



Environmental Scan Results

Southeast Region- 2014

Alcohol, Tobacco, and Synthetic Drug Retail Practices

In order to effectively understand the alcohol, tobacco, and synthetic drug retail practices in the Southeast Region of Florida, the Community Coalition Alliance Southeast, comprised of the Substance Abuse Free Indian River coalition, the Okeechobee Substance Abuse Coalition, and the Roundtable of St. Lucie County, conducted a scan of roughly 20 retailers from their respective counties to identify promotion, signage, and sales practices. The goal of the scan was to determine what message the community is sending to youth when they approach and enter stores, as well as how readily available certain products are.

The majority of establishments scanned in the Southeast Region of Florida were gas station/convenience stores in 2014. 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 the products, if the locations sold candy-filled liquor products, if the locations sold candy-flavored tobacco products, and if the locations sold synthetic drug products. The areas scanned included Indian River, Okeechobee, and St. Lucie Counties.

The results from the scans are presented first, with the overall results, and then broken down by the 3 counties.

It is important to note that all 3 of the counties have **Tobacco Free Partnerships** all 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. The reduced rates of signage from tobacco vs. alcohol may reflect the work of these Partnerships.

Southeast Region

Indian River, Okeechobee, and St. Lucie Counties

Type of Establishments Scanned	Number of Establishments
Gas Station/Convenience Store	50
Bar/Club/Restaurant	0
Grocery Store/Retail Store	6
Liquor Store:	2
Smoke Shop	1
TOTAL SCANNED	59

PROMOTION SIGNAGE

Gas Station/Convenience Stores (50 stores)	2014 #	2014 %
All Signs Outside Store	453	
Alcohol Promo Signs Outside	210	46.4%
Tobacco Promo Signs Outside	126	27.8%
All Signs Inside Store	632	
Alcohol Promo Signs Inside	314	49.7%
Tobacco Promo Signs Inside	151	23.9%

Grocery/Retail Stores (6 stores)	2014 #	2014 %
All Signs Outside Store	20	
Alcohol Promo Signs Outside	5	25.0%
Tobacco Promo Signs Outside	5	25.0%
All Signs Inside Store	71	
Alcohol Promo Signs Inside	12	16.9%
Tobacco Promo Signs Inside	5	7.0%

Liquor Store (2 stores)	2014 #	2014 %
All Signs Outside Store	20	
Alcohol Promo Signs Outside	17	85.0%
Tobacco Promo Signs Outside	3	15.0%
All Signs Inside Store	47	
Alcohol Promo Signs Inside	38	80.9%
Tobacco Promo Signs Inside	9	19.1%

Smoke Shop (1 store)	2014 #	2014 %
All Signs Outside Store	12	
Tobacco Promo Signs Outside	5	41.7%
All Signs Inside Store	10	
Tobacco Promo Signs Inside	10	100%

IMPACT: Youth in the community frequent gas station/convenience stores and grocery/retail stores. 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

Gas Station/Convenience Stores (50 stores)	2014 #	2014%
Stores with Age Restrictions Signs Outside- Alcohol	18	36.0%
Stores with Age Restrictions Signs Outside- Tobacco	41	82.0%
Stores with Age Restrictions Signs Inside- Alcohol	31	62.0%
Stores with Age Restrictions Signs Inside- Tobacco	44	88.0%
Store with Negative Health Effects Signs- Alcohol	6	12.0%
Store with Negative Health Effects Signs- Tobacco	3	6.0%

Grocery/Retail Stores (6 stores)	2014 #	2014%
Stores with Age Restrictions Signs Outside- Alcohol	2	33.3%
Stores with Age Restrictions Signs Outside- Tobacco	1	16.7%
Stores with Age Restrictions Signs Inside- Alcohol	3	50.0%
Stores with Age Restrictions Signs Inside- Tobacco	3	50.0%
Store with Negative Health Effects Signs- Alcohol	4	66.7%
Store with Negative Health Effects Signs- Tobacco	4	66.7%

Liquor Stores: Of the 2 liquor stores scanned, both had alcohol age restrictions both outside and inside the stores. Both had tobacco age restrictions outside the store, but neither inside. Neither had any warning signage on the negative effects of alcohol or tobacco.

Smoke Shop: The Smoke Shop scanned had tobacco age restriction signs both inside and outside of the store. The Smoke shop had signage posted warning on the negative effects of tobacco use.

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 the signage posted it reinforces the message to adults that is not ok to provide alcohol or tobacco to minors. 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 right at the source. It also informs youth that although adults can use the products, that does not make their use “safe” and without consequence.

IMPROVEMENT OPTIONS: By implementing any/all 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.
- Distribute We ID signs to establishments and ask them to place the signs or static clings to their windows and inside of the store;

- 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 them to hang in their establishments.

