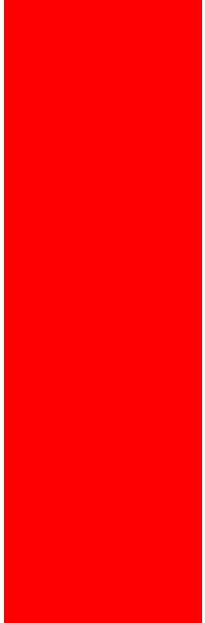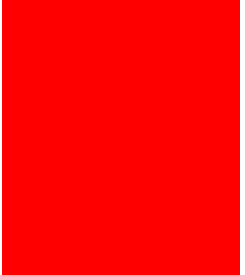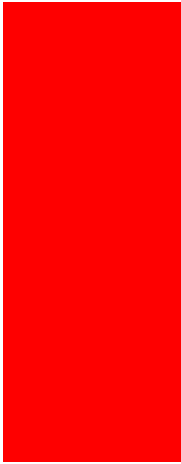ti

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Environmental Scans Action Guide

A Program of Partners in Prevention

ENVIRONMENTAL SCANS

The purpose of the Environmental Scan is to go into a local store/establishment to look around and take notes on what can be seen throughout its atmosphere. This helps identify factors (both negative and positive) in the community that may contribute to or help reduce alcohol and tobacco use and problems related to their usage.

With this guide you will be able to put together the campaign with the help of LMTI and lead your Action Group through some critical thinking about the misinformation that Big Tobacco spreads.

Target Area(s):

- Tobacco
- Alcohol

Materials Needed:

- Environmental Scanning Sheets
- Pens

Target Audience:

- Policy-Makers
- Store Owners
- Community Members

Prevention Strategies:

- Providing Information

Great For:

- Take Down Tobacco Day (Mar.)
- World No Tobacco Day
- Great American Smokeout (Nov.)
- National Drug & Alcohol Facts Week

1. IDENTIFY

Identify stores that you will be conducting the scan in with your advisor. These can be corner stores, convenience stores that sell tobacco products or liquor stores.

Even if your community is small and you may think you know all of the liquor or tobacco stores, you can contact your municipal clerk or someone else at town hall and ask for all of the businesses who sell alcohol or tobacco. Feel free to use the space below to list them or use an additional paper for more room to write.

STORE	PHONE	ADDRESS

2. PLANNING

Determine who will be going to stores – you don't want a huge group of people walking in as you don't want to disrupt the

business. Groups entering stores should be anywhere from two to four people.

INSTRUCTIONS

3. SCANNING

Upon arrival at the store, observe the outside of the store carefully. Look at the parking lot, surrounding neighborhood, signs, advertisements and billboards (if applicable), store windows, walls, and doors. Complete page one of the Environmental Scan packet.

Once page one is completed, you may enter the store and examine it carefully. DO NOT FILL OUT YOUR SCAN SHEETS WHILE IN THE STORE- again, you do not want to disrupt the business or owners of the store. Look at the walls, beverage cases, windows, doors, cash register area, counters, and shelves. Pay close attention to details. Once you exit the store, you may complete pages two and three of the Environmental Scan packet to the best of your ability.

If the store staff approaches you or asks what you are doing, please provide them with the brief explanation on listed at the top of this page. You may refer the store staff to your adult leader.

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4. Evaluation

Review your overall experience with the whole group – consider using the debrief questions below. Think about all of the physical attributes of the store as well as how staff and customers were behaving. Document your comments on the back of the Environmental Scan packet. Give them back to the group leader and consider sharing the information with your municipal alliance, drug-free communities coalition, or local policy makers.

Debrief Questions:
- What was this experience like?
- Did anything stand out to you about the location of the store or advertising outside of the store?
- Did anything stand out about the placement of the alcohol or tobacco in the store? Was it behind the counter? Was it placed near items meant for youth?
- Were there signs that informed customers of the legal age of purchase (WE ID, etc)? Were there signs by the register? What were the condition of the signs (new, colorful, dull, old, etc)?
  - Do you think they would be open to displaying Please ID Me Signs (found in the prevention portal)?
- What can we do now that we have this information? (Please ID Me, Sticker Shock, change certain policies (limiting advertising space, etc)).

ACTION PLAN

Completed	Task	Who?	By When?	Materials Needed
☐	Determine Project Date			
☐	Compile Names & Address of Stores			
☐	Make any necessary changes to Environmental Scan Sheet			
☐	Print Environmental Scanning Sheets			
☐	Secure Transportation for Day of Project to Stores			
☐	Create Information Sheet About Project			
☐	Implement Project!			
☐	Compile Data			
☐	Analyze Data			
☐	Present Data to Stakeholders (Govt. etc.)			
☐	Debrief with questions from the evaluation section			
☐	Report your event to LMTI			
☐	Celebrate Your Success!			