

## Stores are saturated...

...with tobacco advertising, promotions, and tobacco products. These products are often placed next to candy, in front of the counter and below three (3) feet. Not only are cigarettes and smokeless tobacco products placed so they are easily seen, but they are also easily accessible to children.



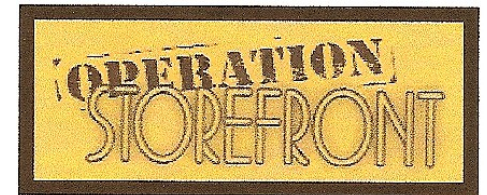
### For More Information On Operation Storefront:

Megan R. Franklin, MSW  
Tobacco Prevention Specialist  
(402) 397-3309  
mfranklin@pride.org  
www.pride.org




Parent Resources and Information on Drug Education

6143 Whitmore Street, Omaha, Nebraska 68152  
402-397-3309 Fax 402-397-9924 www.pride.org



## Tobacco Prevention Project

## Facts: Tobacco and Youth

- **7,900** youth under the age of 18 try cigarettes for the first time each year in Nebraska.
- It takes as few as **3** cigarettes for a young person to become addicted to deadly tobacco products.
- An estimated **4.6 million** packs of cigarettes are bought or smoked by kids in Nebraska each year. 
- **35,492** Nebraska youths are projected to die prematurely due to their smoking.
- Tobacco is a **Gateway Drug**. Young people who use tobacco are much more likely to try other drugs than those who do not use tobacco.
- Major cigarette companies spend over **\$8.2 billion** each year (or more than \$22.5 million every day) to promote their products, and many of their marketing efforts directly reach kids. (Campaign for Tobacco-Free Kids: Tobacco Company Marketing to Kids, 2001.)



**Operation Storefront** is a project in which trained adult and youth volunteers inspect retail outlets throughout their community to officially document the presence of retail tobacco advertising, promotion, and product placement. The information is then used by these groups to make policy changes regarding tobacco use in their community.



## Who Can Participate?

Participation is open to all youth groups. The only requirement for participation in Operation Storefront is that it be a youth group with at least one adult volunteer. Some examples of youth groups are:

4-H Clubs  
Church Youth Groups  
School Organizations

## Operation Storefront is a Three Phase Project

### PHASE I

- Train adult volunteers to conduct retail inspections.
- Adult volunteers train teams of one adult and two youth to conduct inspections.
- Teams count tobacco advertising and promotions inside and outside retail establishments.
- Teams document where tobacco products are placed (next to candy, below three feet, in front of counter, and/or behind counter.)
- Data is tabulated and analyzed.
- Youth group hold press conference to release local data.

### PHASE II

Mobilizing the Community:

Speaking Engagements  
Retailers Outreach  
Letter Writing Campaign  
Organizing Rallies



Media Relations:

Letter To Editor  
Radio and Television Talk Shows  
Public Service Announcements

### PHASE III

Develop policies to restrict tobacco advertising and promotion practices and regulate tobacco product placement.