



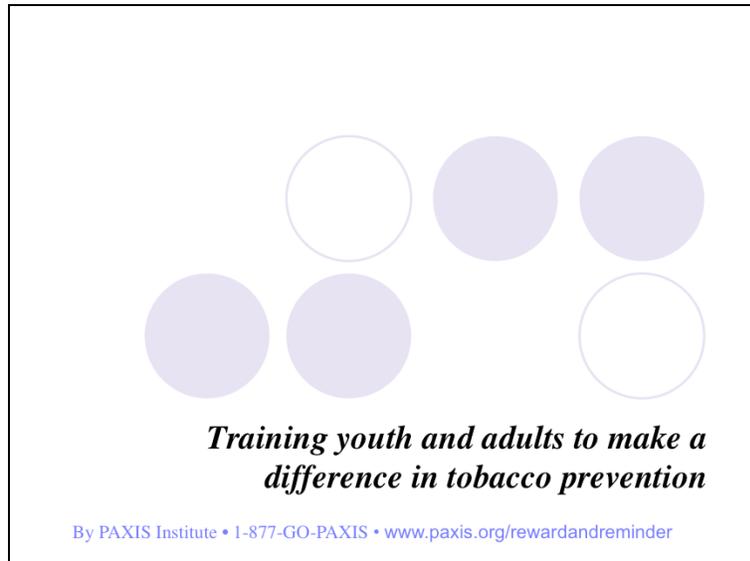
Reward & Reminder™ Training



Housekeeping...

- Please keep microphone muted when not speaking.
- If possible, type all questions, even those asked aloud, into the chat box.
- If you have a question, please use the “raise hand” icon.
- Please use emoticons as much as possible!

Reward & Reminder™



Reward & Reminder Training for Teams

The Reward and Reminder program is also known as R&R.

Teams of youth and adults have special training to learn to conduct Reward and Reminder visits to tobacco retailers and outlets throughout the area.

The Reward and Reminder (R&R) visits are made by specially trained youth and adult teams, following a formula that produces exceptional improvements in public health and safety. This training teaches you the basics of R&R and related state and federal law.

What is Reward & Reminder™?

- It rewards people who don't sell tobacco to kids, and reminds those who would to do the right thing.
- It has been proven in Oregon, in Wyoming, and in Wisconsin to reduce sales to kids by 40%.



Thanks for **not** selling alcohol and tobacco to kids!

Reward & Reminder™

Reward & Reminder is based on a simple scientific fact.

Mother Nature wires our brains to do things AGAIN that are recognized and rewarded by other people. Reward from other people is very powerful, and has been proven a zillion times in controlled studies. Until Reward & Reminder, stores and clerks almost never got rewarded and recognized for doing the *right thing*. Now they do, and more people are CONSISTENTLY doing the *right thing*.

What am I getting into?

- We help save lives by keeping alcohol and tobacco out of the hands of kids.
- We make people feel good for *doing the right thing* - not selling alcohol and tobacco to kids.
- We help people stay out of trouble with the law.



What would it feel like if you could save lives?

Reward & Reminder™

Reminder & Reminder makes a meaningful difference.

Sometimes, people get asked to do things that don't have a clear benefit. Reward & Reminder measurably affects your community, and you and others will be able to see the results because of the regular data you and others collect.



Why is this work important?

**Did you ever think
you could change the
world?**



Every Reward & Reminder visits helps change the world.

Every time the rate of illegal sales of tobacco to kids drops a percentage point or so in our state, thousands fewer tobacco products will be easily available to kids. When less tobacco is used by kids, the present and future will be changed in our community.

Just Imagine...



- Hundreds more babies born **healthy** each year.
- Thousands fewer kids needing special education because of smoking-related retardation and ADHD.
- Drug abuse by kids dropping by 10% to 25%.
- Thousands fewer in dying each year from cancer and other diseases in their middle age.

What would it feel like if you helped make these things happen?

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Reducing tobacco use changes lives.

