



Environmental Scan Results

Northeast Region of Florida- 2013, 2014, and 2015 Alcohol, Tobacco, and Synthetic Drug Retail Practices

Beginning in 2013, in order to effectively understand the alcohol, tobacco, and synthetic drug retailers in the Northeast Region of Florida, the Community Coalition Alliance has been conducting an annual scan of roughly 20 retailers throughout roughly 15 counties a year to identify promotion, signage, and sales practices. The goal of the scans is to determine what message our community is sending to our youth when they approach and enter stores. The participating coalitions looked at alcohol and tobacco promotion signage, the presence of age restriction signage, the presence of signage warning on the negative effects of alcohol and tobacco products, if the locations sold candy-flavored tobacco products, and if the locations sold synthetic drug products. In 2015, for the first time electronic cigarettes and other paraphernalia such as pipes and bong were included in the scan.

Overall Results include scans from countywide anti drug coalitions from the following counties: Alachua, Baker, Citrus, Clay, Dixie, Duval, Flagler, Hamilton, Hernando, Lake, Levy, Marion, Nassau, Putnam, St. Johns, Sumter, and Volusia. For more information on the CCA member coalitions please visit: <http://www.ccafl.org> *Note: Flagler and Sumter Counties not included in 2013 data. Sumter not included in 2014 data. Clay and Putnam not included in 2015 data.*

Type Scanned	Number of Establishments (useable scans)		
	2013	2014	2015
Gas Station/Convenience Store	214	241	199
Grocery Store/Retail Store	75	48	63
Bar/Club/Restaurant	43	25	21
Liquor Store	27	18	35
Smoke Shop	9	4	19
TOTAL SCANNED	368	336	337

It is important to note that many of the counties scanned have **Tobacco Free Partnerships** working to reduce tobacco use throughout the region, in addition to their community anti drug groups. These Partnerships work to create policy change and change the community norms that are supportive of tobacco use. Tobacco signage and policy restrictions, such as product placement and product removal, have been worked on by many of these Partnerships throughout the region.

CCA coalitions throughout the region have begun discussing signage practices with alcohol vendors. As part of the environmental scan process, many store managers and/or owners ask surveyors what they are doing. Just by having the conversation, alcohol retailers begin to understand the message their store is promoting to the community. We ID alcohol signage is being passed out by coalitions to alcohol vendors as well.

PROMOTION SIGNAGE

	2013		2014		2015	
Gas Station/Convenience Stores	# N=214	%	# N=241	%	# N=199	%
All Signs Outside Store	3,581	100%	4,491	100%	4,169	100%
Alcohol Promo Signs Outside	996	27.8%	1,100	24.5%	898	21.5%
Tobacco Promo Signs Outside	1,300	36.3%	2,506	55.7%	1,261	30.2%
All Signs Inside Store	5,469	100%	8,342	100%	5,930	100%
Alcohol Promo Signs Inside	2,203	40.3%	2,773	33.2%	2,104	35.5%
Tobacco Promo Signs Inside	1,958	35.8%	2,439	29.2%	1,916	32.3%
Grocery/Retail Stores	# N=75	%	# N=48	%	# N=63	%
All Signs Outside Store	705	100%	500	100%	563	100%
Alcohol Promo Signs Outside	174	24.7%	98	19.6%	62	11.0%
Tobacco Promo Signs Outside	147	20.9%	325	65.0%	103	18.3%
All Signs Inside Store	1,868	100%	1,479	100%	2,463	100%
Alcohol Promo Signs Inside	527	28.2%	253	17.1%	474	19.2%
Tobacco Promo Signs Inside	396	21.2%	284	19.2%	333	13.5%
Bar/Club/Restaurant	# N=43	%	# N=25	%	# N=21	%
All Signs Outside Store	255	100%	304	100%	155	100%
Alcohol Promo Signs Outside	192	75.3%	121	39.8%	59	38.0%
All Signs Inside Store	697	100%	427	100%	179	100%
Alcohol Promo Signs Inside	551	79.0%	169	39.6%	124	69.3%
Liquor Store	# N=27	%	# N=18	%	# N=35	%
All Signs Outside Store	525	100%	295	100%	816	100%
Alcohol Promo Signs Outside	339	64.4%	165	55.9%	500	61.3%
Tobacco Promo Signs Outside	128	24.4%	60	20.3%	130	15.9%
All Signs Inside Store	994	100%	1,873	100%	1,176	100%
Alcohol Promo Signs Inside	612	61.6%	1,044	55.7%	843	71.7%
Tobacco Promo Signs Inside	178	29.1%	141	7.5%	192	16.3%
Smoke Shop	# N=9	%	# N=4	%	# N=19	%
All Signs Outside Store	108	100%	71	100%	131	100%
Tobacco Promo Signs Outside	92	85.2%	42	59.6%	106	80.9%
All Signs Inside Store	126	100%	245	100%	308	100%
Tobacco Promo Signs Inside	95	75.4%	194	79.2%	234	75.9%

