

Pennsylvania Synar Training



2016

2. Synar History

☐ References

- ✓ Instruction Manual (pp. 1 - 4): Appendix 7: Synar Website

☐ Accessing the Synar Website

- ✓ Go to www.health.pa.gov
- ✓ Select “Health Stats” on the right



- ✓ Select “Behavioral Risk, Tobacco, and Injury”, under “Quick Stats” heading
- ✓ Select “Tobacco Statistics”
- ✓ Select “Pennsylvania Synar Survey”
- ✓ Select “Synar Instruction Manual”

✓ Direct Access:

<http://www.statistics.health.pa.gov/HealthStatistics/BehavioralStatistics/TobaccoStatistics/Pages/Synar-Survey.aspx#.V08X16PD8kl>

2. Synar History

□ Survey History

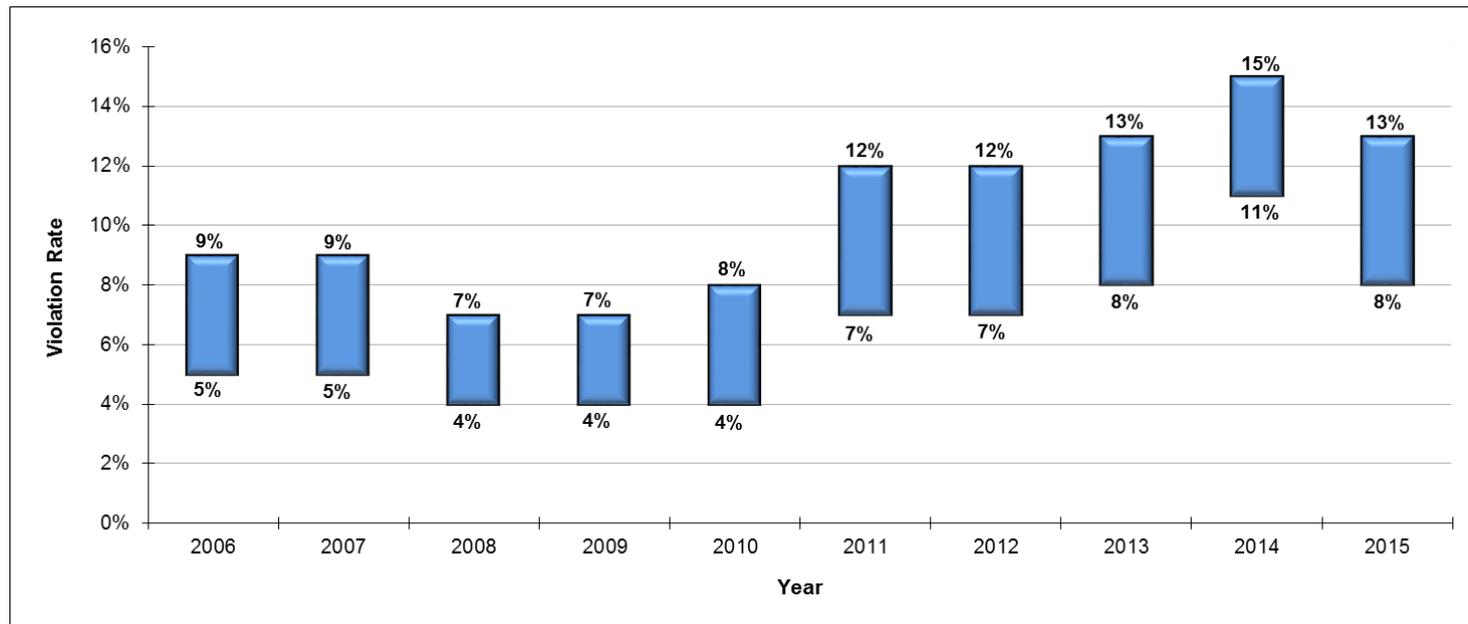
- ✓ Named after Congressman Mike Synar
- ✓ Survey assess effectiveness of enforcement
- ✓ Substance Abuse Prevention & Treatment Block Grant
- ✓ Center for Substance Abuse Prevention (CSAP)
- ✓ Annual Synar Report
- ✓ CSAP requirements
- ✓ Synar partnerships

2. Synar History (cont.)

☐ Survey Results

- ✓ 1st survey conducted in 1996
- ✓ First significant decrease in 2002
- ✓ 2015 Results

Synar Violation Rates for Past 10 years (2006 – 2015)



3. Understanding Survey Results



□ Design, Limitations and Common Analysis Methods

- ✓ Results only apply to statewide and stratum level
- ✓ County level analysis is not valid
- ✓ The sample percent **ONLY** describes the outlets selected in the sample
- ✓ The 95% confidence interval (c.i.) is used to relate the sample to the population
- ✓ Confidence intervals are used to compare estimates
 - More than 29% overlap between c.i.'s indicates **NO** significant difference
 - 29% or less overlap requires more testing
 - No overlap indicates **SIGNIFICANT DIFFERENCE**