Any one who is old enough to read this knows tobacco isn't good for anybody. What some don't know is how many adverse other effects tobacco has on babies.

Tobacco use during pregnancy (mostly by young moms) is common in many areas, and predicts increased risk of many health complications for the baby.

Tobacco use during pregnancy increases risk of substance abuse and criminal behavior when the baby grows up.

Tobacco use during pregnancy increases risk of behavior problems like irritability, aggression and ADHD in the baby for its lifetime.

Brennan, Patricia A; Grekin, Emily R; Mednick, Sarnoff A. (1999). Maternal smoking during pregnancy and adult male criminal outcomes. *Archives of General Psychiatry*. 56, 215-219

Brennan, Patricia A; Grekin, Emily R; Mortensen, Erik Lykke; Mednick, Sarnoff A. (2002). Relationship of maternal smoking during pregnancy with criminal arrest and hospitalization for substance abuse in male and female adult offspring. *American Journal of Psychiatry*. 59, 48-54.

Milberger, S., Biederman, J., Faraone, S. V., Guite, J., & et al (1997). Pregnancy, delivery and infancy complications and attention deficit hyperactivity disorder: Issues of gene-environment interaction. *Biological Psychiatry*, 41, 65-75.

People start to smoke when they are just young kids.

When the scientists got together to see what to do about tobacco problem, they found out that **fully fifty percent (50%) of new smokers are addicted by the eighth grade!**

What would happen in the world and if you helped kids never get hooked on tobacco?



Reward & Reminder™

Reward & Reminder can help keep kids from starting

A number of studies show that if kids think its harder to get tobacco on a regular basis, then they will be less likely to get addicted to tobacco. That is one of the ways that Reward & Reminder can help young people, by making everyone think it is harder to get tobacco. That is one of the reasons that coalitions working on Reward & Reminder and the teams need to publicize that stores are NOT selling, more than publicizing which stores are selling tobacco.

Kids and teens get addicted to nicotine faster than adults.

- 12-13 Year olds smoking only a few cigarettes per week are as addicted as adults who smoke heavily.
- Nearly 1/4 of the kids who smoked as little as once a month had symptoms of nicotine addiction within weeks of beginning monthly smoking, in a National Institute of Health study.



Would it be a great thing or a little thing if you helped kids never be addicted?

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Teen brains are different than adults

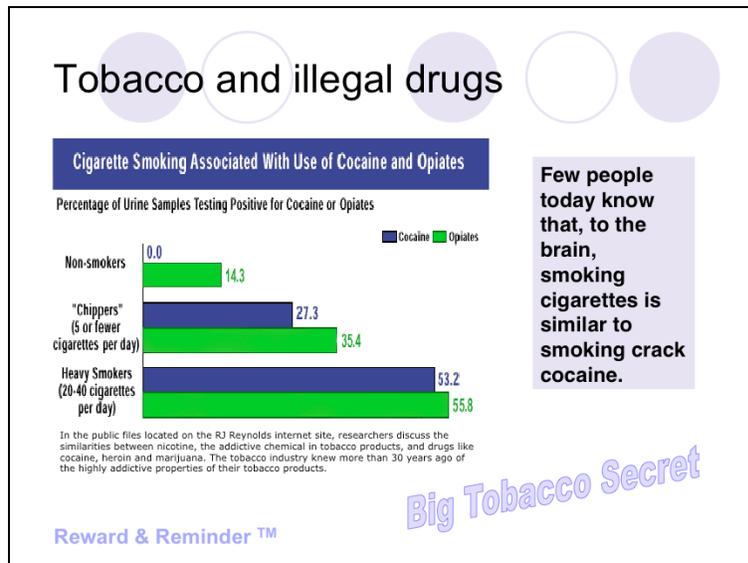
About 10 years ago, scientists started to have the technology to see how the brain works in real time. That's when they discovered that teen brains work differently than adult brains. For example, teen brains have different numbers of receptor sites for reward, and they need more more reward than adults. Nicotine mimics rewards that people get from real things. So, if kids start tobacco, it is MUCH harder to quit—though teens don't like to admit it. By making it harder to get tobacco on a regular basis, it helps stop teens from developing a tobacco habit.



