

# **ANNUAL SYNAR REPORT**

**42 U.S.C. 300x-26**

OMB № 0930-0222

**FFY 2015**

**State: WV**

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## INTRODUCTION

The Annual Synar Report (ASR) format provides the means for states to comply with the reporting provisions of the Public Health Service Act (42 U.S.C. 300x-26) and the Tobacco Regulation for the Substance Abuse Prevention and Treatment Block Grant (SABG) (45 C.F.R. 96.130 (e)).

### **How the Synar report helps the Center for Substance Abuse Prevention**

In accordance with the tobacco regulations, states are required to provide detailed information on progress made in enforcing youth tobacco access laws (FFY 2014 Compliance Progress) and future plans to ensure compliance with the Synar requirements to reduce youth tobacco access rates (FFY 2015 Intended Use Plan). These data are required by 42 U.S.C. 300x-26 and will be used by the Secretary to evaluate state compliance with the statute. Part of the mission of the Center for Substance Abuse Prevention (CSAP) is to assist states<sup>1</sup> by supporting Synar activities and providing technical assistance helpful in determining the type of enforcement measures and control strategies that are most effective. This information is helpful to CSAP in improving technical assistance resources and expertise on enforcement efforts and tobacco control program support activities, including state Synar program support services, through an enhanced technical assistance program involving conferences and workshops, development of training materials and guidance documents, and onsite technical assistance consultation.

### **How the Synar report can help states**

The information gathered for the Synar report can help states describe and analyze substate needs for program enhancements. These data can also be used to report to the state legislature and other state and local organizations on progress made to date in enforcing youth tobacco access laws when aggregated statistical data from state Synar reports can demonstrate to the Secretary the national progress in reducing youth tobacco access problems. This information will also provide Congress with a better understanding of state progress in implementing Synar, including state difficulties and successes in enforcing retailer compliance with youth tobacco access laws.

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<sup>1</sup>The term “state” is used to refer to all the states and territories required to comply with Synar as part of the Substance Abuse Prevention and Treatment Block Grant Program requirements (42 U.S.C. 300x-64 and 45 C.F.R. 96.121).

## **Getting assistance in completing the Synar report**

If you have questions about programmatic issues, you may call CSAP's Division of State Programs at (240) 276-2550 and ask for your respective State Project Officer, or contact your State Project Officer directly by telephone or email. If you have questions about fiscal or grants management issues, you may call the Grants Management Officer, Office of Financial Resources, Division of Grants Management, at (240) 276-1422.

## **Where and when to submit the Synar report**

The ASR must be received by SAMHSA no later than December 31, 2014 and must be submitted in the format specified by these instructions. Use of the approved format will avoid delays in the review and approval process. The chief executive officer (or an authorized designee) of the applicant organization must sign page one of the ASR certifying that the state has complied with all reporting requirements.

The state must upload one copy of the ASR using the online WebBGAS (Block Grant Application System). In addition, the following items must be uploaded to WebBGAS:

- FFY 2015 Synar Survey Results: States that use the Synar Survey Estimation System (SSES) must upload one copy of SSES Tables 1–5 (in Excel) to WebBGAS. States that do not use SSES must upload one copy of ASR Forms 1, 4, and 5, and Forms 2 and 3, if applicable, (in Excel) to WebBGAS.
- Synar Inspection Form: States must upload one blank copy of the inspection form used to record the result of each Synar inspection.
- Synar Inspection Protocol: States must upload a copy of the protocol used to train inspection teams on conducting and reporting the results of the Synar inspections.

Each state SSA Director has been emailed a login ID and password to log onto the Synar section of the WebBGAS site.

Additionally, the state must submit one signed original of the report (including the signed Funding Agreements/Certifications), as well as one additional copy of the signed Funding Agreements/Certifications, to the Grants Management Officer at the address below:

Grants Management Officer  
Division of Grants Management  
Office of Financial Resources  
Substance Abuse and Mental Health Services Administration

### **Regular Mail:**

1 Choke Cherry Road, Rm.7-1091  
Rockville, Maryland 20857

### **Overnight Mail:**

1 Choke Cherry Road, Rm.7-1091  
Rockville, Maryland 20850

## FFY 2015: FUNDING AGREEMENTS/CERTIFICATIONS

The following form must be signed by the Chief Executive Officer or an authorized designee and submitted with this application. Documentation authorizing a designee must be attached to the application.

<b>PUBLIC HEALTH SERVICES ACT AND SYNAR AMENDMENT</b>	
42 U.S.C. 300x-26 requires each state to submit an annual report of its progress in meeting the requirements of the Synar Amendment and its implementing regulation (45 C.F.R. 96.130) to the Secretary of the Department of Health and Human Services. By signing below, the chief executive officer (or an authorized designee) of the applicant organization certifies that the state has complied with these reporting requirements and the certifications as set forth below.	
<b>SYNAR SURVEY SAMPLING METHODOLOGY</b>	
The state certifies that the Synar survey sampling methodology on file with the Center for Substance Abuse Prevention and submitted with the Annual Synar Report for FFY 2015 is up-to-date and approved by the Center for Substance Abuse Prevention.	
<b>SYNAR SURVEY INSPECTION PROTOCOL</b>	
The state certifies that the Synar Survey Inspection Protocol on file with the Center for Substance Abuse Prevention and submitted with the Annual Synar Report for FFY 2015 is up-to-date and approved by the Center for Substance Abuse Prevention.	
<b>State: West Virginia</b>	
<b>Name of Chief Executive Officer or Designee:</b>	<b>Karen L. Bowling</b>
<b>Signature of CEO or Designee:</b>	
<b>Title:</b> Cabinet Secretary WV Department of Health and Human Resources	<b>Date Signed:</b> _____
<b>If signed by a designee, a copy of the designation must be attached.</b>	

**SECTION I: FFY 2014 (Compliance Progress)**

**YOUTH ACCESS LAWS, ACTIVITIES, AND ENFORCEMENT**

42 U.S.C. 300x-26 requires the states to report information regarding the sale/distribution of tobacco products to individuals under age 18.

**1. Please indicate any changes or additions to the state tobacco statute(s) relating to youth access since the last reporting year. If any changes were made to the state law(s) since the last reporting year, please attach a photocopy of the law to the hard copy of the ASR and also upload a copy of the state law to WebBGAS. (see 42 U.S.C. 300x-26).**

**a. Has there been a change in the minimum sale age for tobacco products?**

Yes  No

*If Yes, current minimum age:*  19  20  21

**b. Have there been any changes in state law that impact the state's protocol for conducting Synar inspections?**

Yes  No

*If Yes, indicate change. (Check all that apply.)*

Changed to require that law enforcement conduct inspections of tobacco outlets

Changed to make it illegal for youth to possess, purchase or receive tobacco

Changed to require ID to purchase tobacco

Other change(s) *(Please describe.)* WV State Code 16-9A-2 now includes e-cigarettes and vapor products.

