

## Appendix

### Protocol SVR Compliance Audit Fieldwork

January 2024

#### Safety:

- Fieldwork must only be conducted during daylight hours.
- If conducting fieldwork alone, check in with Jude by text/phone at the beginning of each shift stating WHERE you will be working and, after, that you've finished safely.
- If at any time you feel unsafe, please withdraw and return to a safe place.
- If your cover is exposed, please hand over a letter to the retailer explaining the project and withdraw immediately, saying they should contact Dr Ball with any questions.

#### Identifying SVRs:

- Use the “master list” from RPH, and cross them off as you go.
- If a store has closed down, note this on the master list.
- If you can't find a store, try Google Maps and/or phone Jude for support.
- In each suburb/area, use Google Maps (“vape store near me”) to check in case there are new or unregistered stores.
- Please include new/unregistered stores in the audit and note the name and address on the master list.

#### Before entering store:

- Enter name and address of SVR in Qualtrics and complete all the initial questions, using definitions below.
- Is the store located next to/opposite bus/transport?
  - **Definition:** within 20m? Easy line of sight from bus stop to store, thereby making vapes highly visible to people waiting at bus stop.
- Is there an R18 sign on display outside the store?
  - **Definition:**
    - **Highly visible** = eye height, straight on, next to or on door, large and/or bold type. Can't miss it.
    - **Not very visible** = small, faded/faint

type, at an angle to person entering, not located well. Could easily miss it.

- Is there a window display with vaping products visible from outside the store?
  - **If yes, take a photo** (if possible/comfortable to do so).
- Is this a store-within-a-store?
  - **Definition: (if “yes” to ANY of the following)**
    - Has the SVR been subdivided from a larger store (i.e., it is within the footprint of another retailer)?
    - Do customers have to walk through another store to get to the SVR (i.e., the SVR doesn't have a separate entrance from the street)?
    - Does the SVR have a door connecting to a different retailer?
    - Does a staff member have to come from the “main” store to the SVR to serve customers?

#### In the store:

1. Look around, notice posters, promotional materials.
2. Ask price of cheapest disposable vape—remember it!
3. Ask price of cheapest starter-pack for reusable vapes—remember it!

**Definition: “Disposable”** = single-use, all-in-one product with no replaceable components—you can't insert new pods or refill it. **“Reusable”** = a vaping device that you can refill or insert new pods into.

- Ask to buy the lowest priced product (if there are options, go for the most youth-appealing one, or a brand you haven't purchased yet). “OK, I'll take the...”
- If cost is \$20 or less, go through with the sale. **GET A RECEIPT please!**
- If more than \$20, pretend to go through with the sale and see if they ask for ID before realising you left your wallet at home.
- If asked for ID, try to get away without it. (e.g., “It must be in the car.”)

#### Other observations could include:

- Detail about the store-within-a-store set up
- Proximity to other SVRs
- Age-checking policy displayed

- Don't sell disposables at all
- Children/underage youth in store (including children of customers)
- Young people loitering outside the store
- IQOS is being promoted
- Detail about promotional displays in store
- Other discounts, promotions
- Vape vending machine, self-service touchscreen
- Sale of other youth-oriented products
- Vape emissions passing into adjoining store

***After leaving the store:***

- Complete remaining Qualtrics questions.
- Use envelopes/rubber bands to keep the product and the receipt together.

***Back at the office:***

- Analysis of compliance, marketing attributes of purchased products.
- Investigate SVR locations—NZ Deprivation Index.