4. Survey Design

☐ References

- ✓ Instruction Manual Appendix 8

☐ Survey Design

- ✓ Population defined as “All PA retail outlets that sell cigarettes & are accessible to youth and the general public”
- ✓ Address Based Sampling
- ✓ Probability sample

 **SURVEY REPORT FORM (Synar 2013)**
Pennsylvania Department of Health

Draft

Area	Sample	License	Date of visit
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> / <input type="text"/>

Outlet Location

Sunoco	
123 Main Street	
Harrisburg	<input type="text"/>
Dauphin	<input type="text"/>

4. Gender of buyer

Male Female

5. Age of buyer

15 16

6. Race/ethnicity of buyer

White Hispanic

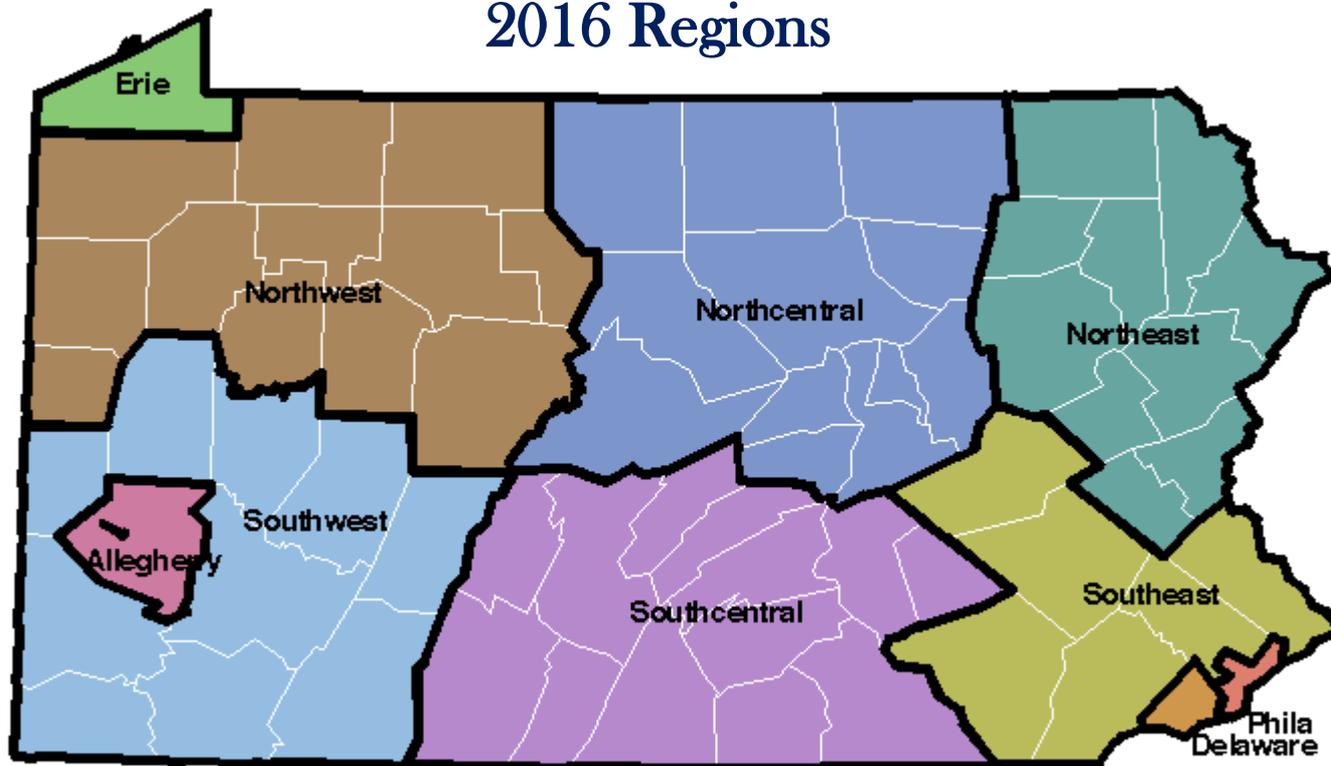
Black Other



Must make an attempt

4. Survey Design (cont.)

2016 Regions



5. Survey Planning



References

- ✓ Instruction Manual pages 5 - 8

Survey sample sent to Regional Primary Contractors

Contractors review and coordinate mapping

- ✓ Locate outlets on street maps
- ✓ Identify survey teams
- ✓ Schedule survey (July 11 - August 26, 2016)

Reporting

- ✓ Regional Primary Contractors (RPCs) will submit updates to DOH on weekly basis to track survey completion per region
- ✓ DOH will provide Excel spreadsheet to RPCs to complete and email to Cachet Adams each week (cadams@pa.gov)