**c. Have there been any changes in state law that impact the following?**

Licensing of tobacco vendors  Yes  No

Penalties for sales to minors  Yes  No

Vending machines  Yes  No

**2. Describe how the Annual Synar Report (see 45 C.F.R. 96.130(e)) and the state Plan (see 42 U.S.C. 300x-51) were made public within the state prior to submission of the ASR. (Check all that apply.)**

Placed on file for public review

Posted on a state agency Web site *(Please provide exact Web address and the date when the FFY 2015 ASR was posted to this Web address.)*

<http://www.dhhr.wv.gov/bhhf/resources/Pages/default.aspx> *(posted 12-11-14).*

Notice published in a newspaper or newsletter

Public hearing

Announced in a news release, a press conference, or discussed in a media interview

Distributed for review as part of the SABG application process

Distributed through the public library system

Published in an annual register

Other (Please describe.) \_\_\_\_\_

**3. Identify the following agency or agencies (see 42 U.S.C. 300x-26 and 45 C.F.R. 96.130).**

**a. The state agency (ies) designated by the Governor for oversight of the Synar requirements:**

West Virginia Department of Health & Human Resources/Bureau for Behavioral Health and Health Facilities

Has this changed since last year's Annual Synar Report?

Yes  No

**b. The state agency(ies) responsible for conducting random, unannounced Synar inspections:**

West Virginia Department of Health and Human Resources/Bureau for Behavioral Health and Health Facilities. The West Virginia State Police serve as the enforcement arm for Synar inspections and issue citations for violations.

Has this changed since last year's Annual Synar Report?

Yes  No

**c. The state agency(ies) responsible for enforcing youth tobacco access law(s):**

The West Virginia State Police

Has this changed since last year's Annual Synar Report?

Yes  No

**4. Identify the following agencies and describe their relationship with the agency responsible for the oversight of the Synar requirements.**

**a. Identify the state agency responsible for tobacco prevention activities (the agency that receives the Centers for Disease Control and Prevention's National Tobacco Control Program funding).**

West Virginia Department of Health and Human Resources/Bureau for Public Health, Division on Tobacco Prevention (DTP).

**b. Has the responsible agency changed since last year's Annual Synar Report?**

Yes  No

**c. Describe the coordination and collaboration that occur between the agency responsible for tobacco prevention and the agency responsible for oversight of the Synar requirements. (Check all that apply.) The two agencies**

Are the same

Have a formal written memorandum of agreement

Have an informal partnership

- Conduct joint planning activities
- Combine resources
- Have other collaborative arrangement(s) *(Please describe.)* \_\_\_\_\_

**d. Identify the state agency responsible for enforcing the youth access and advertising restrictions in the Family Smoking Prevention and Tobacco Control Act (the agency that is under contract to the Food and Drug Administration's Center for Tobacco Products (FDA/CTP)).**

WV Department of Health and Human Resources/Bureau for Behavioral Health and Health Facilities/WV State Police

**e. Has the responsible agency changed since last year's Annual Synar Report?**

- Yes  No

**f. Describe the coordination and collaboration that occur between the agency contracted with the FDA to enforce federal youth tobacco access laws and the agency responsible for oversight of the Synar requirements. (Check all that apply.) The two agencies:**

- Are the same
- Have a formal written memorandum of agreement
- Have an informal partnership
- Conduct joint planning activities
- Combine resources
- Have other collaborative arrangement(s) *(Please describe.)* \_\_\_\_\_

**g. Does the state use data from the FDA enforcement inspections for Synar survey reporting?**

- Yes  No

**5. Please answer the following questions regarding the state's activities to enforce the state's youth access to tobacco law(s) in FFY 2014 (see 42 U.S.C. 300x-26 and 45 C.F.R. 96.130(e)).**

**a. Which one of the following describes the enforcement of state youth access to tobacco laws carried out in your state? (Check one category only.)**

- Enforcement is conducted exclusively by local law enforcement agencies.
- Enforcement is conducted exclusively by state agency (ies).
- Enforcement is conducted by both local *and* state agencies.



- b. The following items concern penalties imposed for all violations of state youth access to tobacco laws by **LOCAL AND/OR STATE LAW ENFORCEMENT AGENCIES** (this does not include enforcement of federal youth tobacco access laws). Please fill in the number requested. If state law does not allow for an item, please mark “NA” (not applicable). If a response for an item is unknown, please mark “UNK.” The chart must be filled in completely.

PENALTY	OWNERS	CLERKS	TOTAL
Number of <u>citations issued</u>	17	52	69
Number of <u>finances assessed</u>	6	38	44
Number of <u>permits/licenses suspended</u>	N/A		N/A
Number of <u>permits/licenses revoked</u>	N/A		N/A
Other (Please describe.)			
Dismissed	5	3	8
Pending	3	7	10
No Information	41	6	47

- c. Which one of the following best describes the level of enforcement of state youth access to tobacco laws carried out in your state? (Check one category only.)
- Enforcement is conducted only at those outlets randomly selected for the Synar survey.
- Enforcement is conducted only at a subset of outlets not randomly selected for the Synar survey.
- Enforcement is conducted at a combination of outlets randomly selected for the Synar survey and outlets not randomly selected for the Synar survey.
- d. Did every tobacco outlet in the state receive at least one compliance check that included enforcement of the state youth tobacco access law(s) in the last year?
- Yes  No
- e. What additional activities are conducted in your state to support enforcement and compliance with state youth tobacco access law(s)? (Check all that apply.)
- Merchant education and/or training
- Incentives for merchants who are in compliance (e.g., non-enforcement compliance checks in which compliant retailers are given positive reinforcement and noncompliant retailers are warned about youth access laws)
- Community education regarding youth access laws
- Media use to publicize compliance inspection results
- Community mobilization to increase support for retailer compliance with youth access laws
- Other activities (Please list.) The Synar Compliance Specialist provides state-wide on-site technical assistance to all retailers who are out of compliance as well as appears at court proceedings While Synar inspections are separate from FDA inspections, 100% of all eligible for FDA and Synar retailers have been inspected for FDA inspections within the last 18 months. Congratulatory

*certificates signed by WVDHHR/BHHF's Commissioner, Vickie Jones, are disseminated to compliant retailers by grantees/subgrantees so that they can use the distribution of certificates as a media opportunity.*

*Briefly describe all checked activities:*

### **MERCHANT EDUCATION**

The West Virginia Bureau for Behavioral Health and Health Facilities, through its six regional grantees and their sub-grantees, utilize the 'See Red?' Retailer Education Campaign for merchant education purposes. A number of our grantees provided on-site merchant education to retailers in their respective counties. WVDHHR/BHHF disseminated the 'See Red?' material to all eligible (for Synar inspection) retailers throughout the state. The 'See Red?' material was revised relative to changes in the photo IDs of youth under 18 as well by adding FDA requirement information. The 'See Red?' material was disseminated to retailers in all of our 55 counties.

