

# Operation Exposure

A tool to expose the tobacco industry's marketing tactics in the RI retail environment!

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## Why Are We Doing This?

- To showcase what's happening in the Rhode Island tobacco retail environment.
- To figure out if tobacco retail establishments are in compliance with all RI tobacco-related policies (ex. flavor restriction, T21, etc.).
- The Surgeon General concluded that exposure to this retail marketing encourages smoking and undermines quit attempts.

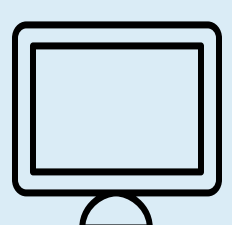
## How To Participate:

- Please be sure to **only take photos at RI stores**. Be sure to note the name of the store and the town/city it is in.
- Below are the photo categories to submit:
  - Product placement: on/behind counter
  - Advertisements, especially low to the floor ones
  - Flavored products, especially e-cigs (ex. menthol, candy, fruit)
  - Coupons or sales
  - If you can see a store that sells tobacco products from your school take a picture of that store
  - The outdated "you must be 18 years old to buy tobacco products" signs
  - "Modern" oral nicotine products including their price (ex. oral nicotine pouches, recreational nicotine lozenges, gums, and toothpicks)
  - **\*BONUS\*** iQOS: Heat-not-burn product, uses actual tobacco, not the flavored e-liquid typically found in e-cigarettes. They are currently only sold in three states, and RI is not one of them.
- Please be safe when taking these photos. If a store employee sees you and asks you not to continue, follow their directions. Also, take COVID safety precautions by wearing a mask and cleaning your hands after leaving.

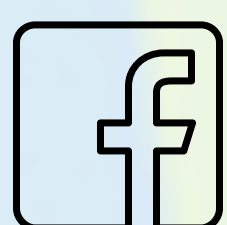
Scan the QR  
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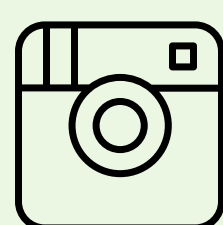
Please direct any questions to [zoe.moreau@lung.org](mailto:zoe.moreau@lung.org)



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