Spear, L. P. (2000). The adolescent brain and age-related behavioral manifestations. *Neuroscience & Biobehavioral Reviews*, 24, 417-463.

Spear, L. P. (2000). Neurobehavioral changes in adolescence. *Current Directions in Psychological Science*, 9, 111-114

For lay info, see <http://www.pbs.org/wgbh/pages/frontline/shows/teenbrain/work/anatomy.html>



Tobacco may be "natural" but it is very addictive.

A cynic could call tobacco a "designer drug." Why? Because many of the compounds that are in it, and added to it, accelerate its addictive properties.

The information about this didn't come from anti-tobacco people; it comes from the "secret" papers discovered when the states' Attorney Generals got to see the paper and research that had been hidden from us, the public by the tobacco companies. Much of this information was 30-50 years old. More recently, other scientists have shown the chemical similarities between tobacco and very dangerous drugs like cocaine.

Stores sell tobacco to kids.



<http://www.tobacco.neu.edu/>

Massachusetts Operation Storefront-
1998 Massachusetts Dept. of Public Health

- **52% of the ads visible to kids from outside stores are for tobacco.**
- **Stores within 1000 feet of a school show more tobacco ads than stores farther away.**
- **Stores in poorer communities display more tobacco ads.**

Big Tobacco Secret

Reward & Reminder™

Commonwealth of Massachusetts Massachusetts Department of Public Health

"Operation Storefront" Study: Youth Bombarded by Tobacco Ads

An examination by the administration of Gov. Paul Cellucci of more than 3,000 retail stores in 125 cities and towns across Massachusetts shows that more than half the advertising on storefront windows is for tobacco products, with brands aimed at teenagers the most heavily advertised. *The survey also shows:*

Minority communities, especially in the areas near schools, are subject to a much higher proportion of tobacco ads; menthol brands are two to three times more likely to be advertised in minority areas.

Convenience stores and gas stations - where the majority of young people buy cigarettes - had the highest proportion of all retail stores of prominently displayed tobacco ads. A total of 55 percent of the ads at convenience stores and gas stations were for tobacco products. Pharmacies and drug stores displayed the lowest proportion of tobacco ads (6 percent), followed by department stores (9 percent) and grocery stores (30 percent).

In addition, retail stores in poorer communities displayed much higher numbers of tobacco ads per store (an average of five) than stores in more affluent communities (and average of three storefront ads).

The study was conducted in February, March and April of 1998 by youth and adults. In the survey of more than 3,000 stores in 125 cities and towns with a combined population of more than 3.5 million, the surveyors found more than 20,000 advertisements visible in storefronts - tobacco ads made up a full 52 percent of that total.

How easy is it to buy tobacco?



- 64% of current smoking youth <18 report were not asked to provide proof of age when purchasing tobacco.
- 62% were not refused purchase because of age.

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*National Youth Tobacco Survey 2005

It is easy to buy tobacco, and the life time price is very high for everybody.

There are many reasons why it is easy to buy tobacco, even though it is illegal to sell to a teen or kid. Here are a few:

Clerks forget to ask for ID's

Some clerks think it is no big deal for a kid to use tobacco.

Some adults complain about being asked for IDs.

Some kids threaten clerks for not selling.

Some kids find a clerk who is running a scam of some sort.

Some communities don't make norms against selling tobacco clear to everybody.

Why not sell tobacco to kids?



- Brainstorm the top three reasons **YOU** want to keep alcohol and tobacco products out of the hands of kids.
- Develop a paragraph about why this is important to you, that you can share with others in 30 seconds or so.
- Practice telling your group.

Reward & Reminder™

Reason #1

Reason #2

Reason #3

Why is this important?

Reward & Reminder™

Our goal?
**Retail clerks will
sell tobacco to kids
no more than 5-7
times out of 100.**



Why are single digit sales important?