The 'See Red?' material includes information explaining how to easily identify individuals who are under the age of 18 via their WV driver's license or WV learner's permit. The WV driver's license/learner's permit for youth under the age of 18 has a red background on the license/permit that automatically identifies the individual as being under the age of 18. Additionally, listed in the upper right hand corner, is the date the youth turns 18. The date they turn 21 is also listed.

### **MERCHANT INCENTIVES**

Compliant retailers receive a signed congratulatory certificate from WVDHHR/BHHF's Commissioner.

### **MEDIA USE TO PUBLICIZE INSPECTION COMPLIANCE RESULTS**

The FFY 2015 Annual Synar Report has been made available on the WVDHHR's website at <http://www.dhhr.wv.gov/bhhf/resources/Page/default.aspx>. for public comment. The ASR will continue to be made available for view on the website. A press release was also issued through the WVDHHR's Secretary's office.

Media information has been made available for grantees' use should they want to publish the names of compliant retailers in their respective newspapers, send thank you letters, etc. and is also available on WVDHHR's website. Names of retailers who were in compliance during Synar inspection are listed by county on the WVDHHR website at [www.dhhr.wv.gov/bhhf/resources/Pages/default.aspx](http://www.dhhr.wv.gov/bhhf/resources/Pages/default.aspx).

## COMMUNITY MOBILIZATION

A number of grantees/coalitions/youth groups took the 'See Red?' material to retailers in their respective areas and did face-to-face training utilizing both adults and youth educators.

## OTHER ACTIVITIES

After Synar inspections have been completed and court proceedings held, the Synar Compliance Specialist personally visits all retailers who were out of compliance and provides on-site technical assistance so that retailers are less likely to be in violation in the future.

- f. **Are citations or warnings issued to retailers or clerks who sell tobacco to minors for inspections that are part of the Synar survey?**

**Yes**    **No**

*If "Yes" to 5f, please describe the state's procedure for minimizing risk of bias to the survey results from retailers alerting each other to the presence of the survey teams:*

Under the annual contract with the WV State Police (WVSP), the issue of 'bias' has been part of the annual contract. The document indicates that the State Police inspection team member will not in any way forward any information regarding inspection schedules to any individual retailer or business associate during the entire inspection period. The Superintendent signs the agreement and each Trooper, Youth Inspector, and Adult Coordinator is provided a copy of their respective protocol. Additionally, the Youth Inspector signs a Participant Agreement that states that they understand that any information they collect or observe while completing the inspections will be kept confidential to the extent that the law allows.

## SYNAR SURVEY METHODS AND RESULTS

The following questions pertain to the survey methodology and results of the Synar survey used by the state to meet the requirements of the Synar Regulation in FFY 2014 (see 42 U.S.C. 300x-26 and 45 C.F.R. 96.130).

**6. Has the sampling methodology changed from the previous year?**

**Yes**    **No**

*The state is required to have an approved up-to-date description of the Synar sampling methodology on file with CSAP. Please submit a copy of your Synar Survey Sampling Methodology (Appendix B). If the sampling methodology changed from the previous reporting year, these changes must be reflected in the methodology submitted.*

**7. Please answer the following questions regarding the state’s annual random, unannounced inspections of tobacco outlets (see 45 C.F.R. 96.130(d)(2)).**

**a. Did the state use the optional Synar Survey Estimation System (SSES) to analyze the Synar survey data?**

**Yes**    **No**

*If Yes, attach SSES summary tables 1, 2, 3, and 4 to the hard copy of the ASR and upload a copy of SSES tables 1–5 (in Excel) to WebBGAS. Then go to Question 8. If No, continue to Question 7b.*

**b. Report the weighted and unweighted Retailer Violation Rate (RVR) estimates, the standard error, accuracy rate (number of eligible outlets divided by the total number of sampled outlets), and completion rate (number of eligible outlets inspected divided by the total number of eligible outlets).**

**Unweighted RVR** \_\_\_\_\_

**Weighted RVR** \_\_\_\_\_

**Standard error (s.e.) of the (weighted) RVR** \_\_\_\_\_

**Fill in the blanks to calculate the right limit of the right-sided 95% confidence interval.**

\_\_\_\_\_ + (1.645 × \_\_\_\_\_) = \_\_\_\_\_  
**RVR Estimate   plus   (1.645 times Standard Error)   equals   Right Limit**

**Accuracy rate** \_\_\_\_\_

**Completion rate** \_\_\_\_\_

c. **Fill out Form 1 in Appendix A (Forms 1–5).** (Required regardless of the sample design.)

d. **How were the (weighted) RVR estimate and its standard error obtained?**  
(Check the one that applies.)

- Form 2 (Optional) in Appendix A (Forms 1–5) (Attach completed Form 2.)  
 Other (Please specify. Provide formulas and calculations or attach and explain the program code and output with description of all variable names.)

e. **If stratification was used, did any strata in the sample contain only one outlet or cluster this year?**

- Yes  No  No stratification

If Yes, explain how this situation was dealt with in variance estimation.

f. **Was a cluster sample design used?**

- Yes  No

If Yes, fill out and attach Form 3 in Appendix A (Forms 1–5), and answer the following question.

If No, go to Question 7g.

**Were any certainty primary sampling units selected this year?**

- Yes  No

If Yes, explain how the certainty clusters were dealt with in variance estimation.

g. **Report the following outlet sample sizes for the Synar survey.**

	Sample Size
<b>Effective sample size</b> (sample size needed to meet the SAMHSA precision requirement assuming simple random sampling)	
<b>Target sample size</b> (the product of the effective sample size and the design effect)	
<b>Original sample size</b> (inflated sample size of the target sample to counter the sample attrition due to ineligibility and noncompletion)	
<b>Eligible sample size</b> (number of outlets found to be eligible in the sample)	
<b>Final sample size</b> (number of eligible outlets in the sample for which an inspection was completed)	

h. **Fill out Form 4 in Appendix A (Forms 1–5).**

**8. Did the state's Synar survey use a list frame?**

Yes  No

*If Yes, answer the following questions about its coverage.*

**a. The calendar year of the latest frame coverage study: 2012**

**b. Percent coverage from the latest frame coverage study: 90.2**

**c. Was a new study conducted in this reporting period?**

Yes  No

*If Yes, please complete Appendix D (List Sampling Frame Coverage Study) and submit it with the Annual Synar Report.*

**d. The calendar year of the next coverage study planned: 2015**

**9. Has the Synar survey inspection protocol changed from the previous year?**

Yes  No

*The state is required to have an approved up-to-date description of the Synar inspection protocol on file with CSAP. Please submit a copy of your Synar Survey Inspection Protocol (Appendix C). If the inspection protocol changed from the previous year, these changes must be reflected in the protocol submitted.*

**a. Provide the inspection period: From 06/01/14 to 09/30/14**  
MM/DD/YY MM/DD/YY

**b. Provide the number of youth inspectors used in the current inspection year:**

43

NOTE: If the state uses SSES, please ensure that the number reported in 9b matches that reported in SSES Table 4, or explain any difference.

