

Brazos County Health Department

A City-County Public Health District



News Release

September 27, 2010

For Immediate Release

Store Alert Project

Recently, the Brazos Valley Tobacco Coalition (BVTC) participated in a Store Alert project in the Bryan-College Station area. Members of the BVTC, including representatives from the Brazos Valley Council on Alcohol and Substance Abuse, the Brazos County Health Department, and the Education Service Center Region VI, worked with youth from Robertson County to complete the Store Alert Survey. Teams made up of BVTC members and youth visited 18 convenience stores and completed the survey to determine the number of tobacco advertisements and promotions at the store.

The survey results showed that 66% of stores scored either a D or F on the Store Alert survey, which means the store had numerous tobacco displays and advertisements inside and/or outside the store.

“We were surprised at the results because we thought there would actually be more advertising at our local convenience stores”, said Gina Neuendorff, Co-Chair of the BVTC. “Instead, we found that most stores had more alcohol advertising than tobacco advertising.”

National studies show that point of purchase advertising and promotion directly influences what products and brands kids buy and use. The tobacco companies have shifted their marketing efforts to the retail outlet, spending over \$9 billion every year- over 80% of their total marketing to promote their products in local stores. They include advertisements that reach all customers, even young children.

For more information, visit www.storealert.org.

(News media: for more information contact Gina Neuendorff, 979-846-3560.)



Public Health
Prevent. Promote. Protect.