

Revised M-VAPE Survey
2020 Neighborhood Density Survey of Youth Exposure to
Marijuana/CBD, Vapor, and Glass Shop Products & Messages

A. Geographic Location (to be filled out prior to conducting Survey)

Group/Coalition Name:

Contact/Adult Advisor Name:

Phone Number:

Email:

Zip code:

City:

County:

Date:

Start Time:

**End Time:*

*This neighborhood scan is ideal to conduct while on walks. Just take a clipboard or notebook with two or three M-VAPE Surveys and stop on the sidewalk or street briefly outside to observe and to complete the Survey form. Do not go into any stores to complete this Survey. If several people are conducting M-VAPE Surveys in the community, coordinate surveying on different times of day, including the weekend to capture a more complete picture of the environment.

Community/Neighborhood Name (if applicable)

M-VAPE Survey Process:

1. List landmarks, attractions, and streets that border the neighborhood:
2. Mapping:
 - a. Before conducting the M-VAPE Survey: On a separate sheet of paper, draw a map or prepare an electronic map of your planned walk route to show major streets, landmarks, rivers, parks, lakes and mountains.
 - b. After conducting M-VAPE Survey: Add detail to your map:
 - i. Draw locations of stored selling marijuana/CBD, vape, and glass.
 - ii. Draw locations of major industry billboards and signs.
 - iii. This information shows “hot spots” of youth exposure to “industry” promotional messaging and ads. Visual aids are useful when presenting findings to an audience.
3. Conduct Survey (Below): **Document your findings on this Survey and take pictures or video of what you see in your neighborhood and online environment.** “A picture is worth a thousand words.” Taking pictures and video of what you see helps you later tell the “story” of your community in a powerful way. Take screen shots of social media advertising when assessing your online environment.
4. Submit the M-VAPE Survey: The best use for the M-VAPE Survey is to determine what is going on in a particular community. So, use that information locally. We would also like to use the M-VAPE Survey results to get a sense of what is going on across the entire state. Please use your mobile phone camera to take pictures of each page of your completed M-VAPE Survey or scan your completed Survey and send those images to mvapecommunityassessment@gmail.com.
5. If there is anything you believe the Liquor and Cannabis Board should know about immediately, go to their website at www.lcb.wa.gov and look for the Report tab.

Maybe it's easier for you to share your observations in brief narrative form rather than complete this Survey. If so, please email your observations with as many details as possible to mvapecommunityassessment@gmail.com.

Neighborhood Definitions:

Urban: A city area that is densely populated often with housing and stores located close together.

Rural: A sparsely populated area outside of cities and towns, likely with more open space.

Suburb: A residential area/community on the outskirts of a city with smaller buildings & less density than a city

Referencing the above definitions, which best describes the area you are surveying? (Check One):

Urban Rural Suburb

B. Neighborhood Information

As you walk through this area, do you see the following businesses?

- Marijuana/CBD Retail Store How many?
 Glass shop How many?
 Vape/E-device only shop How many?
 Drive through Vape shop How many?
 Other store selling marijuana, CBD, or vape products like a smoke shop How many?

Is there evidence of public marijuana, CBD, and/or vapor product use? Do you see or smell public use?

- Yes No

Are there marijuana, CBD, and/or vapor products or garbage on sidewalks?

- Yes No

While you are observing the business, are there groups of people who are not entering the business but remain on the premises or in the parking lot?

- Yes No

If yes to any of these questions, please describe:

Neighborhood – Youth-friendly places situated near marijuana/CBD, vape, or glass shop environment

We observed the following **youth-friendly** places in this neighborhood:

- School Yes No
Places of worship Yes No
Parks, playgrounds, or sports fields Yes No
Daycare or childcare center Yes No
Malls or youth-focused stores Yes No
Other (describe):

We observed the following environmental elements suggesting that youth gather or “hang-out” in this neighborhood:

- 2+ youth hanging out Yes No
Benches or picnic tables Yes No
Bulletin boards, ads for youth events Yes No
Bike racks Yes No
Other (describe):

Neighborhood Protective Factors – Prosocial activities and positive community norms

Are there any regular positive activities in the area that you know of? (Examples: farmers market, community garden, etc.) Yes No

If yes, please describe:

Is there evidence of recreation and healthy activities in the area you are surveying? (Examples: Children and families at play, walkers, runners, bike riding, youth sports, etc.) Yes No

If yes, please describe:

C. Advertising

Ads – Do they appeal to youth

Do **Marijuana, CBD, E-device, and Glass Shop** stores have ads that appeal to youth on the outside of their buildings?