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**b. Fill out and attach Form 5 in Appendix A (Forms 1–5). (Not required if the state used SSES to analyze the Synar survey data.)**

## SECTION II: FFY 2015 (Intended Use):

Public law 42 U.S.C. 300x-26 of the Public Health Service Act and 45 C.F.R. 96.130 (e) (4, 5) require that the states provide information on future plans to ensure compliance with the Synar requirements to reduce youth tobacco access.

### 1. In the upcoming year, does the state anticipate any changes in:

Synar sampling methodology  Yes  No

Synar inspection protocol  Yes  No

*If changes are made in either the Synar sampling methodology or the Synar inspection protocol, the state is required to obtain approval from CSAP prior to implementation of the change and file an updated Synar Survey Sampling Methodology (Appendix B) or an updated Synar Survey Inspection Protocol (Appendix C), as appropriate.*

### 2. Please describe the state's plans to maintain and/or reduce the target rate for Synar inspections to be completed in FFY 2015. Include a brief description of plans for law enforcement efforts to enforce youth tobacco access laws, activities that support law enforcement efforts to enforce youth tobacco access laws, and any anticipated changes in youth tobacco access legislation or regulation in the state.

With additional UB and A&L FDA inspections taking place throughout the state, along with administrative fines be assessed through FDA, we expect Synar RVRs to decrease. Along with WVDHHR/BHHR sending merchant education materials to retailers, grantees will be given merchant education materials to provide face-to-face education to retailers in their respective areas of service.

### 3. Describe any challenges the state faces in complying with the Synar regulation. (Check all that apply.)

- Limited resources for law enforcement of youth access laws
- Limited resources for activities to support enforcement and compliance with youth tobacco access laws
- Limitations in the state youth tobacco access laws
- Limited public support for enforcement of youth tobacco access laws
- Limitations on completeness/accuracy of list of tobacco outlets
- Limited expertise in survey methodology
- Laws/regulations limiting the use of minors in tobacco inspections
- Difficulties recruiting youth inspectors
- Issues regarding the age balance of youth inspectors
- Issues regarding the gender balance of youth inspectors
- Geographic, demographic, and logistical considerations in conducting inspections
- Cultural factors (e.g., language barriers, young people purchasing for their elders)
- Issues regarding sources of tobacco under tribal jurisdiction
- Other challenges (*Please list.*) A number of magistrates won't issue citations to store owners/corporations

*Briefly describe all checked challenges and propose a plan for each, or indicate the state's need for technical assistance related to each relevant challenge.*

On June 12, 1998, WV State Code 16-9A-7 gave retail tobacco outlet inspection oversight to the Alcohol Beverage Control Administration as well as the WV State Police, county sheriffs and city police. The WV State Legislature also annually appropriated \$200,000 for the ABCA to conduct random unannounced tobacco compliance inspections and to provide merchant education to retailers who sold alcohol and tobacco. No citations were written during these inspections. In 2012, the WV Legislature stopped appropriating the funds given to the ABCA to implement tobacco compliance inspections. The ABCA stopped the implementation of said inspections.

Since ABCA is no longer implementing tobacco compliance inspections, the WVDHHR/BHHR will be requesting that WVDHHR/BHHR serve as the oversight agency for tobacco compliance inspections along with securing the ability to levy administrative fines. This action is in discussion at this time.



## APPENDIX A: FORMS 1–5

### FORM 1 (Required for all states not using the Synar Survey Estimation System (SSES) to analyze the Synar Survey data)

Complete Form 1 to report sampling frame and sample information and to calculate the unweighted retailer violation rate (RVR) using results from the current year’s Synar survey inspections.

**Instructions for Completing Form 1:** In the top right-hand corner of the form, provide the state name and reporting federal fiscal year (FFY 2015). Provide the remaining information by stratum if stratification was used. Make copies of the form if additional rows are needed to list all the strata.

Column 1: *If stratification was used:*

1(a) Sequentially number each row.

1(b) Write in the name of each stratum. All strata in the state must be listed.

*If no stratification was used:*

1(a) Leave blank.

1(b) Write “state” in the first row (indicates that the whole state is a single stratum).

*Note for unstratified samples: For Columns 2–5, wherever the instruction refers to “each stratum,” report the specified information for the state as a whole.*

Column 2: 2(a) Report the number of over-the-counter (OTC) outlets in the sampling frame in each stratum.

2(b) Report the number of vending machine (VM) outlets in the sampling frame in each stratum.

2(c) Report the combined total of OTC and VM outlets in the sampling frame in each stratum.

Column 3: 3(a) Report the estimated number of eligible OTC outlets in the OTC outlet population in each stratum.

3(b) Report the estimated number of eligible VM outlets in the VM outlet population in each stratum.

3(c) Report the combined total estimated number of eligible OTC and VM outlets in the total outlet population in each stratum.

*The estimates for Column 3 can be obtained from the Synar survey sample as the weighted sum of eligible outlets by outlet type.*

Column 4: 4(a) Report the number of eligible OTC outlets for which an inspection was completed, for each stratum.

4(b) Report the numbers of eligible VM outlets for which an inspection was completed, for each stratum.

4(c) Report the combined total of eligible OTC and VM outlets for which an inspection was completed, for each stratum.

Column 5: 5(a) Report the number of OTC outlets found in violation of the law as a result of completed inspections, for each stratum.

5(b) Report the number of VM outlets found in violation of the law as a result of completed inspections, for each stratum.

5(c) Report the combined total of OTC and VM outlets found in violation of the law as a result of completed inspections, for each stratum.

Totals: For each subcolumn (a–c) in Columns 2–5, provide totals for the state as a whole in the last row of the table. These numbers will be the sum of the numbers in each row for the respective column.



## **FORM 2 (Optional)**

### **Appropriate for stratified simple or systematic random sampling designs.**

Complete Form 2 to calculate the weighted RVR. This table (in Excel form) is designed to calculate the weighted RVR for stratified simple or systematic random sampling designs, accounting for ineligible outlets and noncomplete inspections encountered during the annual Synar survey.

**Instructions for Completing Form 2:** In the top right-hand corner of the form, provide the state name and reporting federal fiscal year (FFY 2015).

