

STARS Overview:

What is STARS? Are there support materials? How do I get started?

Background

The Standardized Tobacco Assessment for Retail Settings (STARS) surveillance tool was designed for practitioners to inform state and local tobacco control policies for the point of sale. The STARS form and training materials resulted from a collaboration of SCTC researchers with stakeholders from five state health departments, the CDC, and the Tobacco Control Legal Consortium. The assessment items (e.g., price, product promotions) were selected exclusively for their policy relevance; no items function as compliance checks for federal regulations. This user-friendly tool can be filled out by professionally trained data collectors, as well as self-trained youth and adults.

Available Materials

- **STARS surveillance tool** (1 page, double-sided, 20 questions)

Supporting materials:

- **Training PowerPoint** (93 slides for self- or group-administered instruction)
- **Pocket Guide** (10-page instructional review for use in the field - assembly required)
- **Pocket Guide Assembly Instructions** (brief instructions on how to assemble pocket guide)
- **Excel Data Entry Template** (used to enter survey data and compute outcomes)

Getting Started

1. **Download STARS and supporting materials.** Print the STARS survey and Pocket Guide (assembly required).
2. **Identify a sample of stores.** This may be a group of stores that is convenient for you and your data collectors to reach (e.g., all stores within 1 mile of school). It may also be a random sample of licensed tobacco retailers or you might have access to a statistician who can draw a sample of stores for you. There is no right or wrong way to select your sample.
3. **Identify your data collectors.** You may be the only data collector or you may have professionally-trained or volunteer data collectors, either adults or youth.
4. **Train yourself and your data collectors.** Review the Training PowerPoint as a group (e.g. live presentation/webinar) or individually. Become familiar with the questions and products reviewed in the training materials. If youth data collectors are used, it may be helpful to role play the clerk/data collector interaction.
5. **Collect data using STARS.** Send your data collectors into stores with the Pocket Guide and STARS survey. Note: We recommend adult supervision in stores when using youth data collectors.
6. **Enter and analyze data.** Once data collection is complete, use the Excel Data Entry Template to enter survey data, view outputs, and analyze findings.
7. **Disseminate your findings to stakeholders and data collectors.**
8. **Follow-up with STARS developers.** We would love to hear about your experience using STARS and your findings!

Download STARS: www.countertobacco.org/store-assessment-tools



Standardized Tobacco Assessment for Retail Settings (STARS)

FIELD NOTES

- ☐ This retail environment provides a great photo opportunity.

1. Date of visit: _____ Start Time: _____ End Time: _____
2. Coder Name/ID: _____
3. Store Name/ID: _____
☐ Store name matches assigned name
4. Store Address: _____
☐ Actual address matches assigned address
5. Can you survey this store? [If not, then select an option below and STOP.]
 - ☐ Yes, I can
 - ☐ No, store does not exist
 - ☐ No, store is closed
 - ☐ No, under 18 not allowed to enter
 - ☐ No, membership or fee required to enter
 - ☐ No, environment unsafe for me
 - ☐ No, asked to leave before completing the survey
 - ☐ Other (specify): _____

EXTERIOR

6. Which products are advertised outside the store (on windows/doors, building, sidewalk or elsewhere)?

a. Cigarettes – non-menthol	☐ Yes	☐ No
b. Cigarettes – menthol	☐ Yes	☐ No
c. Cigarillos/little cigars	☐ Yes	☐ No
d. Large cigars	☐ Yes	☐ No
e. Chew, moist or dry snuff, dip or snus	☐ Yes	☐ No
f. E-cigarettes	☐ Yes	☐ No

INTERIOR

7. Store Type: (Choose one)

- ☐ Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)
- ☐ Drug store/pharmacy (e.g., Walgreens, Rite Aid, Duane Reade)
- ☐ Beer, wine, or liquor store (e.g., ABC)
- ☐ Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Stop & Shop, Harris Teeter, Albertson's)
- ☐ Mass merchandiser (e.g., WalMart, Costco, BJ's, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)
- ☐ Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, hookah bars, e-cigarette shops, or other tobacco shops)
- ☐ Other (specify): _____ (e.g., donut shop, bait & tackle)

8. Any tobacco products sold here (i.e., cigarettes, cigars, cigarillos/little cigars, chew, moist or dry snuff, dip, snus, or e-cigarettes)? (Choose one)

- ☐ Yes and visible to customers
- ☐ Yes but not visible to customers
- ☐ No [STOP if focusing on tobacco retailers]

9. Does the store have a pharmacy counter?

- ☐ Yes ☐ No

10. Alcoholic beverages sold here?

- ☐ Yes ☐ No

11. Does store display a graphic health warning sign?

- ☐ Yes ☐ No

CIGARETTES

12. Answer these questions about cigarettes.

a. Any cigarettes sold here?	☐ ₁ Yes	☐ ₀ No
b. Menthol cigarettes sold here?	☐ ₁ Yes	☐ ₀ No
c. Any cigarettes (menthol or non-menthol) within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	☐ ₁ Yes	☐ ₀ No
d. Cigarette ad (menthol or non-menthol) within 3 feet of the floor?	☐ ₁ Yes	☐ ₀ No
e. Any cigarette price promotions?	☐ ₁ Yes	☐ ₀ No
f. Any menthol cigarette price promotions?	☐ ₁ Yes	☐ ₀ No

OTHER PRODUCTS

	13. Cigarillos/little cigars	14. Large cigars	15. Chew, moist/dry snuff, dip, or snus	16. E-cigarettes
a. Sold here?	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No
b. Flavored products?	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No
c. Singles sold here?	☐ ₁ Yes ☐ ₀ No			
d. Advertised for less than \$1?	☐ ₁ Yes ☐ ₀ No			
e. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No
f. Product ad within 3 feet of floor?	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No
g. Self-service display?	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No		☐ ₁ Yes ☐ ₀ No
h. Any price promotions?	☐ ₁ Yes ☐ ₀ No		☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No
i. Cross-product promotion with cigarettes?			☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No

17. WIC and/or SNAP (i.e., food stamps, EBT) accepted here?

a.  ☐₁ Yes ☐₀ No

b.  ☐₁ Yes ☐₀ No

PRICES

18. Cheapest cigarette pack



19. Newport menthol



(regular hard pack)

20. Blu disposable e-cigarette



(menthol)

a. Sold here?	☐ ₁ Yes ☐ ₀ No [if cigarettes not sold here, skip to Q.20]	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No
b. Enter single pack/item price:	\$ ____ . ____	\$ ____ . ____	\$ ____ . ____
c. Sales tax included?	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No	☐ ₁ Yes ☐ ₀ No
d. How was the price obtained?	☐ ₁ Cashier provided price ☐ ₂ Advertised price ☐ ₀ Unable to determine (e.g. only cartons sold)	☐ ₁ Cashier provided price ☐ ₂ Advertised price ☐ ₀ Sold here but price unavailable	☐ ₁ Cashier provided price ☐ ₂ Advertised price ☐ ₀ Sold here but price unavailable