

ALCOHOL SIGNAGE WEBINAR

OCTOBER 10 & 17, 2013

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Photo from <http://www.clker.com>

PRODUCT

What is being sold?

- Low point beer, alcopops and other malt beverages



Photo by Alcohol Justice @

<http://alcoholjustice.org/images/stories/pdfs/afz/Alcopops7Eleven2012FINAL.pdf>

4P's₁ : Product · Price · Place · Promotion

PRICE

How much does the product cost?

- This includes:
 - The cost of production, distribution, and marketing
 - Local, state and federal taxes



Photo by Alcohol Justice @
<http://alcoholjustice.org/images/stories/pdfs/afz/Alcopops7Eleven2012FINAL.pdf>

4P's₁ : Product · Price · Place · Promotion

PLACE

The location of the sales, service and consumption

- On-sale and off-sale
- Locations where the drinking happens
- Service practices
 - Strategies for increasing sales such as happy hours, last call, drinking contests



The Shelby Report <http://www.theshelbyreport.com/2011/02/01/loves-travel-stops-to-build-20-in-2011/>

4P's₁ : Product · Price · Place · Promotion

PROMOTION

How does the public know about the product?

- Measured media
 - Television, radio, newspapers, point of service, and outdoor advertising.
- Unmeasured media
 - Internet, sponsorships, text messages, and other nontraditional forms of marketing.



Photo by LaDonna Coy @ <http://www.flickr.com/photos/coyenator>

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RESEARCH

WHY IS THIS IMPORTANT?

LONG-TERM STUDIES

- ↑ exposure to alcohol advertising contributes to ↑ drinking among underage youth
 - For each additional ad (over 23) a young person saw, he or she drank 1% more.
 - For each additional \$1.00 per capita spent (over \$6.80) on alcohol advertising in a local market, young people drank 3% more.
- Exposure to in-store beer displays in grade 7 predicted onset of drinking by grade 9

EFFECTS OF REDUCTIONS IN ALCOHOL ADVERTISING

- It is estimated that a 28% ↓ in alcohol advertising would ↓ adolescent monthly alcohol participation from 25% to 24% - 21%,
 - Additionally, it would ↓ adolescent participation in binge drinking from 12% to 11% - 8%.
- A complete ban on alcohol advertising would could result in 7,609 ↓ deaths from harmful drinking and a 16.4% ↓ in alcohol-related life-years lost
- Where heavy drinking is less prevalent, targeted strategies such as brief physician advice, roadside breath testing, and advertising bans would be most effective.

ALCOHOL ADVERTISING ATTRACTION AND INFLUENCE ON YOUTH

- If young people like alcohol ads, they are ↑ to have positive expectancies about alcohol use and to intend to drink or drink
- Exposure to alcohol advertising shapes attitudes and perceptions about alcohol use among ages 15-20
 - These attitudes and perceptions predict positive expectancies and intentions to drink

WHAT IS THOUGHT ABOUT ALCOHOL ADVERTISING AND YOUTH

- Teens say ads have a greater influence on their desire to drink in general than on their desire to buy a particular brand of alcohol
- Eighty percent of general public respondents believed "that alcohol advertising influences youth to drink alcoholic beverages"
- 73% of the public believes that "alcohol advertising is a major contributor to underage drinking."



THE DATA

COLLECTING AND REPORTING

REQUIREMENT

While conducting the required Reward Remind Visits, Supplier shall document **exterior alcohol industry advertisements and promotions by determining the percentage of a storefront covered by signage** and report in a format prescribed by the ODMHSAS.

Q&A

Why are we doing this?

ODMHSAS wants to collect a solid baseline and have ongoing monitoring of the pervasiveness of storefront alcohol advertising. This data can be used for justification for future legislation, if necessary.

Why do we have to use the RRV list?

This list is a random sample and will allow us to generalize the results.

What is considered the storefront?

Any part of the store that faces a street or you see when you are looking at the front of the store. This can include up to 2 sides, if the store is located on a corner. However, if a store is on a corner but one side is only brick and no advertisements are on the brick, only consider the side that has the entrance.

What is considered alcohol advertisement and promotions?