- Column 1: Write in the name of each stratum into which the sample was divided. These should match the strata reported in Column 1(b) of Form 1.
- Column 2: Report the number of outlets in the sampling frame in each stratum. These numbers should match the numbers reported for the respective strata in Column 2(c) of Form 1.
- Column 3: Report the original sample size (the number of outlets originally selected, *including* substitutes or replacements) for each stratum.
- Column 4: Report the number of sample outlets in each stratum that were found to be eligible during the inspections. Note that this number must be less than or equal to the number reported in Column 3 for the respective strata.
- Column 5: Report the number of eligible outlets in each stratum for which an inspection was completed. Note that this number must be less than or equal to the number reported in Column 4. These numbers should match the numbers reported in Column 4(c) of Form 1 for the respective strata.
- Column 6: Report the number of eligible outlets inspected in each stratum that were found in violation. These numbers should match the numbers reported in Column 5(c) of Form 1 for the stratum.
- Column 7: Form 2 (in Excel form) will automatically calculate the stratum RVR for each stratum in this column. This is calculated by dividing the number of inspected eligible outlets found in violation (Column 6) by the number of inspected eligible outlets (Column 5). The state unweighted RVR will be shown in the Total row of Column 7.
- Column 8: Form 2 (in Excel form) will automatically calculate the estimated number of eligible outlets in the population for each stratum. This calculation is made by multiplying the number of outlets in the sampling frame (Column 2) times the number of eligible outlets (Column 4) divided by the original sample size (Column 3). Note that these numbers will be less than or equal to the numbers in Column 2.
- Column 9: Form 2 (in Excel form) will automatically calculate the relative stratum weight by dividing the estimated number of eligible outlets in the population for each stratum in Column 8 by the Total of the values in Column 8.
- Column 10: Form 2 (in Excel form) will automatically calculate each stratum's contribution to the state weighted RVR by multiplying the stratum RVR (Column 7) by the relative stratum weight (Column 9). The weighted RVR for the state will be shown in the Total row of Column 10.
- Column 11: Form 2 (in Excel form) automatically calculates the standard error of each stratum's RVR (Column 7). The standard error for the state weighted RVR will be shown in the Total row of Column 11.
- TOTAL:** For Columns 2–6, Form 2 (in Excel form) provides totals for the state as a whole in the last row of the table. For Columns 7–11, it calculates the respective statistic for the state as a whole.

**FORM 2 (Optional) Appropriate for stratified simple or systematic random sampling designs.**

Calculation of Weighted Retailer Violation Rate										
										State: _____
										FFY: 2015
(1) Stratum Name	(2) N Number of Outlets in Sampling Frame	(3) n Original Sample Size	(4) n1 Number of Sample Outlets Found Eligible	(5) n2 Number of Outlets Inspected	(6) x Number of Outlets Found in Violation	(7) p=x/n2 Stratum Retailer Violation Rate	(8) N'=N(n1/n) Estimated Number of Eligible Outlets in Population	(9) w=N'/Total Column 8 Relative Stratum Weight	(10) pw Stratum Contribution to State Weighted RVR	(11) s.e. Standard Error of Stratum RVR
<b>Total</b>										

- N - number of outlets in sampling frame
- n - original sample size (number of outlets in the original sample)
- n1 - number of sample outlets that were found to be eligible
- n2 - number of eligible outlets that were inspected
- x - number of inspected outlets that were found in violation
- p - stratum retailer violation rate (p=x/n2)
- N' - estimated number of eligible outlets in population (N'=N\*n1/n)
- w - relative stratum weight (w=N'/Total Column 8)
- pw - stratum contribution to the weighted RVR
- s.e. - standard error of the stratum RVR

**FORM 3 (Required when a cluster design is used for all states not using the Synar Survey Estimation System [SSES] to analyze the Synar survey data.)**

Complete Form 3 to report information about primary sampling units when a cluster design was used for the Synar survey.

**Instructions for Completing Form 3:** In the top right-hand corner of the form, provide the state name and reporting federal fiscal year (FFY 2015).

Provide information by stratum if stratification was used. Make copies of the form if additional rows are needed to list all the strata.

Column 1: Sequentially number each row.

Column 2: *If stratification was used:* Write in the name of stratum. All strata in the state must be listed.

*If no stratification was used:* Write “state” in the first row to indicate that the whole state constitutes a single stratum.

Column 3: Report the number of primary sampling units (PSUs) (i.e., first-stage clusters) created for each stratum.

Column 4: Report the number of PSUs selected in the original sample for each stratum.

Column 5: Report the number of PSUs in the final sample for each stratum.

TOTALS: For Columns 3–5, provide totals for the state as a whole in the last row of the table.

<b>Summary of Clusters Created and Sampled</b>				
<b>State:</b> <u>WV</u>				
<b>FFY:</b> <u>2015</u>				
(1) Row #	(2) Stratum Name	(3) Number of PSUs Created	(4) Number of PSUs Selected	(5) Number of PSUs in the Final Sample
	West Virginia did not use clusters - SRS			
<b>Total</b>				

**FORM 4 (Required for all states not using the Synar Survey Estimation System [SSES] to analyze the Synar Survey data)**

Complete Form 4 to provide detailed tallies of ineligible sample outlets by reasons for ineligibility and detailed tallies of eligible sample outlets with noncomplete inspections by reasons for noncompletion.

**Instructions for Completing Form 4:** In the top right-hand corner of the form, provide the state name and reporting federal fiscal year (FFY 2015).

Column 1(a): Enter the number of sample outlets found ineligible for inspection by reason for ineligibility. Provide the total number of ineligible outlets in the row marked "Total."

Column 2(a): Enter the number of eligible sample outlets with noncomplete inspections by reason for noncompletion. Provide the total number of eligible outlets with noncomplete inspections in the row marked "Total."

<b>Inspection Tallies by Reason of Ineligibility or Noncompletion</b>			
		<b>State:</b> _____	
		<b>FFY:</b> 2015	
(1) INELIGIBLE		(2) ELIGIBLE	
Reason for Ineligibility	(a) Counts	Reason for Noncompletion	(a) Counts
Out of business		In operation but closed at time of visit	
Does not sell tobacco products		Unsafe to access	
Inaccessible by youth		Presence of police	
Private club or private residence		Youth inspector knows salesperson	
Temporary closure		Moved to new location	
Unlocatable		Drive-thru only/youth inspector has no driver's license	
Wholesale only/Carton sale only		Tobacco out of stock	
Vending machine broken		Ran out of time	
Duplicate		Other noncompletion reason(s) ( <i>Describe.</i> )	
Other ineligibility reason(s) ( <i>Describe.</i> )			
<b>Total</b>		<b>Total</b>	

**FORM 5 (Required for all states not using the Synar Survey Estimation System [SSES] to analyze the Synar survey data)**

Complete Form 5 to show the distribution of outlet inspection results by age and gender of the youth inspectors.

**Instructions for Completing Form 5:** In the top right-hand corner of the form, provide the state name and reporting federal fiscal year (FFY 2015).

Column 1: Enter the number of attempted buys by youth inspector age and gender.

Column 2: Enter the number of successful buys by youth inspector age and gender.

If the inspectors are age eligible but the gender of the inspector is unknown, include those inspections in the “Other” row. Calculate subtotals for males and females in rows marked “Male Subtotal” and “Female Subtotal.” Sum subtotals for Male, Female, and Other and record in the bottom row marked “Total.” Verify that the total of attempted buys and successful buys equals the total for Column 4(c) and Column 5(c), respectively, on Form 1. If the totals do not match, please explain any discrepancies.