5. Survey Planning (cont.)

□ Survey Participant Requirements

✓ Adults

- Non tobacco user
- Two is the ideal number – a designated driver and an adult witness/data collector

✓ Youth

- Non tobacco user
- 15 to 16 years of age
- Equal number of males and females
- Match youth to racial and/or ethnic characteristics of neighborhood

5. Survey Planning (cont.)

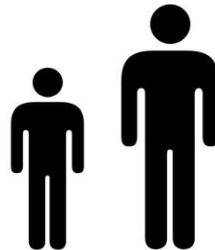
❑ Survey Participant Requirements

- ✓ Disproportionate use of age will bias the survey

2015 Synar Survey Results

A 17-year-old is 9.0 times more likely to be sold to than a 15-year-old.

A 17-year-old is 3.0 times more likely to be sold to than a 16-year-old.



6. Survey Training



❑ **Conducting a Valid Survey**

- ✓ Never solicit- we're not trying to buy tobacco products – we're documenting what actually happens
- ✓ Hush-hush is the word – “sound” surveys must be unannounced
- ✓ Follow the rules/procedures – standardization is important
- ✓ Aim for a high survey response rate

❑ **Regional Primary Contractors**

- ✓ Recruit youth and adult volunteers
- ✓ Provide training by showing a recording of this presentation.
- ✓ Coordinate implementation and completion of survey

7. Survey Procedures

References

- ✓ Instruction Manual pages 9 - 12

Follow the **SCRIPT**

- ✓ **S**ecret

- ✓ **C**onsistent

- ✓ **R**igorous

- ✓ **I**mpartial

- ✓ **P**atient

- ✓ **T**enacious

7. Survey Procedures (cont.)

Procedures prior to inspection

Procedures during inspection

Procedures after inspection

General Procedures

✓ Address based survey

✓ Unannounced

✓ Act natural

✓ Practice

✓ Keep consistent

✓ Know brand

✓ Be honest

7. Survey Procedures (cont.)

□ General Procedures (cont.)

- ✓ No ID
- ✓ One attempt
- ✓ Do not argue
- ✓ Do not entice
- ✓ No identifiable clothing
- ✓ No identifiable vehicles

□ Safety

- ✓ Seatbelts
- ✓ Emergency numbers
- ✓ Abusive clerk
- ✓ Unsafe outlet

8. Non-Completions



Outcome of visit is neither : **SALE** nor **REFUSAL**

References

- ✓ Instruction Manual Appendix 2

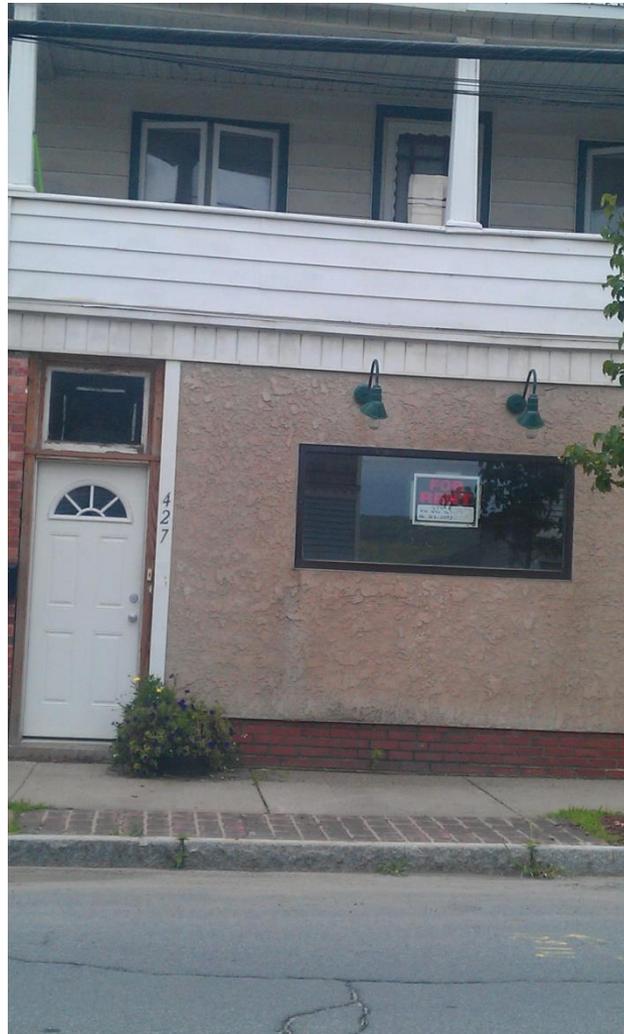
Classifying Non-completions

- ✓ Bars are included in the survey
- ✓ BNA can only be used if there is a sign or a bouncer
- ✓ For BNAs, the **EXACT** wording of the sign must be placed in the notes
- ✓ FDA compliance checks within the last 12 months