LIQUOR FILLED CANDY SALES

Out of the 50 gas station/convenience stores scanned, 6 or 12% scanned had liquor filled candies available. None of the grocery/retail stores or liquor stores scanned sold the products.

IMPACT: These types of products are geared to youth to entice them in alcohol products. It is important that youth are not exposed to these products to support an environment that does not condone underage drinking.

IMPROVEMENT OPTIONS: By implementing any/all of the following environmental strategies, youth exposure to liquor filled candies will decrease:

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

CANDY-FLAVORED TOBACCO SALES

Out of the 50 gas station/convenience stores scanned, 32 or 64% sold candy-flavored tobacco. 20 of the stores that sold the products had the products placed behind the counter. The remaining stores had the products throughout the store or on the counter, easily visible to youth. Out of the 6 grocery/retail stores scanned, 3 or 50% sold candy-flavored tobacco products. Out of the 2 liquor stores scanned, 1 sold the products. The smoke shop scanned did not sell candy-flavored tobacco products.

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 any/all of following environmental strategies, you can reduce the risk of youth 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.

HIGHLIGHT: None of the gas station/convenience stores, grocery/retail stores or liquor stores scanned sold synthetic drugs, (i.e. synthetic drugs or bath salts) in the Southeast Region! The smoke shop did sell synthetic drug products.

Indian River County

Substance Abuse Free Indian River

Type Scanned	Number of Establishments
Gas Station/Convenience Store	20
TOTAL SCANNED	20

HIGHLIGHT: None of the establishments sold synthetic drugs, (i.e. synthetic drugs or bath salts) or liquor flavored candy products in Indian River County.

PROMOTION SIGNAGE

Out of the 20 gas station/convenience, there were 224 signs outside. 104 were alcohol related and 54 were tobacco related.

- 46.4% of signage **outside** of the establishment promoted alcohol
- 24.1% of signage **outside** of the establishment promoted tobacco

Out of the 20 gas station/convenience, there were 142 signs inside. 67 were alcohol related and 30 were tobacco related.

- 47.2% of signage **inside** of the establishment promoted alcohol
- 21.1% of signage **inside** of the establishment promoted tobacco

IMPACT: Youth in the community frequent gas station/convenience stores. Indian River does not have excessively high rates of alcohol and tobacco signage compared with other counties, but youth promotional materials are still high, especially for alcohol. This sends the message that is normal to use alcohol and tobacco; therefore the community “accepts” this behavior.

IMPROVEMENT OPTIONS: By implementing any/all 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

AGE RESTRICTIONS

- Out of the 20 establishments, 6 or 30% had signage **outside** with age restriction warning signs for alcohol (i.e. We ID, you must be 21 to purchase alcohol)
- Out of the 20 establishments, 18 or 90% has signage **outside** with age restriction warning signs for tobacco (i.e. We ID, you must be 18 to purchase tobacco, etc.)
- Out of the 20 establishments, 12 or 60% had signage **inside** with age restriction warning signs for alcohol (i.e. We ID, you must be 21 to purchase alcohol, etc.)
- Out of the 20 establishments, 19 or 95% had signage **inside** with age restriction warning signs for tobacco (i.e. We ID, you must be 18 to purchase tobacco, etc.)

IMPACT: Youth are not receiving a unified message in the community that you must be 21 to purchase alcohol. Although tobacco signage is not 100%, it is very high indicating effort from the community to encourage retailers to hang signage. 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 any/all 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;
- Distribute We ID signs to establishments and ask them to place the signs or static clings to their windows and inside of the store- with a focus on alcohol signage.

NEGATIVE EFFECTS

None of the 20 gas station/convenience stores scanned had and warning signs posted on the dangers and harmful effects of alcohol or tobacco use.

IMPACT: 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 the products, that does not make their use “safe” and without consequence.

IMPROVEMENT OPTIONS: By implementing any/all 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

Out of the 20 establishments scanned, 10 or 50% sold candy-flavored tobacco. All of the stores that sold the products had the products placed behind the counter.

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 any/all the following environmental strategies, you can reduce the risk of youth trying the products and becoming addicted at an early age:

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

HIGHLIGHT: The Tobacco Free Partnership of Indian River County passed a local resolution encouraging retailers to restrict the sale of flavored tobacco products not banned by the Food and Drug Administration, especially smokeless tobacco products.

Okeechobee County

Okeechobee Substance Abuse Coalition

Type Scanned	Number of Establishments
Gas Station/Convenience Store	12
Grocery Store/Retail Store	5
Liquor Store:	1
Smoke Shop	1
TOTAL SCANNED	19

PROMOTION SIGNAGE

Gas Station/Convenience Store Results:

Out of the 12 gas station/convenience stores scanned, there were 81 signs outside. 16 were alcohol related and 14 were tobacco related.