<b>Synar Survey Inspector Characteristics</b>		
		<b>State:</b> WV
		<b>FFY:</b> 2015
	(1) Attempted Buys	(2) Successful Buys
<b>Male</b>		
15 years		
16 years		
17 years		
18 years		
<b>Male Subtotal</b>		
<b>Female</b>		
15 years		
16 years		
17 years		
18 years		
<b>Female Subtotal</b>		
<b>Other</b>		
<b>Total</b>		

## **APPENDIXES B & C: FORMS**

### Instructions

Appendix B (Sampling Design) and Appendix C (Inspection Protocol) are to reflect the state's CSAP-approved sampling design and inspection protocol. These appendixes, therefore, should generally describe the design and protocol and, with the exception of Question #10 of Appendix B, are not to be modified with year-specific information. Please note that any changes to either appendix must receive CSAP's advance, written approval. To facilitate the state's completion of this section, simply cut and paste the previously approved sampling design (Appendix B) and inspection protocol (Appendix C).



## APPENDIX B: SYNAR SURVEY SAMPLING METHODOLOGY

State: WV  
 FFY: 2015

**1. What type of sampling frame is used?**

- List frame (*Go to Question 2.*)
- Area frame (*Go to Question 3.*)
- List-assisted area frame (*Go to Question 2.*)

**2. List all sources of the list frame. Indicate the type of source from the list below. Provide a brief description of the frame source. Explain how the lists are updated (method), including how new outlets are identified and added to the frame. In addition, explain how often the lists are updated (cycle). (*After completing this question, go to Question 4.*)**

*Use the corresponding number to indicate Type of Source in the table below.*

- 1 – Statewide commercial business list
- 2 – Local commercial business list
- 3 – Statewide tobacco license/permit list
- 4 – Statewide retail license/permit list
- 5 – Statewide liquor license/permit list
- 6 – Other

Name of Frame Source	Type of Source	Description	Updating Method and Cycle
FDA	3	<p>It was determined that we actually did change our sampling methodology by enhancing the method of canvassing retailers by using the WV Tax Department list for screening the retailer lists for both FDA inspections as well as Synar inspections since the WV Department of Health and Human Resources/Bureau for Behavioral Health and Health Facilities is the lead agency for both the FDA and Synar programs. Initially, the Synar Coordinator would receive the retailer list annually from the WV Health Statistics Center (WVDHHR/BHHR's statistical contractor) to be screened prior to Synar inspections. The Synar Coordinator would then call each retailer listed to determine whether the business was eligible for Synar inspection (sans bar or adult business).</p> <p>Once WVDHHR/BHHR was awarded the FDA contract, it was determined that we would use the same WV Tax Department list to screen/validate the canvassing of both the FDA and Synar lists since all stores sampled for Synar inspections are contained in entire list of retailers. Canvassing the list of retailers is on-going. The seven FDA inspectors and three FDA Program Managers (one of whom is the Synar Compliance Specialist) either conduct inspections in or</p>	Annually

		<p>validate businesses throughout the year in all of our 55 counties. Changes are made in the TIMS list which is utilized for FDA inspections. The Synar sample is pulled from the TIMS list (deleting bars/adult businesses) thus making them eligible for Synar inspections. Since our FDA inspectors are continuously on the road in their respective assigned counties, even if not implementing FDA inspections, they know if a store has gone out of business or if there is a new store that has opened. The Program Managers validate store status and call in any changes. In addition, should there be any further questions relative to store status, phone calls are made to county/city departments or post offices to gather additional information. This method of validating retailer canvassing is much more accurate and effective since it is done on an ongoing basis and not just once a year as had been done previously.</p>	

**3. If an area frame is used, describe how area sampling units are defined and formed.**

**a. Is any area left out in the formation of the area frame?**

Yes  No

*If Yes, what percentage of the state's population is not covered by the area frame?*

\_\_\_\_\_%

**4. Federal regulation requires that vending machines be inspected as part of the Synar survey. Are vending machines included in the Synar survey?**

Yes  No

*If No, please indicate the reason(s) they are not included in the Synar survey. Please check all that apply.*

- State law bans vending machines.
- State law bans vending machines from locations accessible to youth.
- State has a contract with the FDA and is actively enforcing the vending machine requirements of the Family Smoking Prevention and Tobacco Control Act.
- Other (*Please describe.*) \_\_\_\_\_

5. Which category below best describes the sample design? (Check only one.)

Census (STOP HERE: Appendix B is complete.)

**Unstratified statewide sample:**

Simple random sample (Go to Question 9.)

Systematic random sample (Go to Question 6.)

Single-stage cluster sample (Go to Question 8.)

Multistage cluster sample (Go to Question 8.)

**Stratified sample:**

Simple random sample (Go to Question 7.)

Systematic random sample (Go to Question 6.)

Single-stage cluster sample (Go to Question 7.)

Multistage cluster sample (Go to Question 7.)

Other (Please describe and go to Question 9.) \_\_\_\_\_

6. Describe the systematic sampling methods. (After completing Question 6, go to Question 7 if stratification is used. Otherwise go to Question 9.)

7. Provide the following information about stratification.

a. Provide a full description of the strata that are created.

b. Is clustering used within the stratified sample?

Yes (Go to Question 8.)

No (Go to Question 9.)

8. Provide the following information about clustering.

a. Provide a full description of how clusters are formed. (If multistage clusters are used, give definitions of clusters at each stage.)

b. Specify the sampling method (simple random, systematic, or probability proportional to size sampling) for each stage of sampling and describe how the method(s) is (are) implemented.

9. Provide the following information about determining the Synar Sample.

- a. Was the Synar Survey Estimation System (SSES) used to calculate the sample size?  
 Yes (Respond to part b.)  
 No (Respond to part c and Question 10c.)
- b. SSES Sample Size Calculator used?  
 State Level (Respond to Question 10a.)  
 Stratum Level (Respond to Question 10a and 10b.)
- c. Provide the formulas for determining the effective, target, and original outlet sample sizes.

The SSES Sample Size Calculator was used to determine the minimum adequate sample size.  
 To ensure the study meets SAMHSA precision requirement, a safety margin of 40% is used  
 Below is the formula for calculating a sample size using a 1-tail test:  
 Effective sample size:

$$n_e = \frac{1}{\left( \frac{(s.e.)^2}{P(1-P)} + \frac{1}{N} \right)}$$

Where  $P$  is the previous year's RVR  
 $s.e = 0.0182$  is the standard error for the estimate for 3% margin of error for one-sided confidence interval  
 $N$  is the total number of outlets in the sampling frame

The target sample size ( $n_t$ ) is the effective sample size for simple random sampling times the design effect from the previous year's survey.  
 The original sample size is determined by:

$$n_o = (1 + s) \frac{n_t}{r_l r_c}$$

Where  $s$  is a safety margin of 40%,  $r_l$  is the previous year's eligibility rate, and  $r_c$  is the previous year's completion rate.

10. Provide the following information about sample size calculations for the current FFY Synar survey.
- a. If the state uses the sample size formulas embedded in the SSES Sample Size Calculator to calculate the state level sample size, please provide the following information:

**Inputs for Effective Sample Size:**

RVR: 12.3%

Frame Size: 2,182 – Number of eligible outlets after FY 2014 WV inspections.