Neon lights, promotional signs, pricing signs, etc. that include any type of alcohol. This does not include the word beer or alcohol on a generic sign.

Do we just guess the percentage? No, everyone will use a 10 x 10 grid placed over the storefront to determine the approximate percentage.



1. ACCESS YOUR RRV LIST

REGION	TAXPAYER NAME	DBA NAME	PI PERMIT NO.	PHYSICAL LOCATION	CITY	COUNTY	ST	ZIP	EFFECTIVE	EXPIRE
1	MILLS IDEAL FOODS INC	MILLS IDEAL FOODS	B	958889984 120 BROADWAY	HOOKER	Texas	OK	73945-3945	9/6/1989	9/6/2013
1	DOLGENCORP LLC	DOLLAR GENERAL STORE #11681	B	599719996 1123 E MAIN ST	BOISE CITY	Cimarron	OK	73933-3933	10/2/1986	10/2/2013
1	DOLGENCORP LLC	DOLLAR GEN STORE #11315	B	276758528 801 E HIGHWAY 54	HOOKER	Texas	OK	73945-3945	10/2/1986	10/2/2013
1	ARNOLD SHERI	SHERI'S STRANGELAND	B	676511744 916 MAIN ST	WOODWARD	Woodward	OK	73801-0000	1/26/2005	1/26/2014
1	CEFCO	TAYLOR FOOD MART #2018	B	173207552 123 W HIGHWAY 54	TEXHOMA	Texas	OK	73949-0000	2/17/2012	2/17/2015
1	HAMMER-WILLIAMS CO	JIFFY TRIP #34	B	192590642 533 S MAIN ST	MOORELAND	Woodward	OK	73852-3852	10/5/1988	10/5/2015
1	RACHIT INC.	RANGER MART	B	145292416 103 E OKLAHOMA BLVD	ALVA	Woods	OK	73717-3335	8/20/2009	8/20/2015
1	KAREN POUND	HANKS RV PARK & SHOP	B	1665810432 10M E 2M N OF MOORELAND	QUINLIAN	Woodward	OK	73852-3852	9/10/2004	9/10/2013
1	JO A MALLARD	ZIPPYS	B	830078976 HWY 54 & 4TH ST	GUYMON	Texas	OK	73942-3942	12/27/2007	12/27/2013
1	DON REID	MARY KAY'S	B	524566528 702 NE 12TH ST	GUYMON	Texas	OK	73942-3942	9/25/2000	9/25/2015
1	DOLGENCORP LLC	DOLLAR GENERAL STORE#3122	B	2143223808 2806 OKLAHOMA DR	WOODWARD	Woodward	OK	73801-0000	10/2/1986	10/2/2013
1	LOVE'S TRAVEL STOPS AND COUNTRY	LOVES COUNTRY STORE #18	B	1161969664 607 E OKLAHOMA BLVD	ALVA	Woods	OK	73717-3717	9/12/1986	9/12/2013
1	R AND R GROCERY LLC	R & R GROCERY LLC	B	904822784 120 S MAIN	ARNETT	Ellis	OK	73832-3832	8/2/2002	8/2/2014
1	BOBBY TAYLOR	V T DRIVE-UP	B	1701675008 824 S DOUGLAS	BEAVER	Beaver	OK	73932-0000	2/16/2011	2/16/2014
1	JORGE O MORA ESTRADA	MORA'S MARKET	B	2126217216 702 N MAIN ST	GUYMON	Texas	OK	73942-4017	4/27/2010	4/27/2016
1	GET-N-BUY LLC	GET-N-BUY LLC	B	1398931456 10913 US HIGHWAY 412	MOORELAND	Woodward	OK	73852-0000	5/14/2012	5/14/2015
1	FRONK OIL CO	IMO'S COUNTRY STORE #16	B	571211776 101 W HIGHWAY 54	HOOKER	Texas	OK	73945-0000	2/1/1986	2/1/2016
1	GARNETT OIL CO	GARNETT SERVICE STATION	C	99958784 518 OKLAHOMA BLVD	ALVA	Woods	OK	73717-3717	2/5/1986	2/5/2016
1	HIGH PLAINS ENERGY LLC	HIGH PLAINS ENERGY	B	485179392 HWY 2705	BEAVER	Beaver	OK	73932-3932	10/23/2000	10/23/2015
1	HAY-BUR LLC	THE CORNER	B	235044864 100 SW 6TH ST	MOORELAND	Woodward	OK	73852-3852	10/26/2001	10/26/2013
1	HOMELAND ACQUISITION CORPORATION	UNITED SUPERMARKET #373	B	1869447168 2821 8TH ST	WOODWARD	Woodward	OK	73801-3801	8/13/2002	8/13/2014
1	LITE N NITE STORES INC	LITE N NITE STORE #2	B	1523859456 1624 OKLAHOMA BLVD	ALVA	Woods	OK	73717-3717	5/21/1993	5/21/2014