8. Non-Completions (cont.)

Scenario:

427 Main Street,
Susquehanna County



Picture By Henry Moore

8. Non-Completions (cont.)

- Cigarettes Behind Bar
- Bar Not Accessible
- Does Not Sell
- Duplicate
- **Empty Building**
- Itinerant Vendor
- Empty Lot
- Outlet Closed/ Not Accessible
- Other / Not Accessible
- Private Club
- Private Residence
- Unlocatable
- Accessible-Other
- Outlet Dangerous

3. Non-completion type (select one)

- (CBB) Cigarettes Behind Bar (1)
- (BNA) Bar Not Accessible (2)
- (DNS) Does Not Sell (3)
- (DUP) Duplicate (4)
- (EMP) **Empty Building (5)**
- (ITV) Itinerant Vendor (6)
- (LOT) Empty Lot (7)
- (OCN) Outlet Closed/NotAccess. (8)
- (ONA) Other/Not Accessible (9)
- (PCL) Private Club (10)
- (PVR) Private Residence (11)
- (UNL) Unlocatable (12)
- (ACC) Accessible-Other (13)
- (ODG) Outlet Dangerous (14)

2. Type of retail outlet (select one)

- Bar/tavern (1)
- Beer distributor (2)
- Convenience-gas (3)
- Convenience-grocery-no gas (4)
- Dollar Store (5)
- Pharmacy/drug store (6)
- News outlet (7)
- Restaurant/deli (8)
- Supermarket (9)
- Tobacco (10)
- **(EMP-LOT-PVR-UNL)**
- Other _____

Notes: The building had a "For Rent" sign.
Peaked in windows and was empty

8. Non-Completions (cont.)

Scenario:

First Niagara Pavilion
665 Route 18,
Burgettstown, PA
15021



8. Non-Completions (cont.)

- Cigarettes Behind Bar
- Bar Not Accessible
- Does Not Sell
- Duplicate
- Empty Building
- Itinerant Vendor
- Empty Lot
- Outlet Closed/ Not Accessible
- **Other / Not Accessible**
- Private Club
- Private Residence
- Unlocatable
- Accessible-Other
- Outlet Dangerous

3. Non-completion type (select one)

- (CBB) Cigarettes Behind Bar (1)
- (BNA) Bar Not Accessible (2)
- (DNS) Does Not Sell (3)
- (DUP) Duplicate (4)
- (EMP) Empty Building (5)
- (ITV) Itinerant Vendor (6)
- (LOT) Empty Lot (7)
- (OCN) Outlet Closed/NotAccess. (8)
- **(ONA) Other/Not Accessible (9)**
- (PCL) Private Club (10)
- (PVR) Private Residence (11)
- (UNL) Unlocatable (12)
- (ACC) Accessible-Other (13)
- (ODG) Outlet Dangerous (14)

2. Type of retail outlet (select one)

- Bar/tavern (1)
- Beer distributor (2)
- Convenience-gas (3)
- Convenience-grocery-no gas (4)
- Dollar Store (5)
- Pharmacy/drug store (6)
- News outlet (7)
- Restaurant/deli (8)
- Supermarket (9)
- Tobacco (10)
- (EMP-LOT-PVR-UNL)
- Other **Concert venue**

Notes: The cigarettes are sold in the concert venue. No cigarettes pre-security nor pre-entry

8. Non-Completions (cont.)

Scenario:

Bobs Cafe



A red rectangular sign with rounded corners. At the top, the words "STORE HOURS" are written in a white, bold, sans-serif font. Below this, a list of days and their hours is displayed in a white, sans-serif font. Each day is followed by a box containing the start time, a box with "to", and a box with the end time.

Day	Start	End
Monday	9pm	12am
Tuesday	9pm	12am
Wednesday	9pm	12am
Thursday	9pm	12am
Friday	9pm	2am
Saturday	9pm	2am
Sunday	Closed	Closed

8. Non-Completions (cont.)

- Cigarettes Behind Bar
- Bar Not Accessible
- Does Not Sell
- Duplicate
- Empty Building
- Itinerant Vendor
- Empty Lot
- **Outlet Closed/ Not Accessible**
- Other / Not Accessible
- Private Club
- Private Residence
- Unlocatable
- Accessible-Other
- Outlet Dangerous

3. Non-completion type (select one)

- (CBB) Cigarettes Behind Bar (1)
- (OCN) **Outlet Closed/NotAccess. (8)**
- (BNA) Bar Not Accessible (2)
- (ONA) Other/Not Accessible (9)
- (DNS) Does Not Sell (3)
- (PCL) Private Club (10)
- (DUP) Duplicate (4)
- (PVR) Private Residence (11)
- (EMP) Empty Building (5)
- (UNL) Unlocatable (12)
- (ITV) Itinerant Vendor (6)
- (ACC) Accessible-Other (13)
- (LOT) Empty Lot (7)
- (ODG) Outlet Dangerous (14)

