

Success Story Worksheet



Date Submitted:

6/24/2020

County/Area/Tribe:

Platte/Colfax

Goal Area:

- ☐ Cessation
- ☒ Disparate Populations
- ☐ Secondhand Smoke Exposure
- ☒ Youth Prevention

Individuals/Target Audience:
(who this happened to)

Youth

Setting:
(Where and when this took place)

Hy-Vee Gas Station

Conflict:
(obstacle, barrier or problem)

A coalition member who is also a local law enforcement officer, noticed that the Juul marketing materials were placed at kids' eye levels in the Hy-Vee Gas Station. At past coalition meetings, we had talked about the importance of product placement and how many businesses place materials at children’s eye level. The coalition member knows that research has shown that youth more frequently exposed to tobacco promotions are 60% more likely to have tried smoking and 30% more likely to be susceptible to future smoking. The coalition has also discussed how youth perceptions can change by exposure to these advertisements especially perceptions regarding availability, use and popularity of cigarettes.

Action:
(what happened)

Since this member knew the dangers of youth being exposed to these advertisements she educated the clerks about product placement of advertisements and asked for it to be moved. She offered education on three different occasions and was eventually able to speak with management regarding her concerns. Management agreed with her concerns and took down the advertisement, and made sure there were no other advertisements were placed directly at children’s eye level.

Outcome(s):
(measurable or concrete evidence of change)

Tobacco advertising was moved so it was no longer directly at kids' eye level in the gas station.

Relevance:
(how this story helps us demonstrate need or measure success)

Since education was provided to the coalition on the importance of product placement and advertisements, coalition members were then able to provide education to the community. With that knowledge, management was able to make an informed decision to move the advertisement. The manager said they will also continue to be mindful of where they place advertisements in the future to help to limit the youth's exposure to these advertisements in this particular gas station.