When less than 10% of the clerks and stores sell tobacco, then the prevention effect on teens becoming addicted to tobacco is much higher. Why is this so?

It takes too much time to get to a willing store.

It takes too much gasoline to get to a willing store.

If a store changes hands or gets a new clerk, a teen may be forced to quit.

Law enforcement will be far more likely to notice stores that are consistently breaking the law.



Before you start

- You will want to make a few observations about your community.
- Make sure you have consent of law enforcement and inform them every time you go out.
- Send letter to all retailers letting them know about your program.

Reward & Reminder™

We work in teams.



Each team has one adult leader and two teens - one male and one female.

Reward & Reminder™

Why are the teams mixed?

Simple, because clerks of different genders are more likely to sell tobacco to opposite gender kids. Guy clerks are more likely to sell to girls, for example.

What are the elements
of this campaign?

Mobilizing Community Support
Merchant Education
Feedback to stores
Media Publicity/Advocacy
Reward and Reminder Visits

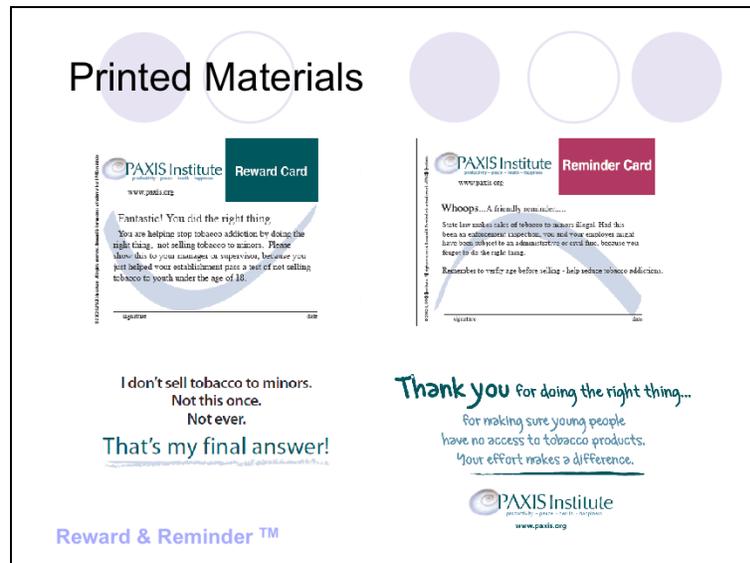


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Reward & Reminder campaign

Reward & Reminder is a campaign. That means lots of publicity from many sources. There are TV and radio ads across the state. There are even billboards and bus signs in some areas.

There are activities teams can help with locally, which make a huge difference. For example, the more local communities publicize commitments to Reward & Reminder via proclamations or successes of local merchants or clerks, the better the results will be.



Printed materials for mobilizing your community

Reward & Reminder is an educational campaign, too. You have three types of flyers to use:

- 1) The community promo flyer gives specific tips for what individual citizens can do.
- 2) The merchant brochure helps merchant education about the program.
- 3) The blueprint flyer tells what other people can do.

Why Reward & Reminder™?



- **It is a positive approach.**
- **It makes people feel good for doing the right thing.**
- **It gives young people a chance to make a difference.**
- **It works.**

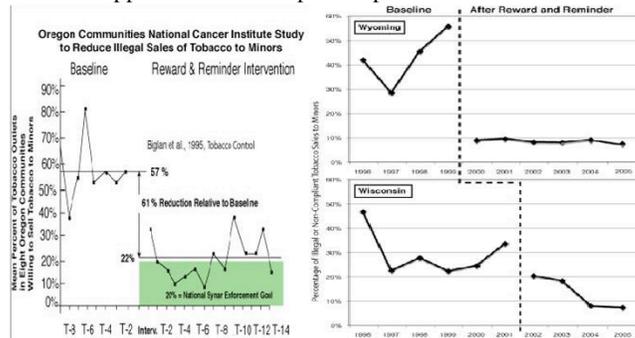
Reward & Reminder™

Reward for success motivates people

Think about the times you've said, "They don't notice the good things I do, only the bad." Well, that saying is very common among clerks at stores that sell tobacco. Often the clerks says that customers and the public only notice the bad. Wisconsin Wins turns all that on its head. Your team is one of several hundred teams that make sure people are noticed for doing the right thing. Of course, when stores or clerks don't remember to do the right thing, then teams have several options for reminders—which will be discussed.