2. Type of retail outlet (select one)

- **Bar/tavern (1)**
- News outlet (7)
- Beer distributor (2)
- Restaurant/deli (8)
- Convenience-gas (3)
- Supermarket (9)
- Convenience-grocery-no gas (4)
- Tobacco (10)
- Dollar Store (5)
- (EMP-LOT-PVR-UNL)
- Pharmacy/drug store (6)
- Other _____

Notes: Bob's café was a tavern. Not opened when we went. Sign says it is never open during Synar surveying hours

Questions? Contact Steve Muccioli at the Division of Health Informatics (717-547-3634)

9. Supplemental Sample

☐ References

- ✓ Instruction Manual Appendix 6, pages 40-41

☐ Supplemental Sample

- ✓ Supplemental sample is additional sample issued in clustered areas and random areas
- ✓ A completion is a “Sale” or a “Refusal”
- ✓ All sample must be attempted
- ✓ Can’t “give back” supplemental sample after it is requested
- ✓ Contractor contacts Health Statistics directly
- ✓ **Supplemental sample is NOT replacement sample**

9. Supplemental Sample (cont.)



- ❑ Request supplemental sample if the minimum cannot be achieved:

Area	Minimum Completions
Clustered areas (101-611)	13
Allegheny County	55
Delaware County	80
Erie County	60
Philadelphia County	170

9. Supplemental Sample (cont.)

Scenario:

Anum	Snum	Bname1	Bname2	Badd1	Badd2	Bcity	Bzip	Coname	Dist
404	1	Jaibhavani Enterprises Inc	Shop N Drive	3050 Canby Street		Harrisburg	17103	Dauphin	SC
404	2	Kennedy Fried Chicken	Kennedy Fried Chicken	2001 N. 6 Th St.		Harrisburg	17102	Dauphin	SC
404	3	Uncle Moes Cafe Ltd	Uncle Moes Cafe Ltd	301 Chestnut Street	Apt 2313	Harrisburg	17101	Dauphin	SC
404	4	Pennsylvania Cvs Pharmacy LLC	Cvs Pharmacy # 4037	221 223 Market St		Harrisburg	17101	Dauphin	SC
404	5	Chen, Ying	Cheng Shi LLC	1501 N Cameron Street		Harrisburg	17103	Dauphin	SC
404	6	Family Grocery Store	Family Grocery Store	98 N. 17th St.		Harrisburg	17103	Dauphin	SC
404	7	Sarda Corporation	One Stop	901 North 3rd Street		Harrisburg	17102	Dauphin	SC
404	8	Kenneth C Blackwell		448 Hamilton St		Harrisburg	17102	Dauphin	SC
404	9	Nagoor Meera Sahib, Afzahul A	Mini Mart	26 19th And Park Street		Harrisburg	17103	Dauphin	SC
404	10	John H Wagner Stores Inc	John H Wagner Stores Inc	1312 Market St		Harrisburg	17103	Dauphin	SC
404	11	Jovan Inc	Transit News	Harrisburg Transportation	4th And Market Sts	Harrisburg	17101	Dauphin	SC
404	12	Ali Farman LLC	Crown Fried Chicken	1276 Market Street		Harrisburg	17103	Dauphin	SC
404	13	Tinder Box	Tinder Box	217 N Second St		Harrisburg	17101	Dauphin	SC
404	14	Armaan Enterprises Inc	Kings Food Mart	2013 North 7th Street		Harrisburg	17102	Dauphin	SC
404	15	Shaktz Grocery		6 S 3rd St		Harrisburg	17101	Dauphin	SC
404	16	S & S Oil Corporation	City Gas & Diesel Mini Mart	1541 State St		Harrisburg	17103	Dauphin	SC
404	17	Deepam Corp	King Food	2727 N 6th St		Harrisburg	17101	Dauphin	SC

- 2 sales
- 8 refusals
- 3 Does Not sell
- 1 Empty Building
- 3 Bar Not Accessible

Do you request supplemental sample?

Yes!

How many?

