 1 and Phase 2
- Phase 2 evaluation (spring/summer 2006) reported here



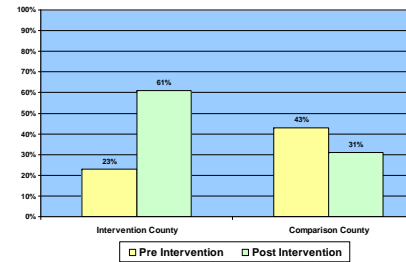
## RESULTS

- Awareness of the colored borders by Intervention merchants increased by 21% (from 76% to 92%) following the Red Flag campaign
  - 60% of Intervention merchants knew red border = no sale (twice the number as in Comparison)
- 67% of Intervention merchants vs. 14% Comparison merchants aware of Red Flag campaign
- 30% of Intervention stores vs. 0 Comparison stores displayed Red Flag campaign materials post-intervention

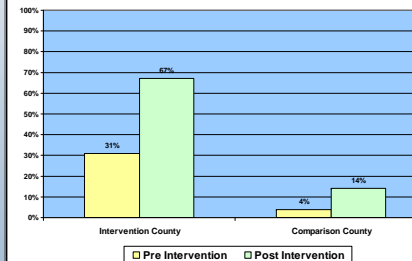
Percent of merchants reporting awareness of colored borders



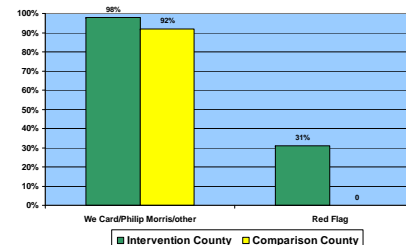
Percent of merchants correctly identifying red border



Percent of merchants reporting awareness of Red Flag Campaign



Visible signage about age restrictions for purchasing tobacco (post-intervention)



## CONCLUSIONS

- Red Flag campaign successfully reached merchants in target market
- Use of colored borders did not change substantively after campaign
- Merchants reasons for using colored borders:
  - have adequate alternatives
  - colored borders do not always indicate correct age
- Merchants in intervention county are displaying RF materials
- We Card, other ID signs in almost all stores

## RECOMMENDATIONS

- Incentives for managers to train employees
- Incorporate Red Flag into tobacco control grantee trainings
- Additional strategies to boost utilization:
  - Collaboration with store owners/managers
  - Collaboration with DMV for licenses to expire at 18 & 21
- Additional research with merchants and analysis of rates of tobacco sales to minors by Red Flag counties

## LIMITATIONS

- Need analysis of sales rates to minors in these counties to examine whether color-coded borders, Red Flag affecting sales rates
- Need qualitative research with merchants to examine other factors that have an impact on sales to minors

## REFERENCES

- From "Reducing Youth Access to Tobacco in NC", a brief prepared by the Division of Mental Health, Developmental Disabilities and Substance Abuse Services. Reviewed October 2006.
- U.S. Department of Health and Human Services Substance Abuse and Mental Health Services Administration. Tobacco Use in America: Findings from the 1999 NHSDA. Available at: <http://www.drugabusestatistics.samhsa.gov/NHSDA/tobacco/chapter3.htm>. Accessed Oct. 2006.
- Isgett LF, Ribisl K. North Carolina Tobacco Sales Rates to Minors by County/Region. Map produced by School of Public Health, University of North Carolina at Chapel Hill. April 22, 2005.
- Unpublished study conducted by CapStrat in Raleigh, NC. December 2004.

## METHODS (PHASE 2)

- Quasi-experimental pre-post test design
- 2 counties chosen:
  - Durham – Intervention County (received materials)
  - New Hanover – Comparison County (no campaign)
- Factors in county selection:
  - Reduced risk of exposure to campaign in Comparison
  - Comparable population as measured by census data

County	Pre-Test Interviews* N(RR) April 2006	Post-Test Interviews* N(RR) July 2006
Intervention	53 (91%)	49 (93%)
Comparison	55 (92%)	49 (94%)

\*Convenience stores/gas stations, grocery stores, drug stores

- Survey measured:
  - ✓ awareness/knowledge of colored borders
  - ✓ awareness of Red Flag
  - ✓ method used to check ID
  - ✓ visible signage
- Two trained interviews conducted all interviews, averaging 5 minutes each interview
- \$10 gift card as incentive
- Data analysis in SPSS