- 19.8% of signage **outside** of the establishment promoted alcohol
- 17.3% of signage **outside** of the establishment promoted tobacco

Out of the 12 gas station/convenience stores scanned, there were 61 signs inside. 17 were alcohol related and 22 were tobacco related.

- 27.9% of signage **inside** of the establishment promoted alcohol
- 36.0% of signage **inside** of the establishment promoted tobacco

Grocery/Retail Store Results:

Out of the 5 grocery/retail stores scanned, there were 20 signs outside. 50 were alcohol related and 5 were tobacco related.

- 25% of signage **outside** of the establishment promoted alcohol
- 25% of signage **outside** of the establishment promoted tobacco

Out of the 5 grocery/retail stores scanned, there were 71 signs inside. 12 were alcohol related and 4 were tobacco related.

- 16.9% of signage **inside** of the establishment promoted alcohol
- 5.6% of signage **inside** of the establishment promoted tobacco

Liquor Store Result:

The liquor store that was scanned had 6 signs outside, all of which were related to alcohol. There was 12 signs indoors of which 11 were alcohol related and 1 was tobacco related.

Smoke Shop Result:

The smoke shop that was scanned had 12 signs outside, all of which 5 were related to tobacco. There were 10 signs indoors of which all were tobacco related.

IMPACT: Youth in the community frequent gas station/convenience stores and Grocery Retail establishments. Okeechobee does not have excessively high rates of alcohol and tobacco signage compared with other counties, but youth are still seeing much alcohol and tobacco promotions, which sends the message that is normal to drink alcohol and use tobacco; therefore the community “accepts” this behavior.

IMPROVEMENT OPTIONS: By implementing any/all 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 SIGANCE

Age Restrictions

Gas Station/Convenience Store Results:

- Out of the 12 gas station/convenience stores scanned, 6 or 50.0% had signage **outside** with age restriction warning signs for alcohol (i.e. We ID, you must be 21 to purchase alcohol)
- Out of the 12 gas station/convenience stores scanned, 9 or 75% has signage **outside** with age restriction warning signs for tobacco (i.e. We ID, you must be 18 to purchase tobacco)
- Out of the 12 gas station/convenience stores scanned, 9 or 75% had signage **inside** with age restriction warning signs for alcohol (i.e. We ID, you must be 21 to purchase alcohol)
- Out of the 12 e gas station/convenience stores scanned, 10 or 83.3% had signage **inside** with age restriction warning signs for tobacco (i.e. We ID, you must be 18 to purchase tobacco)

Grocery/Retail Store Results:

- Out of the 5 grocery/retail stores scanned, 2 or 40.0% had signage **outside** with age restriction warning signs for alcohol (i.e. We ID, you must be 21 to purchase alcohol)
- Out of the 5 grocery/retail stores scanned, 1 or 20% has signage **outside** with age restriction warning signs for tobacco (i.e. We ID, you must be 18 to purchase tobacco)
- Out of the 5 grocery/retail stores scanned, 3 or 60% had signage **inside** with age restriction warning signs for alcohol (i.e. We ID, you must be 21 to purchase alcohol)
- Out of the 5 grocery/retail stores scanned, 3 or 60% had signage **inside** with age restriction warning signs for tobacco (i.e. We ID, you must be 18 to purchase tobacco)

Liquor Store Result:

The liquor store that was scanned had age restriction signage for alcohol outside and inside of the store, but none for tobacco.

Smoke Shop Result:

The smoke shop that was scanned had age restriction signage for tobacco both outside and inside of the store.

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 any/all 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

Gas Station/Convenience Store Results:

Out of the 12 gas station/convenience stores scanned, 5 had signage displaying the negative side effects from alcohol use and 3 for tobacco use.

Grocery/Retail Store Results:

Out of the 5 grocery/retail stores scanned, 4 had signage displaying the negative side effects from alcohol and tobacco use.

Liquor Store Result:

The liquor store that was scanned did not have any signage displaying the negative side effects from alcohol use.

Smoke Shop Result:

The smoke shop that was scanned had signage displaying the negative side effects from tobacco use.

IMPACT: 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. Okeechobee has many storeowners who support this initiative, however it should be a countywide practice.

IMPROVEMENT OPTIONS: By implementing any/all 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.

LIQUOR FILLED CANDIES SALES

Gas Station/Convenience Store Results:

Out of the 12 establishments scanned, 6 or 50% had liquor filled candies available.

Note: The other types of establishments scanned did not sell these products.