**Input for Target Sample Size:**

Design Effect: 1.000 – WV uses a 1-tail test

**Inputs for Original Sample Size:**

Safety Margin: 40.0% - SAMHSA recommends WV to use a 40% safety margin to ensure study meets precision requirements

Accuracy (Eligibility) Rate: 90.4% – FY 2014 in WV

Completion Rate: 98.6% – FY 2014 in WV

- b. If the state uses the sample size formulas embedded in the SSES Sample Size Calculator to calculate the stratum level sample sizes, please provide the stratum level information:**

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- c. If the state does not use the sample size formulas embedded in the SSES Sample Size Calculator, please provide all inputs required to calculate the effective, target, and original sample sizes as indicated in Question 9.**

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## APPENDIX C: SYNAR SURVEY INSPECTION PROTOCOL

State: WV

FFY: 2015

*Note: Upload to WebBGAS a copy of the Synar inspection form under the heading "Synar Inspection Form" and a copy of the protocol used to train inspection teams on conducting and reporting the results of the Synar inspections under the heading "Synar Inspection Protocol."*

### 1. How does the state Synar survey protocol address the following?

#### a. Consummated buy attempts?

- Required  
 Permitted under specified circumstances (Describe: \_\_\_\_\_ )  
 Not permitted

#### b. Youth inspectors to carry ID?

- Required  
 Permitted under specified circumstances (Describe: \_\_\_\_\_ )  
 Not permitted

#### c. Adult inspectors to enter the outlet?

- Required  
 Permitted under specified circumstances (Describe: \_\_\_\_\_ )  
 Not permitted

#### d. Youth inspectors to be compensated?

- Required  
 Permitted under specified circumstances (Describe: \_\_\_\_\_ )  
 Not permitted

### 2. Identify the agency(ies) or entity(ies) that actually conduct the random, unannounced Synar inspections of tobacco outlets. (Check all that apply.)

- Law enforcement agency(ies)  
 State or local government agency(ies) other than law enforcement  
 Private contractor(s)  
 Other

List the agency name(s): WV State Police serve as the enforcement arm. Regional grantees/sub-grantees serve as Adult Coordinators. The Synar Compliance Specialist monitors a number of the inspections for quality assurance purposes.

3. Are Synar inspections combined with law enforcement efforts (i.e., do law enforcement representatives issue warnings or citations to retailers found in violation of the law at the time of the inspection)?

Always  Usually  Sometimes  Rarely  Never

4. Describe the type of tobacco products that are requested during Synar inspections.

a. What type of tobacco products are requested during the inspection?

- Cigarettes
- Small Cigars/Cigarillos
- Smokeless Tobacco
- Other Snus

b. Describe the protocol for identifying what types of products and what brands of products are requested during an inspection.

When using a male Youth Inspector, every third attempt must be smokeless tobacco since the use of smokeless tobacco is somewhat high in West Virginia. Other than that requirement, the team will decide on what brand to ask for when arriving at the retail outlet and seeing what brands are advertised outside of the store. The new law of adding e-cigarettes and vapor products went into effect mid-June of this year. Therefore, these products will be added to next year's protocol.

5. Describe the methods used to recruit, select, and train youth inspectors and adult supervisors.

WVDHHR/BHHR has six regional grantees who provide prevention services in the state. These six grantees have oversight of a number of counties/sub-grantees within their respective region. An Adult Coordinator for each of the counties, within a region, serves as the Adult Coordinator for the Synar inspection. They recruit and train the Youth Inspectors for their respective county. Protocol/training is provided to grantees/Adult Coordinators by the Synar Compliance Specialist. They are provided protocols and training information for each of the Synar team members--the Adult Coordinator, WVSP Trooper, and Youth Inspector.

6. Are there specific legal or procedural requirements instituted by the state to address the issue of youth inspectors' immunity when conducting inspections?

a. Legal

Yes  No

*(If Yes, please describe.)*

Contained within WV State Code, Article 9A, Tobacco usage restrictions 16-9A-7. Persons under the age of 18 years may be enlisted by such commissioner, superintendent, sheriff's or chief's of police or employees or agents thereof to test compliance only if the testing is conducted under the direct supervision of the

commissioner, superintendent, sheriff's or chief's of police or employees or agents thereof and written consent of the parent or guardian of such person is first obtained and such minors shall not be in violation of section three of this article and chapter when acting under the direct supervision of the commissioner.

**b. Procedural**

Yes  No

*(If Yes, please describe.)*

The above-referenced state law that provides for the immunity; every precaution is taken so that the youth will not have to appear in court should a citation be contested by the retailer. However, it is up to the county magistrate, judge, or prosecuting attorney as to require the youth to appear in court. Since the law enforcement officer is the actual witness to the attempted buy, it is seldom necessary to call the youth to appear.

**7. Are there specific legal or procedural requirements instituted by the state to address the issue of the safety of youth inspectors during all aspects of the Synar inspection process?**

**a. Legal**

Yes  No

*(If Yes, please describe.)*

Contained within WV State Code: Article 9A. Tobacco Usage Restrictions 16-9A-7, a law enforcement officer is required, by law, to participate in the inspection team on each inspection. Also, youth are not assigned to their home communities so as not to be conducting inspections in stores where they might be recognized.

**b. Procedural**

Yes  No

*(If Yes, please describe.)*

Seat belts must be worn by all inspection team members. There is no use of tobacco products during inspections on the way to/from inspections by adults. In most cases, youth from adjacent counties are used to inspect counties selected for Synar inspections unless the county is large enough to protect their identity. The Law Enforcement officers are witness to all attempts/buys of tobacco products. Law Enforcement officers enter the outlet prior to the youth inspector. The Youth Inspector immediately leaves the outlet after the attempt to buy and returns to the vehicle where the Adult Coordinator is waiting prior to the return of the law enforcement officer. The vehicle is always parked well away from the main doors where owners/clerks are unable to visually see the vehicle. If the youth feels unsafe in a situation or if the outlet is deemed to be unsafe by the law enforcement officer or other adult inspection team member, the inspection of that particular outlet is not



completed at that time. The inspection of that outlet would be rescheduled if possible.

**8. Are there any other legal or procedural requirements the state has regarding how inspections are to be conducted (e.g., age of youth inspector, time of inspections, training that must occur)?**

**a. Legal**

Yes  No

*(If Yes, please describe.)*

**b. Procedural**

Yes  No

*(If Yes, please describe.)*

It is advised by the State Synar Coordinator that inspections be implemented during daylight hours if possible for safety concerns. Youth Inspectors must be 16-17 years of age and have a WV learner's permit or WV driver's license. The Adult Coordinators must train the Youth Inspector as to their protocol prior to start-up of inspections.

## APPENDIX D: LIST SAMPLING FRAME COVERAGE STUDY

(LIST FRAME ONLY)

State: WV

FFY: 2015

1. Calendar year of the coverage study: 2012
2.
  - a. Unweighted percent coverage found: 90.2%
  - b. Weighted percent coverage found: 90.2%
  - c. Number of outlets found through canvassing: 153
  - d. Number of outlets matched on the list frame: 138
3.
  - a. Describe how areas were defined. (e.g., census tracts, counties, etc.)

