

## Feedback for Tobacco Retailer Assessments

Barriers	Responses
I don't have time. We are too busy. It's not a good time.	I understand. It should only take me about twenty minutes to collect the information on my list, and I will make sure to stay out of the way of any employees or customers. Would it be okay with you if I continued collecting information? [IF NO] When would be a better time? I can come back when a manager is on duty.
Give me the form, I can fill it out for you.	Unfortunately, my research center at UNI requires that trained personnel collect information for this project. This should only take about twenty minutes. I will not interact with any customers in any way, and I will make sure to stay out of everyone's way.
Why don't you go to another store?	We are collecting information from stores in every county in Iowa that sell food, tobacco and alcohol. It's very important that I include every store on my list so that we get an accurate representation of what products are offered in stores within this county and across the state.
We do not sell food/tobacco/alcohol/etc.	We are interested in a variety of food, tobacco, and alcohol products that are sold in Iowa, and which stores offer those products.
I'm not interested, could you please leave?	I understand your concern. However, I just want to let you know that the information I collect will only be used to better understand the types of products available to people within your community. This should only take me about twenty (or XX remaining) minutes, and I will not be interacting with any of your customers. If you have any questions I have a card with information about the project.
You need corporate permission before you can collect data in this store	Okay. Would you provide me the name and contact information for your district manager [or whoever they recommend contacting] so I can reach out to them for permission.
Common Questions	Responses
What is this about?	The Iowa Department of Public Health has asked us to gather information about products available a public retail locations across the state.
Why did you choose this store?	The Iowa Department of Public Health provided us with list of stores within your community, as well as all other communities and counties across Iowa.
How are you going to use this information?	The Iowa Department of Public health will use this information to better understand the availability of various items within communities across Iowa.
What's in it for me?	While there are no direct benefits to you, the Iowa Department of Public Health may use this information to better understand the availability of various items in stores across Iowa.
How do I know this is legitimate?	That's a great question. This card has details about the project and contact information for the project managers. [Hand them the card]
How long is this going to take?	It will take me about twenty minutes to gather all the information on my list.

Hello,  
The college student(s) in your business today are working with the UNI Center for Social & Behavioral Research. We are gathering information for the Iowa Department of Public Health about products available in public retail locations across the state. These community assessments include recording simple lists of various (food, alcohol and tobacco) items for sale in each location. No interaction is required with customers. If you have questions, please contact:

Dr. Mary Losch at CSBR  
(319.273.2105 / CSBR@uni.edu); or

Jerilyn Oshel at IDPH  
(515.281.6225 / jerilyn.oshel@idph.iowa.gov)

Thank you!



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