IMPACT: These types of products are geared to youth to entice them in alcohol products. It is important that youth are not exposed to these products to support an environment that does not condone underage drinking.

IMPROVEMENT OPTIONS: By implementing any/all the following environmental strategies, youth exposure to liquor filled candies will decrease:

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

CANDY-FLAVORED TOBACCO SALES

Gas Station/Convenience Store Results:

Out of the 12 establishments scanned, 10 or 83.3% sold candy-flavored tobacco. 6 had the products behind the counter and 6 had the products throughout the store.

Grocery/Retail Store Results:

Out of the 5 establishments scanned, 3 or 60% sold candy-flavored tobacco and all had the products placed behind the counter.

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 any/all the following environmental strategies, you can reduce the risk of youth 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.

HIGHLIGHT: None of the gas station/convenience stores, grocery/retail stores, or the liquor store scanned in Okeechobee sold synthetic drugs.

SYNTHETIC DRUG SALES

The Smoke Shop scanned in Okeechobee sold synthetic marijuana such as K2 or Spice.

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 any/all 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; and/or
- Work with local retailers to remove the products from their shelves.

HIGHLIGHT: The Tobacco Free Partnership of Okeechobee County is currently working on the passage of a local resolution encouraging retailers to restricting the sale of flavored tobacco products not currently banned by the Food and Drug Administration, especially smokeless tobacco products.

St. Lucie County

Roundtable of St. Lucie County

Type Scanned	Number of Establishments
Gas Station/Convenience Store	18
Grocery Store/Retail Store	1
Liquor Store:	1
TOTAL SCANNED	20

HIGHLIGHT: None of the establishments sold synthetic drugs, (i.e. synthetic drugs or bath salts) that were scanned in St. Lucie County.

PROMOTION SIGNAGE

Gas Station/Convenience Store Results:

Out of the 18 gas station/convenience stores scanned, there were 148 signs outside. 90 were alcohol related and 58 were tobacco related.

- 60.8% of signage **outside** of the establishment promoted alcohol
- 39.2% of signage **outside** of the establishment promoted tobacco

Out of the 18 gas station/convenience stores scanned, there were 429 signs inside. 230 were alcohol related and 99 were tobacco related.

- 53.6% of signage **inside** of the establishment promoted alcohol
- 23.1% of signage **inside** of the establishment promoted tobacco

Grocery Store/Retail Store Results:

At the grocery/retail store scanned, there was no alcohol or tobacco promotion signage present outside of the establishment. There was no alcohol promotion signage inside the store and one tobacco promotion sign.

Liquor Store Results:

The liquor store surveyed had 14 alcohol related promotion signs outside of the establishments and 3 tobacco promotion signs. Inside the store there were 35 alcohol promotion signs and 3 tobacco promotion signs

IMPACT: Youth in the community frequent gas station/convenience establishments. 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. The grocery/retail store scanned is doing a good job not promoting alcohol and/or tobacco products to their patrons.

IMPROVEMENT OPTIONS: By implementing any/all 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 SIGANGE

Age Restrictions

Gas Station/Convenience Store Results:

- Out of the 18 gas station/convenience stores scanned, 6 or 33.3% had signage **outside** with age restriction warning signs for alcohol (i.e. We ID, you must be 21 to purchase alcohol).
- Out of the 18 gas station/convenience stores scanned, 16 or 88.8% has signage **outside** with age restriction warning signs for tobacco (i.e. We ID, you must be 18 to purchase tobacco).
- Out of the 18 gas station/convenience stores scanned, 10 or 55.6% had signage **inside** with age restriction warning signs for alcohol (i.e. We ID, you must be 21 to purchase alcohol).
- Out of the 18 e gas station/convenience stores scanned, 15 or 83.3% had signage **inside** with age restriction warning signs for tobacco (i.e. We ID, you must be 18 to purchase tobacco).

Grocery Store/Retail Store Results:

There was no age restriction signage present at the grocery/retail store scanned.

Liquor Store Results:

There was no age restriction signage present at the liquor store scanned.

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 any/all 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

Only 1 establishment, a gas/station convenience store, had signage displaying the negative side effects from alcohol use. There was zero present for tobacco.

IMPACT: 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 any/all 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

Out of the 18 gas station/convenience, 12 or 66.7% sold candy-flavored tobacco. 5 of the gas station/convenience stores had products placed behind the counter. 7 had the products placed on the counter. Neither the grocery/retail store nor liquor store scanned sold the products.

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 any/all the following environmental strategies, you can reduce the risk of youth 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.

HIGHLIGHT: The Tobacco-Free Partnership of St. Lucie County worked with the City of Fort Pierce, the City of Port St. Lucie, and the St. Lucie Board of County Commission who all passed resolutions to restrict the sale of flavored tobacco.