Reward & Reminder™ Works

From applied research to proven practice in three states



Reward & Reminder™

Reward/Reward and Reminder is powerful.

The first studies on R&R were conducted in Oregon by Dr. Anthony Biglan, which were funded by the National Cancer Institute. PAXIS Institute and Dr. Dennis Embry then brought the strategy to Wyoming and Wisconsin. Both Wyoming and Wisconsin have seen major positive results over time.

Biglan, A., Henderson, J., Humphreys, D., Yasui, M., Whisman, R., Black, C., & James, L. (1995). Mobilising positive reinforcement to reduce youth access to tobacco. *Tobacco Control*, 4, 42-48.

Biglan, Anthony. Ary, Dennis. Yudelson, Howard. Duncan, T. E. Hood, Donald. (1996). Experimental evaluation of a modular approach to mobilizing antitobacco influences of peers and parents. *American Journal of Community Psychology*, 24(3), 311-339.

Biglan, Anthony. Ary, Dennis. Koehn, Virginia. Levings, Debra. et al. (1996). Mobilizing positive reinforcement in communities to reduce youth access to tobacco. *American Journal of Community Psychology*, 24, Oct 1996, 625-638.

What is Reward & Reminder™?



The basics-

- Youth teams visit stores and try to buy tobacco.
- If clerk stops sale, clerk and store get rewarded.
- If clerk continues, kids terminate sale. Clerk gets verbal warning (from adult) and reminder card.
- Adult writes down visit information.

Reward & Reminder™

Quiz yourself.

Who enters the store?

Who gets rewarded or recognized for asking for refusing to sell?

Who gives the clerks reminders?

What do we need to know first?

- We had to have all paperwork filled out and turned in before going out.
- We were between the ages of 15 years and 17 years (recommend 18 to 20 for alcohol).
- We dressed casually; we wanted to look like we always do.



Reward & Reminder™

First steps for getting ready.

There are important legal and financial reasons for filling out the papers BEFORE leaving the visits. For one, the contactor has to report all this for their reimbursements.

Dressing in ways that you never do will send subtle signals of discomfort or anxiety. So, looking natural is important for R&R to work.

R&R is for tobacco laws regarding minors, and our procedures require teenager to make the visits.

Are there any rules?

Of course-

- **Only the adult leader may drive the car.**
- **We always wear a seatbelt when the car is moving.**
- **We always tell the truth.**
- **We skip a store if anyone on the team feels unsafe or knows someone in the store.**



Reward & Reminder™

Safety is important.

Reward & Reminder is typically funded by government agencies. Keeping you from injury is an important concern, so seatbelts must be worn and adults need to check out the store before entering.

Reward & Reminder is not a program that deceives or lies to people who work in stores. Thus, if a clerk or manager asks your age, tell the truth. Reward & Reminder is not a secret program or "entrapment" procedure.

Our first day out

- Our adult leader picked us up at a pre-arranged time.
- We checked our supplies (reward certificates, coupons, merchant education packets, reward and reminder cards, list of stores).
- We drove to the first store, and checked the address.
- We took turns asking for the tobacco, so we flipped a coin to see who went first.



Reward & Reminder™

Being Ready to Visit, Recognize & Remind

You will have a checklist of things you need to have with you when making an R&R visit. The list gets updated from time to time, based on refinements and revisions in the procedures.

For sure, you will need the Reward information and certificates. Make a list here of things said at the training:

What did we do inside the store?

