

Retailers' compliance with regulations on the sale of smokeless tobacco and their knowledge of these products: Script

Instructions

Follow this script to the extent that it is possible in the context of a free flowing conversation. Do not ask leading questions. Remember that you are in the store as a customer not a researcher (more specifically, you are posing as an underage smoker who wants more information about snus and wants to purchase it). Do not complete the data collection form in the store (complete it after you leave). The question numbers that correspond to each part of the script are indicated on the right side of the page. The suggested dialogue is in blue. Do not ask leading questions to get the correct responses. Do not provide the correct response if the retailer gives you misinformation or does not know the correct answer. Remember to have your driver's license or other ID with your birth date. Record all responses, including negative responses, incorrect responses or if the person says that he/she doesn't know. Make sure to record all responses that compare snus to cigarettes or other tobacco products.

Question

<p>Approach Stand close to the snus refrigerator. Look at its placement relative to other smokeless tobacco products. Also take note of the location of the snus brochures. Speak with the nearest available employee behind the counter (or the first who approaches you).</p>	1-4
Assessing retailers' knowledge of the product	
<p>Say (point or otherwise indicating that you are referring to snus): <i>My friend told me about this stuff. He said it was better for you than smoking. Is that right?"</i></p>	5
<p>Response: It is not safer or I don't know. Say: <i>I heard that it causes mouth cancer.</i> Then go to the dialogue that corresponds to question 7.</p>	6
<p>Response: It is safer: Say: <i>Why is it safer?</i> Say: <i>But how much safer is it really?</i> Note: The response may be qualitative (i.e., much safer, a lot safer) or quantitative (i.e., 90% safer or 99% safer). Say: <i>But I heard that it causes mouth cancer.</i></p>	5a 5b 6
<p>Say: <i>Is it addictive like smoking?</i></p>	7
<p>Say: <i>Is it the same as other chewing tobacco?</i></p>	8
<p>Response: It is not the same: Say: <i>Why not?</i></p>	8a
<p>Response: It is the same. Go to the next section</p>	
Purchase	
<p>Say: <i>I guess I'll try it.</i> Note: Remember if/when you are asked for identification. Respond honestly if anyone asks your age. Show the retailer your ID if he/she asks to see it (but not if he/she just asks if you are at least 18 or how old you are). If a retailer refuses to sell snus to you ask for a reason (but do not argue or try to change his/her mind). If you are not given a snus brochure, ask for one at the end of the transaction.</p>	



Retailers' compliance with regulations on the sale of smokeless tobacco and their knowledge of these products: Data collection form



Date (dd/mm/yy): **Not available for release**

Initials: **Not available for release**

Retail outlet: Name: **Not available for release**

Location: **Not available for release**

Location of snus in the store (check all that apply)

1. Is the snus refrigerator visible? (if no, go to question 4) **q1** 1=Yes **0=No**
If yes: 2. Is the snus refrigerator next to other smokeless tobacco products? **q2** 1=Yes **0=No**
3. Is the snus visible to customers (i.e., is the glass refrigerator door facing customers)? **q3** 1=Yes **0=No**
4. Are the snus brochures visible to customers? **q4** 1=Yes **0=No**

Knowledge

Write the retailer's response to each question.

5. Is snus really safer than smoking? **q5**

5a. If yes: Why is snus safer than smoking? **q5a**

5b. How much safer? **q5b**

6. Doesn't snus cause mouth cancer? (Indicate if the retailer mentions the risk relative to smoking.) **q6**

7. Is snus addictive? **q7**

8. Is snus the same as other chewing tobacco? **q8**

8a. If no: Why not? **q8a**

Compliance and purchasing snus:

9. Did the retailer ask how old you are (or if you are at least 18)? **q9** 1=Yes **0=No**

10. Did the retailer ask to see identification? **q10**

0=No **1=Yes**

If yes, when: **q10a** **0=Before answering questions.** **2=During the transaction.**
1= Before the transaction. **3= After I purchased snus.**

(Note: the transaction starts when the retailer takes snus out of the refrigerator, scans the product or enters the amount in the cash register (whichever comes first).)

11. Did you purchase snus? **q11** 1=Yes **0=No**

If yes: 11a. If yes, how much did 1 container of snus cost? \$ **q11a**

11b. Did you get a receipt? **q11b** 1=Yes **0=No**

11c. If no, why not? (check all that apply) **1=Checked** **0=Unchecked**

q11c1 The retailer does not sell snus. **q11c2** The retailer sells snus, but ran out of product.

q11c3 The retailer does not believe that you are at least 18 (even after seeing identification).

q11c4 Other reason, describe: **q11c4sp**

12. Did you receive a snus brochure? **q12** **0=Yes, without asking for it.**

1=Yes, but I had to ask for it.

2=Yes, brochures are placed so that customers can take them.

No. Why not? (check all that apply)

3=The retailer ran out of snus brochures.

4=Other reason, describe: q12sp