IMPACT OF PROMOTION SIGNAGE: Youth in the community frequent establishments in our communities that sell/serve alcohol and tobacco products. Just from driving up to the locations, they see the establishments plastered with alcohol and tobacco signage. Promoting the products this heavily, youth are sent the message that is normal to drink alcohol and use tobacco; therefore the community “accepts” this behavior. Additionally, when store windows

are cluttered with signage it makes it difficult for patrons and law enforcement to see inside, which poses a safety concern.

IMPROVEMENT OPTIONS: By implementing any/all of the following environmental strategies youth will not be exposed to as much alcohol and tobacco promotion in their local community, thereby supporting the message that alcohol and tobacco use is not the norm. In fact, most youth and adults do not use these products:

- Pass a local ordinance to restrict the amount of alcohol and/or tobacco signage that can be hung outside and/or inside the establishments;
- Work with retailers one-on-one to remove and/or reduce signage that promotes these products; and/or
- Positively promote the establishments in the community via newsletters, press releases, etc. that voluntarily remove signage as a positive business in the community.

PREVENTATIVE SIGNAGE

As part of the Community Coalition Alliance (CCA) Northeast Regional Action Plan, coalitions have begun working to pass local ordinances that mandate all alcohol-vending establishments have “We ID” signage present. Coalitions are also working to distribute signage directly to vendors to increase the amount who have age restriction signage posted.

AGE RESTRICTION SIGNAGE	2013		2014		2015	
	#	%	#	%	#	%
Gas Station/Convenience Stores with Age Restrictions Signs for Alcohol	142 n=198	71.7%	196 n=240	81.7%	167 n=198	84.3%
Gas Station/Convenience Stores with Age Restrictions Signs for Tobacco	198 n=214	92.5%	223 n=240	92.9%	190 n=198	96.0%
Grocery/Retail Stores with Age Restrictions Signs for Alcohol	37 n=74	50.0%	32 n=48	66.7%	43 n=63	68.3%
Grocery/Retail Stores with Age Restrictions Signs for Tobacco	61 n=74	82.4%	39 n=48	81.3%	48 n=63	76.2%
Bar/Club/Restaurants with Age Restrictions Signs for Alcohol	19 n=43	44.2%	11 n=25	44.0%	9 n=21	42.9%
Liquor Stores with Age Restrictions Signs for Alcohol	20 n=27	74.1%	16 n=18	88.9%	31 n=34	91.1%
Liquor Stores with Age Restrictions Signs for Tobacco	22 n=27	81.5%	14 n=18	77.8%	21 n=34	61.8%
Smoke Shops with Age Restrictions Signs for Tobacco	7 n=9	77.8%	3 n=4	75.0%	16 n=19	84.2%

AGE RESTRICTION SIGNAGE IMPACT: Youth are not receiving a unified message in the community that you must be 21 to purchase alcohol and 18 to purchase tobacco. When youth do not see this signage, it promotes an environment where underage alcohol and tobacco use is acceptable. Additionally, by having signage posted it reinforces the message to adults that is not ok to provide alcohol or tobacco to minors.

IMPROVEMENT OPTIONS: By implementing the following environmental strategies, youth will receive the message that their local establishments will not provide them with products that are against the law for their age:

- Pass a local ordinance that all alcohol and/or tobacco vendors must have signage both inside and outside of the store that it is against the law to sell the product to a minor; and/or
- Distribute We ID signs to establishments and ask them to place the signs or static clings to their windows and inside of the store.

NEGATIVE EFFECTS SIGNAGE	2014		2015	
	# (n=210)	%	# (n=184)	%
Store with Negative Health Effects Signs- Alcohol	21	10.0%	28	15.2%
Store with Negative Health Effects Signs- Tobacco	86	41.0%	51	27.7%

NEGATIVE EFFECTS SIGNAGE IMPACT: There are very low rates of warning signage posted at alcohol and tobacco retailers in the Northeast Region, especially for alcohol products. Although legal to purchase and consume these products by persons of age, it is important to remind people of the negative effects associated with their use at the source. It also informs youth that although adults can use them, that does not make their use “safe” and without consequence.