The adult leader went in first.



The youth followed a few minutes later.

Reward & Reminder™

Role playing entering the store to buy tobacco products.

The reason the adult goes in first is to scope out the place and make sure it is OK for youth to go in. Learning how to enter the store and look "normal" even if you are not comfortable asking for tobacco products is quite important to the success of R&R. If you look nervous or shaky, then it would be as successful. Thus, we will be practicing this.

We checked for tobacco access.

**Are all tobacco products behind a counter,
or are some where kids can
get to them?**



Reward & Reminder™

Keep a sharp eye out for tobacco products.

An important element of Reward & Reminder is monitoring how careful stores are about the placement of tobacco. If the products are too accessible, it encourages stealing of tobacco by kids, which turns out to be a very bad thing. Tobacco makes a person create strong behavioral associations with the “high” of tobacco, which could be pairing pleasure with stealing.

We checked for signs:



Reward & Reminder™

The presence of signs help compliance.

It seems simple, but posted signs about no sales of tobacco to minors actually helps in several ways:

Adults are less likely to be hostile when asked for their ID's.

Clerks are more likely to remember to ask for ID.

Teens are a bit less likely to attempt to buy tobacco.

We asked for tobacco by brand and type.

When we went to pay for the item, we asked for the pre-selected kind of tobacco by name. (*Don't worry, we rehearsed these lines during training.*)



Reward & Reminder™

You get to be an actor.

Youth get to practice the types of tobacco products they ask for in the store. It is essential that you learn to do this smoothly, like you are an old hand.

If you are nervous and anxious, it tends to tip off the clerk to be wary. This is a time to learn to pretend to be Joe Cool or Ms. Nicotine.

Talking to the clerk

- If the clerk asked our age, we told the truth.
- If the clerk asked for our ID, we said we left it in the car, which we did.
- If the clerk was rude, we just left the store and waited outside.



Reward & Reminder™

Go with the Flow with Clerks.

One important thing to remember is that the goal of R&R is compliance with the law. We are not "out to get them". This is why we do not lie to or manipulate the clerks in any way.

Part of your training is learning how to respond to common questions and interactions with store clerks. Telling the truth is the easiest thing to do. Again, this is part of learning about the roles required for an effective R&R visit.

Some clerks may be hostile. Some may be overly friendly. Some may not be paying attention. As you learn the roles well, it helps the whole community win.

We never completed a tobacco sale.

If the clerk was willing to sell us tobacco,
we did **NOT** complete the tobacco part of the sale;
we said we didn't have the money for that
after all.



Reward & Reminder™

R&R Visits Do Not Focus on Fines or Citations.

The idea is to see how often clerks and stores do the right thing, not how often they do the wrong thing. It is not necessary to complete the sale—if the clerk would have sold. It is not considered a Reminder visit until the clerk actually asks for the money. New technology may require them to ring up the purchase before asking for ID. So wait until they ask for the money.....just to be sure!

By terminating the sale with the lines you will learn and practice, we maximize the chances of rewarding and recognizing success, and giving reminders when clerks or stores forget to do the right thing. R&R is for training and improving behavior, not for punishing behavior.

We went back to the car.

- We talked about what happened.
- The first few times we had a lot to say about how we *felt* about what happened.
- We gathered materials to go back into the store.



Reward & Reminder™

Reviewing what happened helps the next visit.

The first few times, be sure to review key things like:

Did we act well?

How can we improve acting our roles?

What would we do differently?

How did I handle a difficult situation, if any?

Talk about it.

What will they be doing when they go back into the store?



Practice your story about why this is so important to you, in preparation for thanking the clerk.

Reward & Reminder™

Rehearse the positive things you might say to a clerk or store for doing the right thing.

Here are a few tips.

Start with the praise, "thank you for doing the right thing by not selling tobacco to minors."

Then, say who you are with. If you launch right into you are working with the Department of Health or some other agency, the clerk or store owner might be fearful at first.

Reward or Remind???

