

Ads and Subtract!

A Youth-Led Day of Action

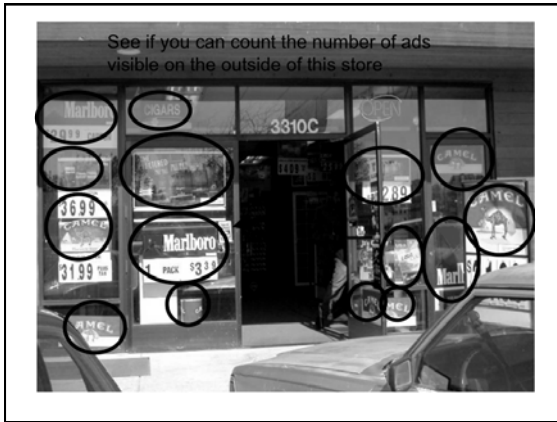


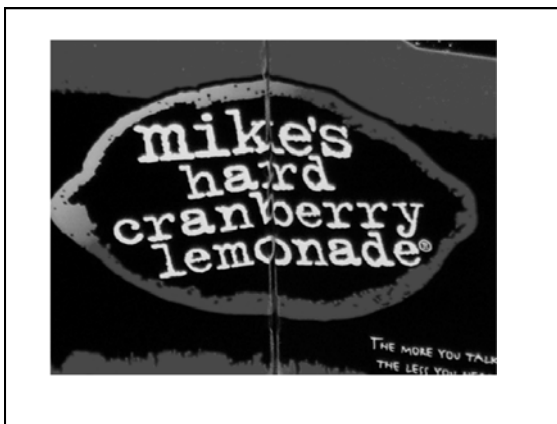














Community Survey Observation Form

Name of surveyor _____ Date _____
Store _____ City _____ Were you denied access? Yes No

Alcohol Observations
1. Number of alcohol advertisements:
Circle one: OUTSIDE: <5 5-15 >15 INSIDE: <5 5-15 >15
2. Alcohol advertisements using images that appeal to youth: Yes No
If yes, please describe the ad(s) and name of company (i.e. Budweiser, Miller): _____
3. Alcohol placed close to items that might appeal to youth (i.e. candy, toys): Yes No
If yes, please describe placement: _____
4. Alcohol used in a large display in the store: Yes No
If yes, describe the product displayed, location of display in store and what is being promoted (i.e. Coors 24 packs, front of store, promoting football with big blow-up goal posts) _____

Tobacco Observations
1. Number of tobacco advertisements:
Circle one: OUTSIDE: <5 5-15 >15 INSIDE: <5 5-15 >15
2. Cigarettes: self serve ask clerk single cigarette
3. Other tobacco products (chew, cigars, etc): self serve ask clerk singles
4. Tobacco advertisements using images that appeal to youth: Yes No
If yes, please describe display and name of company (i.e. Budweiser, Miller): _____
5. Tobacco products placed close to items that might appeal to youth (i.e. candy, toys): Yes No
If yes, please describe placement: _____

Drug Paraphernalia Observations
1. Any drug related sales items (rolling papers, pipes, hookahs, etc): Yes No
If yes, please describe products: _____