Yes No

If yes, please describe. Note how you think the ads appeal to youth:

Do any of the signs that are visible from the street use any words like “special,” “essential,” or “exceptional”?

Yes No

If yes, please describe:

Signage to Prevent Youth Access

Are there visible “legal age of sale” warning signs posted on doors or windows to deter illegal and underage sales? (Examples: Legal age for entry and purchase, No minors, We Card, 21+, etc.)

Yes No

If yes, please describe:

Marijuana, CBD, E-device, and Glass Shop Advertising

External Ads: *Take pictures of each exterior ad. Note your observations.*

Category

Your observations:

Total number of exterior ads: On billboards, windows or doors (facing out), buildings, gas pumps, sidewalks or border areas – with brands, prices, symbols.

Marijuana Advertising

Number:

Total number of exterior ads: On billboards, windows or doors (facing out), buildings, gas pumps, sidewalks or border areas – with brands, prices, symbols.

Vapor-Device Advertising

Number:

Total number of exterior ads: On billboards, windows or doors (facing out), buildings, gas pumps, sidewalks or border areas – with brands, prices, symbols.

Glass Shop Advertising

Number:

<p>Online Social Media Ads & Promotions: Does your neighborhood or community experience social media advertising when online? (Examples: Facebook, Instagram, Snapchat <u>ads and/or stories</u> on social media platforms or promotions featured on pages associated with Marijuana, Vapor-device, or Glass Shop stores and sponsorships.)</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure</p> <p><i>Take screenshots of online ads. Note your observations</i></p>	<p>Category:</p>	<p>Your observations:</p>
<p>Total number of online <u>social media</u> ads:</p>	<p>Marijuana/CBD Advertising Number:</p>	<p>Time of day: Platform(s):</p>
<p>Total number of online <u>social media</u> ads:</p>	<p>Vapor-Device Advertising Number:</p>	<p>Time of day: Platform(s):</p>
<p>Total number of online <u>social media</u> ads:</p>	<p>Glass Shop Advertising Number:</p>	<p>Time of day: Platform(s):</p>
<p>Paper Ads & Promotions: <i>Take pictures of paper publications that feature marijuana, CBD, vapor, or glass shop ads.</i></p>		<p>Your observations:</p>
<p>Total number of newspapers distribution areas featuring advertisements and promotions for marijuana/CBD, vapor, or glass shop products</p>	<p>Number:</p>	<p>Publication names (The Stranger, Seattle Weekly, etc.):</p>

Clothing and Merchandise Observations:

Do you see Marijuana/CBD, Vapor-device, Glass Shop inspired clothing and merchandise in your community?

Yes No

If yes, please describe:

Additional Observations:

Do you see youth substance use prevention messages in the community?

Yes No

If yes, please describe:

Do you see marijuana tourism promotion in your neighborhood such as event flyers, tours, “420 friendly” hotels, how to obtain a medical marijuana card, etc.?

Yes No

If yes, please describe:

Do you see any evidence that marijuana retailers are conducting curbside sales or pickup of products?

Yes No

If yes, please describe:

Do you see any evidence that marijuana retailers are conducting delivery of products beyond the parking lot?

Yes No

If yes, please describe:

Is there anything else observed about the environment that should be discussed?

Yes No

If yes, please describe:

Reaction & Reflection:

What three things stand out most to you after scanning the neighborhood using the M-VAPE Survey?

- 1.
- 2.
- 3.