

## SAPA Environmental Scan Tool

This scan is designed to give you a perspective on substance outlets and advertising in our community. The results of this scan will be used to determine the potential risks that these outlets may pose. The scan is organized around the Four P's of marketing (Place, Promotion, Product & Price). Do the scans in groups of two or three and when entering an establishment, please be discreet and non-disruptive to their business clientele.

**Geographic Information** (This section is to be completed **BEFORE** entering a store to conduct a scan.)

Store Name: \_\_\_\_\_

Store address: \_\_\_\_\_

Check all the **sensitive** places located within a 500-foot radius (sensitive means residential areas and places where people **normally** live or gather).

☐ School ☐ Library ☐ Parks/Playgrounds ☐ Churches ☐ Residential Area ☐ shopping malls ☐ other(s) \_\_\_\_\_

**Exterior Promotion** (This section is for visible advertising on the **outside** of the store. Complete this section **before** entering.)

1. Estimate the percentage of outside window space with substance advertising: (alcohol, tobacco, Kratom, etc.) \_\_\_\_\_
2. What kind of substances are advertised: (Check all that apply)

☐ Beer ☐ Wine ☐ Other alcoholic beverages: \_\_\_\_\_ ☐ Cigarettes ☐ Menthol Cigarettes ☐ Smokeless tobacco (Zyn, Puff Bars, chew, etc.)

☐ Vapes/vape pods ☐ Kratom ☐ Other: \_\_\_\_\_

3. What kinds of advertising do you see?

☐ Posters ☐ Neon Signs ☐ Banners/Large Signs ☐ Flyers ☐ Other: \_\_\_\_\_

4. Are substances advertised as on sale or at a discount? ☐ Yes ☐ No
5. Are substances offered in single serving? (This is common with alcohol.) ☐ Yes ☐ No
6. Does the advertising seem to be targeting youth? ☐ Yes ☐ No

### Interior Placement

1. Are any substances located next to or in close proximity to any of the following inside the store? (Check all that apply)

☐ Store Entrance/Exit ☐ Checkout Counters ☐ At eye-level of kids ☐ Out in the open & available to grab without a store clerk assistance ☐ Toys or other products intended for kids/youth

**Interior Promotion** (This section is for visible advertising on the **inside** of the store.)

1. What kind of substances are advertised inside the store? (Check all that apply)

☐ Alcohol ☐ Expired Alcohol (most commonly beer) ☐ Cigarettes ☐ Menthol Cigarettes ☐ Smokeless tobacco (Zyn, Puff Bars, chew, etc.) ☐ Vapes/vape pods ☐ Kratom ☐ Other: \_\_\_\_\_

2. What kind of advertising for these substances do you see?

\_\_\_\_\_

3. What promotional **OBJECTS** do you see? (Check all that apply)

☐ Shirts ☐ Jackets ☐ Stickers ☐ Other: (Please specify) \_\_\_\_\_

4. Does the advertising seem to be targeting youth? ☐ Yes ☐ No
5. What products are currently on sale? (List as many as possible)

\_\_\_\_\_

Closing Comments:

***Thank you for completing the store scan!***

Your Name: \_\_\_\_\_ Date: \_\_\_\_\_