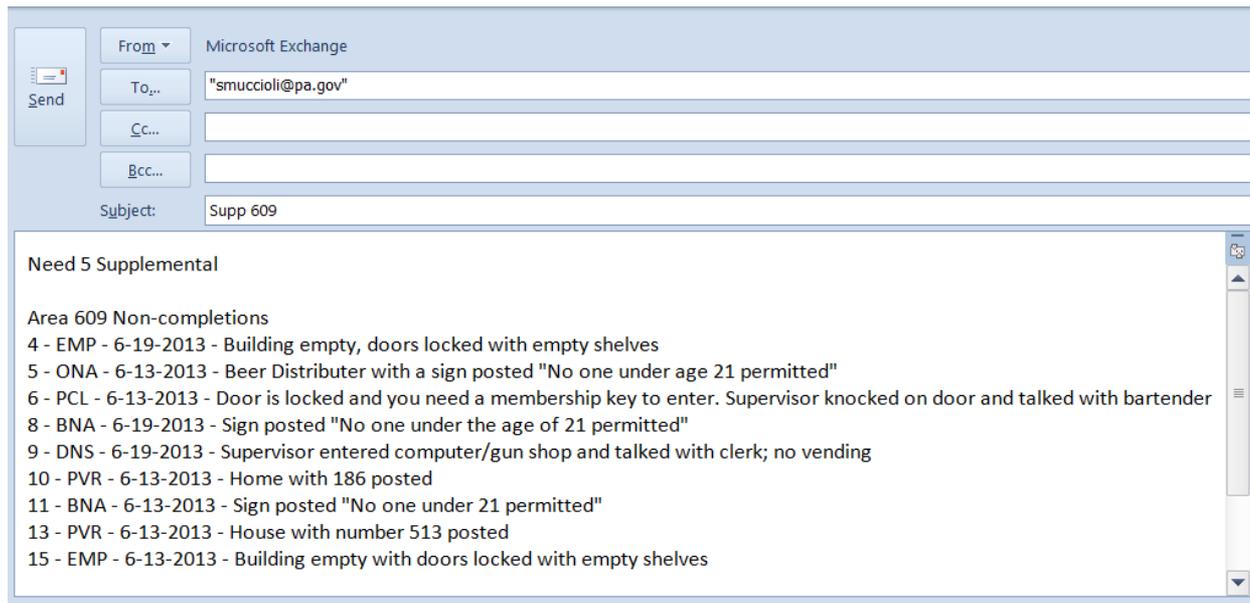
3

9. Supplemental Sample (cont.)

□ Requesting Supplemental Sample

✓ Each request must contain the following information:

- The subject line should read *Supp 609* - if 609 is the ANUM being requested
- The total number of supplemental outlets requested is the first line in the body of the email
- Complete list of every outlet that is ineligible in the ANUM with the following information:
 - Sample number SNUM
 - Non-completion 3 letter abbreviation
 - Date last visited
 - Detailed explanation of the non-completion



From: Microsoft Exchange

To: "smuccioli@pa.gov"

Subject: Supp 609

Need 5 Supplemental

Area 609 Non-completions

- 4 - EMP - 6-19-2013 - Building empty, doors locked with empty shelves
- 5 - ONA - 6-13-2013 - Beer Distributer with a sign posted "No one under age 21 permitted"
- 6 - PCL - 6-13-2013 - Door is locked and you need a membership key to enter. Supervisor knocked on door and talked with bartender
- 8 - BNA - 6-19-2013 - Sign posted "No one under the age of 21 permitted"
- 9 - DNS - 6-19-2013 - Supervisor entered computer/gun shop and talked with clerk; no vending
- 10 - PVR - 6-13-2013 - Home with 186 posted
- 11 - BNA - 6-13-2013 - Sign posted "No one under 21 permitted"
- 13 - PVR - 6-13-2013 - House with number 513 posted
- 15 - EMP - 6-13-2013 - Building empty with doors locked with empty shelves

10. Extra forms

Request an extra form if:

- ✓ there are 2 or more errors per question
- ✓ the report form is damaged

Email Nathanael Tinik

- ✓ Specify the area and sample number of the report form(s) that are damaged or contain too many errors
- ✓ Will receive an email attachment with the pdf of the report form(s).
- ✓ Print the pdf report form and correct mistakes and/or copy results

SURVEY REPORT FORM (Synar 2013)
Pennsylvania Department of Health

14064

Area: 0101 Sample: 014 License: 70388067 Date of visit: 02/19/13

Outlet Location

Wal Mart Stores East Lp
Supercenter 2528
167 Hogan Blvd
Mill Hall 17751
Clinton

1. What was the outcome?

Sale Refusal Non-Completion

2. Type of retail outlet (Select one)

Bar/Tavern(1) News Outlet(8)
 Beer Distributor(2) Restaurant/eat-in(9)
 Convenience-chain(3) Restaurant/take-out(10)
 Convenience-Grocery(4) Supermarket(11)
 Deli(5) Tobacco(12)
 Drug Store(6) (EMP-LOT-PVR-UNL)
 Gas Station/Auto Service(7) Other _____