According to SAMHSA recommendations, West Virginia was expected to sample anywhere from 130 to 200 outlets. There were 153 tobacco-selling outlets (that minor youth can access) found in these census tracts during canvassing. Fifteen (15) of these outlets were determined to be missing from our original 2008 screened Synar list. This gives West Virginia an overall accuracy rate of 90.2%.

- b. Were any areas of the state excluded from sampling?

Yes  No

If Yes, please explain.

4. Please answer the following questions about the selection of canvassing areas.
  - a. Which category below best describes the sample design? (Check only one.)

Census (Go to Question 6.)

**Unstratified statewide sample:**

Simple random sample (Respond to Part b.)

Systematic random sample (Respond to Part b.)

Single-stage cluster sample (Respond to Parts b and d.)

Multistage cluster sample (Respond to Parts b and d.)

**Stratified sample:**

Simple random sample (Respond to Parts b and c.)

Systematic random sample (Respond to Parts b and c.)

Single-stage cluster sample (Respond to Parts b, c, and d.)

Multistage cluster sample (Respond to Parts b, c, and d.)

Other (Please describe and respond to Part b.) \_\_\_\_\_

**b. Describe the sampling methods.**

Thirty (30) of West Virginia's 485 census tracts were randomly chosen to be included in the Coverage Study. Each census tract must be canvassed and all found tobacco retailers must be recorded. The list of retailers found in the coverage study compared to the final list of tobacco retailers that was used to randomly select outlets for Synar inspection. (At least 80% of the retailers identified in the coverage study must be on the final list to meet requirements). Each person implementing the coverage study received a map of the census tracts in the counties that were chosen for the study. The goal is to thoroughly canvass all roads within the area shown on the map and record information about all tobacco retailers found in the area. SAMSHA guidelines do not allow giving a list of the known outlets, as this may affect the validity of the study. The HSC census tract map is a guide for the boundaries of the area to be canvassed. Before canvassers began, they were to be familiar with the area and plan a route. They were to review the census tract and county maps provided. More detailed county and city maps may be helpful. Maps may be purchased or borrowed from local offices or stores such as: Chamber of Commerce, state police/sheriff departments, emergency services offices, real estate offices, libraries, and/or Wal-Mart. They were advised to work in pairs. It is unsafe to drive and read maps, especially in urban areas. Canvass all roads found within the boundary, even if they do not appear on the map. You may want to highlight or mark off roads on the map as you canvass them. Canvass both sides of boundary roads. If there was a question about whether a road is within the boundary, canvass the road. Enter all businesses that may sell. They were to formally introduce themselves and briefly explain that they are verifying a list of tobacco retailers in the area. Canvassers were to wear identification and have a business card available. They were to show the Retailer Information Form to the clerk/manager as they are asking for information to avoid suspicion. They could do merchant education while in the store.

**Results:**

There were a total of 30 randomly-selected census tracts in West Virginia used for the Coverage Study. These tracts were spread throughout 25 different counties. Eleven (11) of the chosen tracts were considered rural as defined by the U.S. Department of Agriculture--<http://www.ers.usda.gov/briefly/rurality/whatisrural> while nine (9) were considered urban. The remaining 10 tracts were located in a combination of rural and urban areas. All but two of these have been in existence even before the Synar screening process began. They could have not been on the WV Department of Tax and Revenue's database and/or overlooked in the screening process.

There are two additional new businesses found in these Census tracts. One is a Little General Store, a combined gas station and convenience store located in Lewis

County (Census tract 9674 which opened on October 1, 2011). The other outlet is a convenience store located in the Wayne County Census tract 209 which originally was listed as bar/private club. We are unsure of when it re-opened as a convenience store.

There were eight businesses found to be closed and out of business since the 2011 screening process began. There was an outlet in Jefferson and Roane County where they are no longer selling tobacco products. There was an outlet in Berkeley and Monongalia County where the store was a duplicate of another business listed within the Census tract. Finally, there was a place in Lewis County where the listed address for the business was actually a private residence.

There continues to be some specific issues in completing this study, as expected. West Virginia is primarily a rural state while homes and businesses are sparsely distributed in many of these areas. Many addresses on our Synar list frame contain only a rural route, county, or state route number. This makes it difficult to locate the store on a map and also for inspectors to find unless they have prior knowledge. Finally, in some cases, excessive time, travel and expense were unavoidable especially for those canvassers who canvassed the large census tracts.

**c. Provide a full description of the strata that were created.**

**d. Provide a full description of how clusters were formed.**

**5. Were borders of the selected areas clearly identified at the time of canvassing?**

Yes  No

**6. Were all sampled areas visited by canvassing teams?**

Yes (*Go to Question 7.*)  No (*Respond to Parts a and b.*)

**a. Was the subset of areas randomly chosen?**

Yes  No

**b. Describe how the subsample of visited areas was drawn. Include the number of areas sampled and the number of areas canvassed.**

**7. Were field observers provided with a detailed map of the canvassing areas?**

Yes  No

*If No, describe the canvassing instructions given to the field observers.*

**8. Were field observers instructed to find all outlets in the assigned area?**

**Yes**    **No**

*If No, respond to Question 9.*

*If Yes, describe any instructions given to the field observers to ensure the entire area was canvassed, then go to Question 10.*

The HSC census tract map is a guide for the boundaries of the areas to be canvassed. Before beginning, familiarize yourself with the area and plan a route. Review the census tract and county maps provided. More detailed county and city maps may be helpful. Maps have been purchased or borrowed from local offices or stores such as: Chamber of Commerce, state police/sheriff departments, emergency services offices, real estate offices, libraries, Wal-Mart.

Work in pairs. It is unsafe to drive and read maps, especially in urban areas. Canvass all roads found within the boundary, even if they do not appear on a map. You may want to highlight or mark off roads on the map as you canvass them.

Canvass both sides of boundary roads. If there is a question about whether a road is within the boundary, canvas the road. Enter all businesses that may sell tobacco. When you find a tobacco retailer, complete a Retailer Information Form. Introduce yourself and briefly explain that you are verifying a list of tobacco retailers in the area. Wear identification. Have your business card available. Show the Retailer Information Form to the clerk/manager as you are asking for information so they are not suspicious. If you like, you may also do merchant education while you are in the store.

**9. If a full canvassing was not conducted:**

a. **How many predetermined outlets were to be observed in each area?** \_\_\_\_\_

b. **What were the starting points for each area?** \_\_\_\_\_

c. **Were these starting points randomly chosen?**

**Yes**    **No**

d. **Describe the selection of the starting points.**

e. **Please describe the canvassing instructions given to the field observers, including predetermined routes.**

**10. Describe the process field observers used to determine if an outlet sold tobacco.**

**11. Please provide the state's definition of "matches" or "mismatches" to the Synar sampling frame? (i.e., address, business name, business license number, etc).**

**12. Provide the calculation of the weighted percent coverage (if applicable).**