1	CROSSROADS EXPRESS INC	CROSSROADS EXPRESS	B	1875050496 INTERSECTION OF HWY 83 & HWY412/HWY3	BALKO	Beaver	OK	73931-3931	9/8/2008	9/8/2014
1	WALGREEN COMPANY	WALGREENS	B	1839513600 901 OKALHOMA AVE	WOODWARD	Woodward	OK	73801-4659	1/17/1987	1/17/2014
1	HOMELAND ACQUISITION CORPORATION	UNITED SUPERMARKET #376	B	258834432 NORTHRIDGE SHOPPING CTR	GUYMON	Texas	OK	73942-3942	8/13/2002	8/13/2014
1	BOB DOWNING INC	DOWNINGS FOOD PRIDE	B	398065664 202 DOUGLASS	BEAVER	Beaver	OK	73932-3932	12/13/1986	12/13/2013
1	QWIK 6 EXPRESS LLC	QWIK 6 EXPRESS	B	302776320 2375 HWY 64 N	GUMON	Texas	OK	73942-0000	6/27/2012	6/27/2015
1	LOVE'S TRAVEL STOPS AND COUNTRY	LOVES COUNTRY STORE #21	B	977420288 801 DOUGLAS	BEAVER	Beaver	OK	73932-3932	9/12/1986	9/12/2013
1	LOVE'S TRAVEL STOPS AND COUNTRY	LOVES COUNTRY STORE #19	B	1514291200 101 SE 2ND ST	GUYMON	Texas	OK	73942-3942	9/12/1986	9/12/2013
1	DOLGENCORP LLC	DOLLAR GENERAL STORE#3428	B	293535744 1414 N MAIN ST	GUYMON	Texas	OK	73942-3306	10/2/1986	10/2/2013
1	MDBB LLC	TOM'S QUICK STOP	B	338706432 523 S MAIN ST	SHATTUCK	Ellis	OK	73858-3858	10/21/2004	10/21/2013
1	GAGE QUICK STOP LLC	GAGE QUICK STOP LLC	B	831815680 HIGHWAY 46 & 15	GAGE	Ellis	OK	73843-0000	3/30/2007	3/30/2016
1	HIGH PLAINS ENERGY LLC	HIGH PLAINS ENERGY	B	753614848 HWY 83N	TURPIN	Beaver	OK	73950-3950	10/23/2000	10/23/2015
1	HAMMER-WILLIAMS CO	JIFFY TRIP #36	B	1791688704 803 9TH ST	WOODWARD	Woodward	OK	73801-3801	10/5/1988	10/5/2015
1	SMOKE SIGNALS LLC.	CIGARETTE OUTLET	B	326762496 1603 N HWY 64	GUYMON	Texas	OK	73942-0000	8/19/2004	8/19/2013
1	HAMMER-WILLIAMS CO	JIFFY TRIP #22	B	751501312 1730 SANTA FE	WAYNOKA	Woods	OK	73860-0000	10/5/1988	10/5/2015
1	CITY OF KEYS	KEYS COUNTRY STORE	B	1944748032 101 POLK ST	KEYS	Cimarron	OK	73947-3947	4/4/1986	4/4/2016
1	HUTCHINSON OIL COMPANY LLC	HUTCH'S #116	B	900251648 1224 OKLAHOMA AVE	WOODWARD	Woodward	OK	73801-4674	1/9/2009	1/9/2015
1	HIGH PLAINS ENERGY LLC	SLAPOUT SERVICE & SLAPOUT PROP	B	1827356672 6M S AND 12M W OF LAVERNE ON 270	LAVERNE	Harper	OK	73848-3848	10/23/2000	10/23/2015
1	KENT DISTRIBUTORS INCORPORATED	GAS & STUF #1	B	1229733888 1917 N HIGHWAY 64	GUYMON	Texas	OK	73942-2743	10/16/2006	10/16/2015
1	SMOKE SIGNALS LLC.	CIGARETTE OUTLET	T	1400504320 1201 OKLAHOMA	WOODWARD	Woodward	OK	73801-0000	8/19/2004	8/19/2013
1	ELMER SMITH OIL COMPANY INC	DOMINO EXP	B	2046197760 110 E OKLAHOMA AVE	WOODWARD	Woodward	OK	73801-3801	10/13/1987	10/13/2014
1	WAL-MART STORES EAST LP	WAL-MART SUPERCENTER #178	B	169612352 914 E OKLAHOMA BLVD	ALVA	Woods	OK	73717-4010	11/29/2001	11/29/2013
1	EL TIPI LLC	EL TIPI QUICK STOP	B	304267264 1601 S MAIN ST	SHATTUCK	Ellis	OK	73858-0000	1/18/2010	1/18/2016
1	SOONER STOP N SHOP INC	SOONER STOP N SHOP	B	111743040 100 S BROADWAY	LAVERNE	Harper	OK	73848-3848	3/7/2001	3/7/2016
1	BILLY W STEUARD	STEUARDS COUNTRY STORE	B	528515072 500 BROADWAY	FORT SUPPLY	Woodward	OK	73841-3841	4/27/1989	4/27/2016
1	B AND T CORPORATION INC	VENTURE FOODS	B	1576697856 115 S HOY	BUFFALO	Harper	OK	73834-3834	4/2/1999	4/2/2014