3. Non-completion type (Select one)

(CBB) Cigarettes Behind Bar (1) (OCN) Outlet Closed/NotAccess. (8)
 (BNA) Bar Not Accessible (2) (ONA) Other/Not Accessible (9)
 (DNS) Does Not Sell (3) (PCL) Private Club (10)
 (DUP) Duplicate (4) (PVR) Private Residence (11)
 (EMP) Empty Building (5) (UNL) Unlocatable (12)
 (ITV) Itinerant Vendor (6) (ACC) Accessible-Other (13)
 (LOT) Empty Lot (7) (ODG) Outlet Dangerous (14)

4. Gender of buyer

Male Female

5. Age of buyer

15 16 17

6. Race/ethnicity of buyer

White Hispanic
 Black Other

7. Does the outlet serve alcohol for on-site consumption?

Yes No Unknown

8. Was adult supervisor in the outlet?

Yes No

9. Was buyer asked to show ID?

Yes No

10. Was buyer asked his/her age?

Yes No

11. Were warning signs visible?

Yes No

12. Gender of clerk

Male Female

13. Age of clerk

<18 18 - 25 26 - 40 40+

14. Time of visit (military) 1342

15. Brand _____

16. Cost _____

Notes: ~~Store Closed~~ Alternate hours of operation

Questions? Contact Division of Statistical Support (717-783-2548)

11. Legal Forms

References

- ✓ Instruction Manual attachments 5 - 8
- ✓ Page 15

Underage Buyer Form

- ✓ Check birth date - MONTH and year

Parent/Guardian Form

Designated Adult Drivers

Letter of Verification

12. Data Collection Forms



References

- ✓ Instruction Manual Appendix 1, 3, 4 & 5
- ✓ Instruction Manual attachments 1 - 4



SURVEY REPORT FORM (Synar 2016)
Pennsylvania Department of Health

Area	Sample	License	Date of visit
[][][][][]	[][][][]	[][][][][][][][][]	[][] / [][] / [][]

Outlet Location

4. Gender of buyer

Male Female

5. Age of buyer

15 16 17

6. Is the buyer of Hispanic, Latino, or Spanish origin?

Yes No

1. What was the outcome?

Sale Refusal Non-completion

7. Race of buyer

White Asian
 Black Other

2. Type of retail outlet (select one)

Bar/tavern (1) News outlet (7)
 Beer distributor (2) Restaurant/deli (8)
 Convenience-gas (3) Supermarket (9)
 Convenience-grocery-no gas (4) Tobacco (10)
 Dollar Store (5) (EMP-LOT-PVR-UNL)
 Pharmacy/drug store (6) Other _____

8. Does the outlet serve alcohol for on-site consumption?

Yes No Unknown

9. Was adult supervisor in the outlet?

Yes No

10. Was buyer asked to show ID?

Yes No

3. Non-completion type (select one)

(CBB) Cigarettes Behind Bar (1) (OCN) Outlet Closed/NotAccess. (8)
 (BNA) Bar Not Accessible (2) (ONA) Other/Not Accessible (9)
 (DNS) Does Not Sell (3) (PCL) Private Club (10)
 (DUP) Duplicate (4) (PVR) Private Residence (11)
 (EMP) Empty Building (5) (UNL) Unlocatable (12)
 (ITV) Itinerant Vendor (6) (ACC) Accessible-Other (13)
 (LOT) Empty Lot (7) (ODG) Outlet Dangerous (14)

11. Was buyer asked his/her age?

Yes No

12. Were warning signs visible?

Yes No

13. Gender of clerk

Male Female

14. Location fields are accurate

Yes No

15. Time of visit (military) [][][][]

Notes:

Questions? Contact Steve Muccioli at the Division of Health Informatics (717-547-3634)



Contact Info

12. Data Collection Forms (cont.)



Attachment 3: Batch Control Sheet (Example Only)

BATCH CONTROL SHEET Synar 2016

Health District:	NC	Area Surveyed:	Clinton
Area Number:	101		
Batch Start Date:		Batch End Date:	

Designated Adult Supervisors:

NAME	ORGANIZATION	Attended June 14th Training call (Yes or No)	Email

Complete List of Youth Participants used for this Cluster:

	NAME	AGE	GENDER	Outlets Visited
1				
2				
3				
4				
5				
6				
Total Outlets Visited:				

Survey Report Forms Accountability:

OUTCOME	COUNT	TOTALS	COUNT
SALE		TOTAL COMPLETIONS (Sale + Refusal)	
REFUSAL		TOTAL COMPLETIONS + NON-	
NON-COMPLETION			

12. Data Collection Forms (cont.)



Synar 2014 Compliance Sheet		Centre			
Northcentral District Area Number 101		Sale	Refusal	Non-Com	Non-Completion Type(3-letter code)
1	Nittany Owl Wings LLC Hooters Restaurant 538 East College Avenue State College 16801	_____	_____	_____	_____
2	Thrift Drug Inc Rite Aid #11013 510 Westerly Parkway State College 16801	_____	_____	_____	_____
3	Nittany Oil Company, Inc. Salladasburg Minitmart #256 321 North Front Street Attn: Sandra Arble Philipsburg 16866	_____	_____	_____	_____
4	Book Store Inc Grahams Confectionery 124 South Allen St State College 16801	_____	_____	_____	_____