Did the clerk refuse to sell ?

We congratulated the clerk and thanked him or her for *doing the right thing.*



We told our story. This is the place for your story about why YOU want tobacco out of the hands of kids, and about how our project works.

Reward & Reminder™

Learn to Praise and How the Community is Winning by Them Doing the Right Thing.

Describe how they did the right thing.

Say why it is important to do the right thing, more than it is the law.

Practice what you will say giving a reward, if any such as a gift certificate

We Succeed with Reward

We can give a variety of Rewards for NOT selling to minors—for individual clerks, for clerks collectively in the store, & for the store.

**RECOGNITION
CERTIFICATE**

I helped our youth succeed.



Reward & Reminder™

Write Down the Ideas Discussed

Different strokes for different folks is the saying, and the Reward ideas for clerks and stores can vary by community and area.

Jot down ideas from the discussion. You may have other ideas or know people or organizations that might donate some Reward rewards.

Reward 

We gave the *clerk* the Reward card, along with any coupons or prizes from local merchants.



Reward & Reminder™

Verbal Reward Is Not Enough.

Remember clerks are not paid like the CEOs of the big companies. Your spoken words are great, and the written Reward helps a lot? List some reasons why written Reward might be important:

Your training will talk about the objection that some community folks have to the Reward and rewards, saying: "People *should* just do it because it's their job."

Was the clerk going to sell us tobacco?

The adult leader or officer went back to the store, quietly waited for the lines to go down and then gave a verbal reminder and the education materials.

A written reminder (not a citation) followed in the mail.



Reward & Reminder™

Reminders can help change behavior, too.

Right now, less than 2 out of every 10 clerks forget to do the right thing. Some places it is less, other places more frequent. If clerk or store forgets to do the right thing, then a reminder and educational approach is part of the R&R visit. Reminders are a two step process: 1) right after the visit, and 2) in a letter—which I why the correct address is really important. It is important not to be hostile or aggressive giving a reminder. Be polite and factual, and offer the educational materials. Some clerks simply may not know that they are supposed to ask for ID when selling tobacco products, for example. It is nice to add the frame of bigger benefits to the community (health, safety, etc.) when kids don't have access to tobacco.

Role Plays

Find your team.

Practice asking for tobacco product in the store, as you bring other items to the check stand.



Join with another team.

Practice again, with a member of the other team.

What will you say if the retailer asks your age?

What will you say if the retailer is going to make the sale? What if the retailer is rude?

Reward & Reminder™

Score yourself on each role-play.

1	Oscar	Runner Up	OK	Bad Soap Opera	Gong Show
2	Oscar	Runner Up	OK	Bad Soap Opera	Gong Show
3	Oscar	Runner Up	OK	Bad Soap Opera	Gong Show
4	Oscar	Runner Up	OK	Bad Soap Opera	Gong Show
5	Oscar	Runner Up	OK	Bad Soap Opera	Gong Show
6	Oscar	Runner Up	OK	Bad Soap Opera	Gong Show

Remember our goal:

**Reduce illegal
sales of tobacco
to youth to under
10%**



List how achieving this goal helps the community:

Other things to look at

- Current Synar results give us goals.
- Current rate of sales as compared to the baseline give us feedback.
- Level of enforcement.
- Retailer attitudes, training programs, and knowledge
- Map outlets and locations where merchants are or aren't willing to sell.