2. TAKE A PICTURE



Photos by Thanh Nguyen

3. DO A VISUAL INSPECTION



Photo by Thanh Nguyen

4. MAKE NOTE

1 sign about 1' x 2' in
front of car on right

There are no alcohol
signs on other side of
storefront

5. CALCULATE THE PERCENTAGE



Photo by Thanh Nguyen

1.



Photo by Thanh Nguyen

2.



Photo by Thanh Nguyen

3.



Photo by Thanh Nguyen

WHICH IS THE BEST WAY TO PLACE THE GRID?

1.



2.



3.



Photos by Thanh Nguyen

LET'S PRACTICE

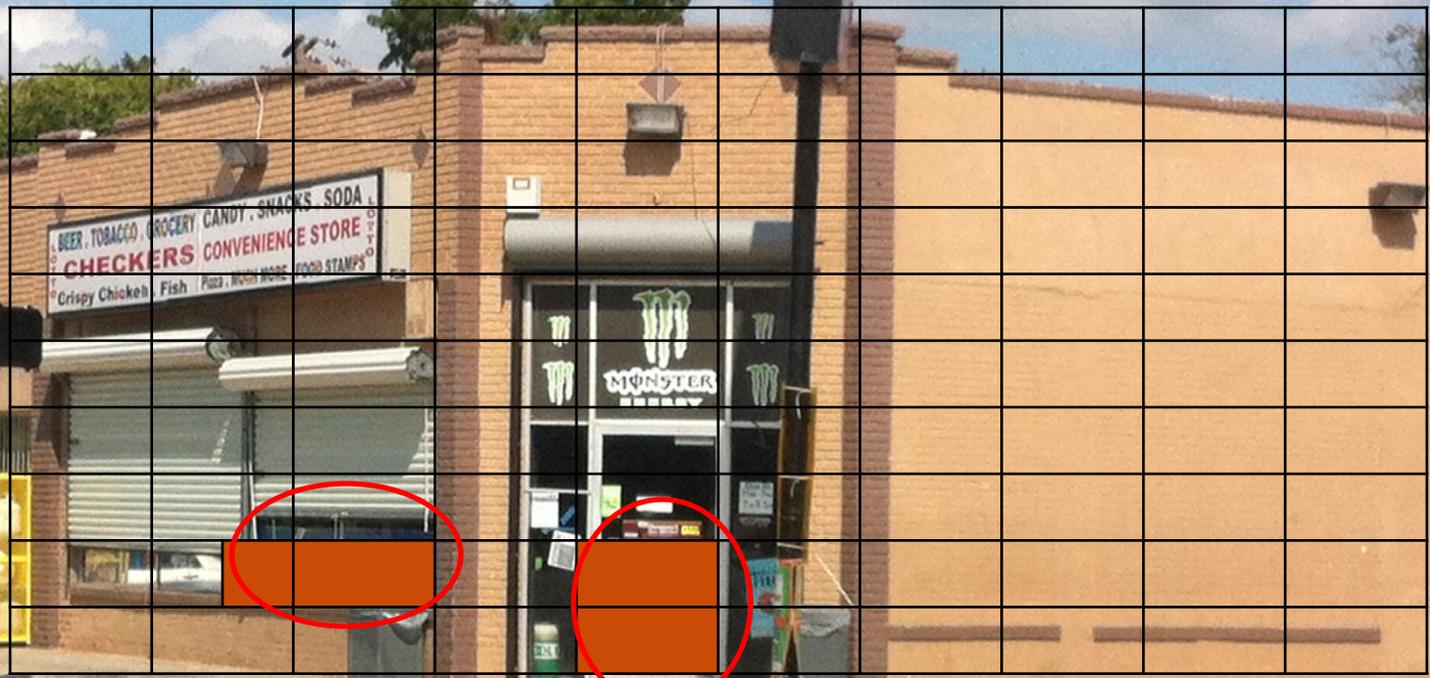
WHAT PERCENTAGE IS EACH STOREFRONT COVER BY ALCOHOL ADS?

5%



Photo by Thanh Nguyen

NE. 13Th. St.
1300



4%

12%



Photo by Thanh Nguyen

5%

Open

DISCOUNT TOBACCO

Copenhagen - Skoal - Grizzly - Longhorn - Chewing Tobacco - Clove Cigarettes - Tobacco Accessories - Grocery - Pop - Beer

44oz. FOUNTAIN DRINKS 69¢

Missouri
\$ 485

ICE
ICE

Missouri
\$ 530

6. ENTER DATA INTO OKPROS

OSU Sereean Wellness Center PANOK

Reward Reminder Visits (RRVs) Record No. 3137

Date of Visit: 9 / 21 / 2013 Today or Yesterday

Funding Source: Block Grant Not Eligible for RRV --Select--

Outlet Type: Convenience Store/Gas Station

Unique Store ID: --Other-- 1093

Outlet Name: Tank N Tummy

