ImpacTeen: A Policy Research Partnership to Reduce Youth Substance Use

ImpacTeen Community Level Data Collection

www.uic.edu/orgs/impacteen

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Community Level Data Collection Objectives

- To develop comparable, in-depth community-level information on policies, market mechanisms, and environmental, social and institutional influences on youth substance use.

- To examine effects of policies, programs and practices at the community and/or school levels as they relate to youth substance use.

- To merge community-level data with other Bridging the Gap data to study factors associated with youth substance use.
Conducted in about 1,000 communities in four years:

- 900 communities from Monitoring the Future
- 100 Rapid Response communities
How to define community?
Community Level Data Collection Components

- **On-site**
  - In-store observations
  - Outdoor observations
  - Local policies and regulations

- **Telephone Interviews**
  - Retail Store Managers and Clerks
  - Key Community Informants

- **Archival Information**
ON-SITE: In-store observations

Conduct store observations in up to 30 retail outlets per community site on:

- Type and size (ie., cash registers) of store
- Product placement
- Price for Marlboro, Newport, lowest priced cig, Skoal Bandit, Bud
- Promotions (ie., two for one, gift with purchase, cents off)
- Functional objects
- Presence of counter advertising
- Interior advertising environment
- Exterior advertising environment
Preliminary Data

Location of Interior Store Advertising: Tobacco
By Type of Store

%Stores w/Tobacco Ads Throughout Store

Mom&Pop
Convenience
Supermarket
Drug
Gas
Specialty
Presence of Tobacco Counter-Advertising
By Type of Store

Preliminary Data
Presence of Tobacco Counter-Advertising
By Type of Counter-Ad
Convenience Stores Only

Preliminary Data
ON-SITE: Outdoor observations

Collect information on outdoor community characteristics including:

- Observations around index school (i.e., visible retailers and advertising, litter, students/staff smoking.)

- Observations of the community environment (i.e., presence of law enforcement, youth activity centers, parks, garbage on the street)

- Number of pro- and anti-tobacco and alcohol billboards located on pre-designated route

- General level of outdoor advertising
ON-SITE: Local Policies and Regulations retrieval

- Copies of local ATOD-related ordinances
- Copies of health regulations
TELEPHONE INTERVIEWS:
Retail Store Managers and Clerks

Information is collected on:

- Store environment

- Store policies and practices related to selling age-restricted products

- Training of staff on tobacco and alcohol

- Respondent’s opinions on issues related to minors’ access to tobacco and alcohol

- Respondent’s impressions of enforcement of laws restricting youth access to tobacco and alcohol
TELEPHONE INTERVIEWS:
Key Community Informants

Key informants include health department personnel, police chief and officers, coalition leaders, and others.

• Constructed in separate interview modules

• Key informants are identified through a self-validating referral process, i.e., only modules to which the respondent self-refers are administered
TELEPHONE INTERVIEWS: Key Community Informants

General Modules to begin the referral process:
- Health Department
- Police Department/Officer
- Coalition Leader
- Universal (community environment)

Targeted Modules:
- Grassroots political or media advocacy and public education
- Youth tobacco & alcohol sales surveillance and enforcement
- Drug treatment programs

Ordinance Feedback Modules:
- Tobacco possession
- Keg registration
- Inhalants
- Drug Paraphernalia
- Curfew
ARCHIVAL INFORMATION

Collected from established sources to enhance and validate information obtained from community level data collection.

Examples of archival sources include:

- ANRF Local Tobacco Control Ordinance Database
- Info USA business list
- Newspaper clipping services
- Media ratings and audience estimates
Community Level Data Collection: On-site, Telephone and Archival

Next Steps

- **Revisions** to Year 1 instruments
- **Pilot** additional instruments/modules
- **Collect** Years 2-4
- **Analyze, merge, analyze**

Publish