12. Data Collection Forms (cont.)



AREA ACCOUNTING FORM

NON-COMPLETIONS

(Synar 2014)

Health District: NC

Area Description: Centre

Area Number: 101

SAMPLE NUMBER

REASON													TOTAL
(CBB) Cigarettes Behind Bar													
(BNA) Bar Not Accessible													
(DNS) Does Not Sell													
(DUP) Duplicate													
(EMP) Empty Building													
(ITV) Itinerant Vendor													
(LOT) Empty Lot													
(OCN) Outlet Closed / Not Accessible													
(ONA) Other/Not Accessible													
(PCL) Private Club													
(PVR) Private Residence													
(UNL) Unlocatable													
(ACC) Accessible-Other													
(ODG) Outlet Dangerous													
TOTAL													

13. Highlights



Completing Forms

- ✓ Never use Pencils, White-out, Stickers or Labels
- ✓ Do not mail copies of Report Form

Mailing Forms

- ✓ Page 18 - 19 of the manual
- ✓ Send forms on flow basis

Mapping

- ✓ Page 6 of the manual

Alcohol / Bars

- ✓ Clean Indoor Air Act establishments **ARE** included in the 2016 survey
- ✓ BNA must have a **SIGN** or a **BOUNCER**
- ✓ The exact wording of the **SIGN** must be placed in notes

13. Highlights (cont.)



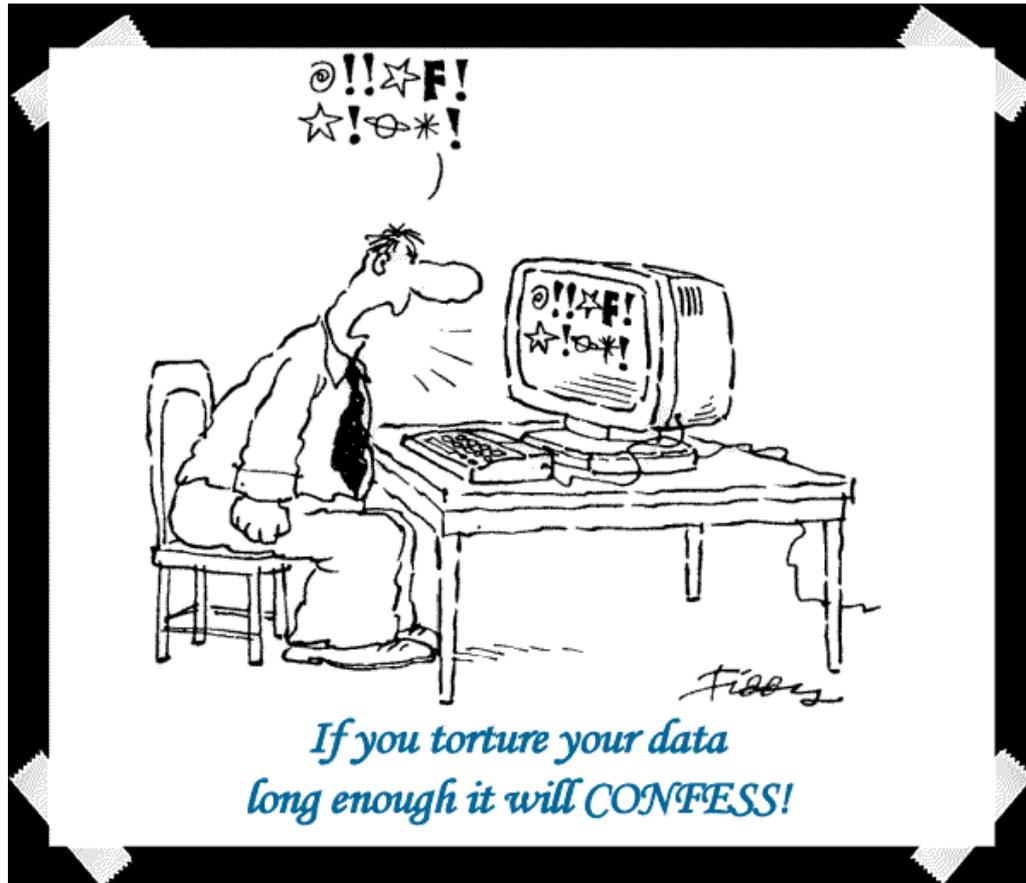
- ❑ **Outlet Categories** Page 26–27 of the manual
 - ✓ Cheat Sheet has definitions

- ❑ **General**
 - ✓ Contact Nathanael with questions

14. Questions



THANK YOU



*If you torture your data
long enough it will CONFESS!*