Street Address: 13m HWY 64

Zip code: 74020

City: Cleveland

County: Pottawatomie

Youth ID: Ash

Youth Gender: Female

Youth Race: White Black Asian Am. Indian Hawaiian/P Islander Unknown

Youth Ethnicity (Hispanic/Latino): Yes No

Youth Age: 17

Yes No Was ABLE sign posted?

Yes No Was the minor asked his/her age?

Yes No Did the merchant ask for an ID?

Yes No Would the buy have been successful?

Yes No Has an age perception test been performed on the youth used for this RRV within the past six months?

Yes No If law enforcement assisted with the RRV and the buy was successful, was a citation issued?

Type of agency involved in conducting this RRV (check all that apply)

ABLE RPC Coalition Federal Enforcement Agency Fish and Wildlife

State Police Police Dept Sheriff Tribal Law Enforcement

Other

Type of tobacco requested: Cigarettes

Comments 

10% Alcohol Signage

Save

1. Mosher, James F. THE 4 P'S OF MARKETING <http://pdfcast.org/pdf/the-4-p-s-of-marketing-1>.
2. CAMY. Alcohol Advertising and Youth Fact Sheet [http://www.camy.org/factsheets/sheets/Alcohol Advertising and Youth.html](http://www.camy.org/factsheets/sheets/Alcohol_Advertising_and_Youth.html)

QUESTIONS