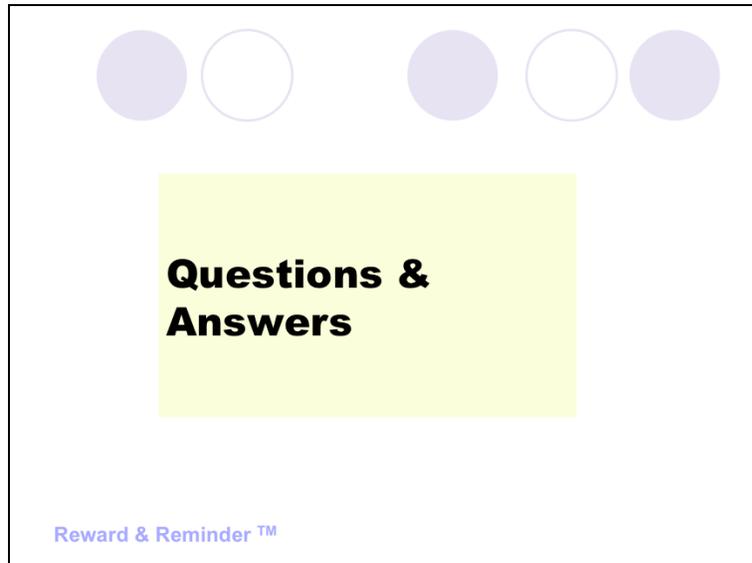
Reward & Reminder™

Reward and Reminder helps shape policy.

What each team discovers will help shape policy, which are rules and procedures the whole state will follow. The Synar Amendment is what requires the states to monitor illegal sales of tobacco. If the rate goes too high, states can be fined just like stores that sell tobacco.

Data collected from the R&R visits also helps local law enforcement decided where they might need to go to issue citations for persistent violators.

The data also help come up with new ideas.



Questions & Answers

Reward & Reminder™

List your questions or concerns:

Youth Involvement Question

?“Is there any evidence that kids will become smokers as a result of helping with a campaign like this?”

-No scientific study has so-far documented this kind of negative effect. Indeed, the reverse seems to be true.

Reward & Reminder™

Practice answering this question in your own words.

Some people have a concern that youth participation in R&R will convert them into nicotine addicts or other bad habits. This fear is understandable. Fortunately, it doesn't happen.

Reward Question

? “Shouldn’t people just obey the law because it’s the law, instead of recognizing them for doing the right thing?”

-Years of scientific study and common-sense show that this is a nice ideal. If we want our kids to be safe from tobacco, then we need to be prepared to do what works in proven research. Besides, the Reward and reminder model is very quick and less expensive compared to other options.

Reward & Reminder™

Practice answers this one, too.

This is a major objection by many. You may hear things like, “We’ll, they should do it just because it’s their job”; or, “I don’t get rewarded for not running a stop light.”

The answer is reality based. This community and other states have tried the “they should” approach for years and years, without much success. Once states start R&R, it works very rapidly, saves the state a lot of money and actually makes a difference in illegal sales more effectively and with less money than any other alternative.

Access Control Question

? “Isn't it true that no study has shown positive impact of reducing tobacco access on tobacco prevalence?”

-That is not correct. What does seem to be true is that that retail access must drop to the single digits, and that there must be other interventions to reduce social access about the same time. Free, unrestrained youth access to tobacco would make no sense given other research.

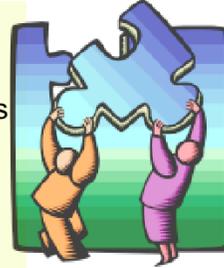
Reward & Reminder™

Adult team members need to answer this.

Youth team members are unlikely to hear this complaint; it is something adults are more likely to hear, but not too commonly. There are studies showing that successful reductions in access (not weak ones) do result in reduced tobacco use by youth. The concern that tobacco users may seek other sources of tobacco is valid, of course. However, teens are not likely to be able to bum or obtain that many cigarettes from friends or parents if they have a habit.

Reward & Reminder™ unites

- Citizens, families & youth
- Government Departments
- Local and county governments
- Association stakeholders
- Advocacy stakeholders
- Private sector & media
- And others



Reward & Reminder™

Summary

Jot down the roles of different community players.



Thanks for making a difference!



Reward & Reminder™

In the past few years, hundreds of team from all over the country have come together to bring rates of illegal sales of tobacco to their lowest levels so far through Reward and Reminder. As more and more communities and teams learn how to do R&R, the results will go lower yet. In turn, the community will win in health, safety and lower rates of addiction.



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Reward & Reminder TM