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| **Revised M-VAPE Survey**  **2020 Neighborhood Density Survey of Youth Exposure to**  **Marijuana/CBD, Vapor, and Glass Shop Products & Messages** | | | | | |
| 1. **Geographic Location *(to be filled out prior to conducting Survey)*** | | | | | |
| **Group/Coalition Name:**  **Contact/Adult Advisor Name:**  **Phone Number:**  **Email:** | | | | | |
| *Zip code:*  *DOH LABEL HERE*  *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 sideway 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:    1. 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.    2. After conducting M-VAPE Survey: Add detail to your map:       1. Draw locations of stored selling marijuana/CBD, vape, and glass.       2. Draw locations of major industry billboards and signs.       3. 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](mailto: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](http://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](mailto: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 | | | | | |
| 1. **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  Places of worship  Parks, playgrounds, or sports fields  Daycare or childcare center  Malls or youth-focused stores  Other (describe): | Yes  No  Yes  No  Yes  No  Yes  No  Yes  No | |  | | |
| We observed the following environmental elements suggesting that youth gather or “hang-out” in this neighborhood: | | | | | |
| 2+ youth hanging out  Benches or picnic tables  Bulletin boards, ads for youth events  Bike racks  Other (describe): | Yes  No  Yes  No  Yes  No  Yes  No | | |  | |
| **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: | | | | | |
| 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: | |  |
| **Online Social Media Ads & Promotions:**  Does your neighborhood or community experience social media advertising when online? (Examples: Facebook, Instagram, Snapchat ads and/or stories on social media platforms or promotions featured on pages associated with Marijuana, Vapor-device, or Glass Shop stores and sponsorships.)  Yes  No  Unsure  *Take screenshots of online ads. Note your observations* | | | **Category:** | | **Your observations:** |
| **Total number of online social media ads:** | | | **Marijuana/CBD Advertising**  Number: | | Time of day:  Platform(s): |
| **Total number of online social media ads:** | | | **Vapor-Device Advertising**  Number: | | Time of day:  Platform(s): |
| **Total number of online social media ads:** | | | **Glass Shop Advertising** Number: | | Time of day:  Platform(s): |
| **Paper Ads & Promotions:** *Take pictures of paper publications that feature marijuana, CBD, vapor, or glass shop ads.* | | |  | | **Your observations:** |
| **Total number of newspapers distribution areas featuring advertisements and promotions for marijuana/CBD, vapor, or glass shop products** | | | Number: | | Publication names (The Stranger, Seattle Weekly, etc.): |

**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?