

WRAP Wisconsin Retail Assessment Project

Standards and Logistics

WRAP (Wisconsin Retail Assessment Project) allows the Wisconsin Tobacco Prevention and Control Movement the opportunity to uniformly collect data in the retail environment and use the information to tell a story of how exposure to tobacco advertising, placement, and price discounts impacts the people in our communities. This project wouldn't be possible without the dedication of coalition and network coordinators and volunteers.

Below is a guide for coordinators to aid in the completion of the retail assessment project. If you have any questions, please contact:

Nancy Michaud at Nancy.Michaud@wisconsin.gov or 608-266-0181 or
Luke Witkowski at Luke.Witkowski@wisconsin.gov or 608-266-2720

Retail Assessments

- A tobacco assessment must be completed for every retailer assigned to your coalition or network. The number of assigned retailers were selected by coordinators and determined through contract negotiations.
- In order to remain consistent with data collection, we recommend no more than five (5) primary data collectors per coalition or network. A primary data collector is responsible for entering information into the Store Audit Center. However, additional volunteers may help with the data collection process.
- If a data collector is unable to complete an assessment due to the location being closed or unsafe, or the data collector was asked to leave, the coordinator will assign a new retailer.
- Assessments must be completed and entered into the Store Audit Center by Friday, August 31.

Optional Nutrition and Alcohol Assessments

In addition to the collection of tobacco data, the assessments provide the opportunity to assess the nutrition and alcohol retail environments. The nutrition and alcohol assessments are optional. Possible partners to help complete the nutrition and alcohol assessments include but is not limited to, local health departments, AODA coalitions, nutrition and physical activity coalitions, UW Extension, YMCA, community gardens, schools, and colleges and universities.

Data Collector Training Requirements

1. Use [WRAP Training Presentation](#) to train data collectors.
2. Conduct a quality assurance assessment to compare accuracy of data being collected by different people. This can be done through the Store Audit Center or paper assessment form.
 - Coordinator completes an assessment at one assigned retailer.
 - Data collector conducts an assessment at the same retailer within one week of the coordinator.
 - Coordinator compares data collector's assessment with theirs for accuracy.
 - Coordinator discusses results with data collector and helps collectors make any adjustments needed to improve accuracy.
 - Coordinator approves data collector to complete additional assessments.
3. Coordinator divides assigned retailers amongst data collectors.

Youth Involvement

Retail assessments allow youth the opportunity to build skills and partner with coalitions and networks. Youth may accompany adult data collectors. Adults will serve as the primary data collector for those retailers that are assigned. Youth may choose to visit additional alternative stores. They may choose to visit stores near their school or other places they visit. Alternative stores are in addition to the retailers that were assigned.

Tips for Building a Relationship with a Retailer

- Greet the clerk and introduce yourself.
- Explain why you are there and how long you will take.
- Ask permission to complete the assessment and take photos.
- Share letter if retailer requests additional information.
- If asked to leave, leave.
- Provide materials on retail education programs (WI Wins, WITobaccoCheck.org).

Additional Resources

- [Retail Environment Toolkit](#) on Tobwis.org

Sample Script

Hello, my name is _____. I am working on a community project where we are assessing the kinds of products that are advertised and sold in our local stores.

Would you mind if I looked around and took photos? It will only take a few minutes. I will not get in the way of your customers.

Optional Sample letter

Greetings, Store Owners, Managers, and Clerks:

Thank you for your interest in our project! We are at your store today because we are working on a project to find out more about the kinds of products that are advertised and sold in our neighborhood.

It is our sincere hope that you will join the many other stores in the community that are allowing our team to visit and make notes. We will be in the store for no more than 30 minutes, and we always do our best to stay out of the way of customers and clerks. We do not ask any customers any questions.

Thank you again for your curiosity and interest. If you have any additional questions, please contact us by email or phone.

Sincerely,

Name

Title

Program/agency

Contact info

Use your best judgment regarding adding an agency. Clerks may not be comfortable with someone connected to the health department doing an assessment.