IMPROVEMENT OPTIONS: By implementing the following environmental strategies, patrons of local establishments will learn or be reminded of the negative health effects of alcohol and/or tobacco use:

- Pass a local ordinance where establishments that sell/serve alcohol or tobacco should post the health and other associated risks with the products; and/or
- Provide establishments with signage stating the negative health effects and ask the to hang in their establishments.

CANDY-FLAVORED TOBACCO SALES

	2014		2015	
	#	%	#	%
Gas Station/Convenience Stores	124 (n=149)	83.2%	123 (n=184)	66.8%
Grocery/Retail Stores	18 (n=36)	50.0%	21 (n=56)	37.5%
Liquor Stores	7 (n=10)	70.0%	15 (n=34)	44.1%
Smoke Shops	3 (n=4)	75.0%	16 (n=19)	84.2%

IMPACT: Candy-flavored tobacco products are targeted at youth as a ploy by Big Tobacco to gain a new generation of tobacco-addicted consumers. When youth see the products, the flavors and packaging appeals to them.

IMPROVEMENT OPTIONS: By implementing the following environmental strategies, you can reduce the risk of youth seeing and trying the products and becoming addicted at an early age:

- Pass a local ordinance banning the sale of the products in your county;
- Pass a local ordinance mandated that the products be placed behind the counter to reduce youth exposure;
- Work with retailers to voluntarily remove the products from their establishments;
- Work with retailers to voluntarily place the products behind the counter (out of the view from youth); and/or
- Positively promote the establishments in the community via newsletters, press releases, etc. that voluntarily remove or replace the products.

SYNTHETIC DRUG SALES

	2013	2014	2015
Gas Station/Convenience Stores	15	5	3
Grocery/Retail Stores	9	0	4
Liquor Sores	2	0	0
Smoke Shops	0	0	0

Counties have been working in the Northeast Region to ban the sale of synthetic drugs that are not already banned by the FDA. A decrease in the amount of these products may be an indication of those ordinances and also increased education efforts on the harmful effects of these products. For counties where an ordinance is not already in place, the CCA coalitions are working in their respective counties to do so as part of the Northeast Regional Action Plan.

IMPACT: Synthetic drugs are extremely dangerous products that are marketed as a “safe” alternative to marijuana or other street drugs. Synthetic marijuana has caused agitation (extreme nervousness), a fast heartbeat, increased blood pressure, tremors (shaking), vomiting, hallucinations and, in rare cases, seizures.

IMPROVEMENT OPTIONS: By implementing the following environmental strategies, synthetic drug access will decrease in the county:

- Pass a local ordinance banning the sale of these products in the county;
- Work with local retailers to remove the products from their shelves; and/or
- Positively promote the establishments that that voluntarily remove products in the community via newsletters, press releases, etc. or replace the products.

ELECTRONIC CIGARETTES (E-CIGS)- 2015

	2015		Behind Counter	On Counter	Throughout Store
	Count	Percentage			
Gas Station/Convenience Stores	135 (n=176)	76.7%	101	31	1
Grocery/Retail Stores	24 (n=51)	47.0%	20	3	1
Liquor Stores	6 (n=33)	18.2%	5	1	0
Smoke Shops	17 (n=17)	100%	9	2	6

IMPACT: The use of electronic cigarettes has greatly increased in recent years in Florida, including access to the devices. The products are regularly sold in stores youth frequent being advertised as “safe”. The products are also used for marijuana.

IMPROVEMENT OPTIONS: By implementing the following environmental strategies, electronic cigarette access will decrease in the county:

- Pass a local ordinance banning the sale of these products in gas station/convenience stores;
- Work with local retailers to remove the products from their shelves;
- Positively promote the establishments that that voluntarily remove products in the community via newsletters, press releases, etc. or replace the products; and
- Pass a local ordinance where establishments that sell the products must post associated health risks.

OTHER PARAPHERNALIA- 2015

	Pipes, Bowls or Bongos		Hookahs	
	Count	Percentage	Count	Percentage
Gas Station/Convenience Stores	14 (n=176)	8.0%	2 (n=176)	1.1%
Grocery/Retail Stores	0 (n=51)	0.0%	0 (n=51)	0.0%
Liquor Stores	0 (n=33)	0.0%	0 (n=33)	0.0%
Smoke Shops	17 (n=17)	100%	13 (n=17)	76.5%

IMPROVEMENT OPTIONS: By implementing the following environmental strategies, paraphernalia access will decrease in the county:

- Pass ordinances that ban the sale of certain paraphernalia types in stores frequented by youth such as gas stations and retail stores.
- Work with vendors to remove the products voluntarily from their stores or placed the products out of eyesight.