



# Highlights From The 5<sup>th</sup> Annual Responsible Retailing Forum

*Advancing the Art and Science of  
Responsible Retailing*

May 8-9, 2007

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Alan Lieberman, Tobacco Litigation and Enforcement Unit,  
Attorney General's Office

# Before We Begin...

## Accessing Avaya:

- Log on to <https://conference.dhs.ca.gov>
- Enter conference reference: 327870
- Enter security code: 149225
- For troubleshooting tips, Avaya login instructions: <http://www.tcspartners.org/AvayaLoginInstructions.pdf>

## Phone instructions:

- Dial 916-556-1508, participant code 584911#

## Discussions Area

# Overview

- ◆ Background on the Responsible Retailing Forum (RRF)
- ◆ Share highlights from the May 2007 RRF
- ◆ Questions & Discussion



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09

DIE NEW \*SKIP\*  
**Marlboro**  
Special Price  
**\$32.99**  
PLUS TAX

**MAVERICK**  
MENTHOL  
*American Quality*  
**\$26.49**

**KOOL**  
\$29.99  
SPECIAL OFFER

**KOOL**  
Ultra Lights  
\$25.99

Handwritten graffiti in green marker, including the word 'MONEY' and other illegible scribbles.

Handwritten graffiti in blue marker, including the word 'BUDGET' and other illegible scribbles.

Handwritten graffiti in red marker, including the word 'BUDGET' and other illegible scribbles.

Handwritten graffiti in black marker, including the word 'BUDGET' and other illegible scribbles.

Marlboro

\$3.15

\$3.89



Marlboro

Value



Special Offer

\$3.15



VIRGINIA SLIMS On Sale

\$3.25

Basic SEASON'S GREETINGS

\$2.82 PLUS TAX



Special One pack of Marlboro Lights 100's...  
in 1997...  
SEE THE SIGN





# What is the Responsible Retailing Forum (RRF)

- ◆ National group of “stakeholders” who have an interest in responsible retailing
- ◆ Since 2003, the RR Forum has discussed best practices and models to reduce underage sales of alcohol & tobacco and improve retailer compliance with sales to minors laws
- ◆ The RR Forum convenes annual meetings and sponsors ongoing working groups to share findings, perspectives, and lessons learned

# RRF Goals

- ◆ Reduce the number of illegal sales of alcohol and tobacco
- ◆ Stop sales of alcohol to intoxicated persons
- ◆ Promote responsible retailing among all retailers, including chains and independents
- ◆ Involve people and groups who understand and can advance the practice of responsible retailing
- ◆ Share perspectives and insights
- ◆ Explore cultural, financial, and other barriers to responsible retailing

# RRF Participation

The stakeholders include:

- ◆ Members of the Retailer Industry
- ◆ Retailer groups and associations
- ◆ Manufacturers, suppliers, and distributors
- ◆ Training groups (e.g., We Card)
- ◆ Mystery shoppers
- ◆ Researchers
- ◆ State and federal government agencies
  - ◆ Enforcement
  - ◆ Public health
  - ◆ Substance abuse prevention

# RRF Participation

Participation has grown steadily:

- ◆ Participants in 2003 = 45
- ◆ Participants in 2007 = 100

# May 2007 RRF Agenda

- I. Pre-Conference Meeting
- II. Welcoming Remarks
- III. The Changing World of Fake IDs
  - Fake IDs, ID Fraud and National Security
  - The Role of Technology in Detecting Fake IDs
- IV. Retailer Work Group
- V. Community RR Work Group Planning Session
- VI. National Stakeholders Roles in Promoting RR
- VII. Toward a New Model of RR
- VIII. Alcohol Policy Work Group Reports
- IX. Stop Act Report
- X. Social Sources and Over-Service

# Best Practices in Tobacco Retailing

8/07

When...	Action
Developing a Store (or Company) Policy	<ul style="list-style-type: none"> <li><input type="checkbox"/> Require that IDs are requested and checked for all customers appearing to be younger than age 27</li> <li><input type="checkbox"/> Accept only government-issued valid photo ID from a specified list (e.g., driver's license, state ID, passport, military ID)</li> <li><input type="checkbox"/> Assign adult employees to sell tobacco products</li> </ul>
Training	<ul style="list-style-type: none"> <li><input type="checkbox"/> Train all employees who sell tobacco products on laws and company policies regarding sale of tobacco products, including health-related reasons to prevent youth access to tobacco</li> <li><input type="checkbox"/> Teach employees how to check age; include practice on how to determine age from an ID and role-playing exercises on how to refuse a sale</li> <li><input type="checkbox"/> Provide periodic refresher trainings as well as remedial training if employee violates the law or store policies</li> <li><input type="checkbox"/> Provide employees written copies of tobacco policies; have them sign an acknowledgment of review and understanding of the policies</li> </ul>
Using Support Tools	<ul style="list-style-type: none"> <li><input type="checkbox"/> Post required age of sale warning signs as well as signs to remind employees to check ID for customers under age 27, and inform customers of this requirement</li> <li><input type="checkbox"/> Use age verification aids at checkout (e.g., electronic ID scanning system, calendars, register prompts)</li> </ul>
Monitoring Compliance	<ul style="list-style-type: none"> <li><input type="checkbox"/> Observe clerks for compliance with policies on a regular basis</li> <li><input type="checkbox"/> Designate an employee to oversee youth access efforts and to receive all notices of violation (NOVs)</li> <li><input type="checkbox"/> Conduct regular compliance checks for sales to minors through an independent entity</li> <li><input type="checkbox"/> Consider compliance in performance appraisals and employment decisions; reward positive performance</li> </ul>
Other	<ul style="list-style-type: none"> <li><input type="checkbox"/> No self service of tobacco products or tobacco paraphernalia</li> <li><input type="checkbox"/> No vending machines</li> <li><input type="checkbox"/> No smoking paraphernalia sold to anyone under age 18</li> <li><input type="checkbox"/> No free samples on premises</li> <li><input type="checkbox"/> No sales of packs smaller than 20 (e.g., single cigs or "kiddie" packs)</li> <li><input type="checkbox"/> No sales of candy cigarettes or other tobacco look-alike products</li> <li><input type="checkbox"/> In-store advertising restricted to product display area and to brand names, logos, and prices</li> </ul>

**Located on the STORE Web Site:**

[http://www.tcsstore.org/stages/6\\_implementation/retailerChecklist.pdf](http://www.tcsstore.org/stages/6_implementation/retailerChecklist.pdf)

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# Retailer Workgroup



The Retailer Workgroup will be developing and distributing a survey for retailers that will identify:

- ◆ Various training methods employed by retailers
- ◆ Incentives employed by retailers and public agencies to encourage and reinforce correct age-verification and underage sale refusal conduct
- ◆ Other chains that may wish to participate in RRF

A review of the work of the Retailer Workgroup will be posted to the RRF web page

# Closing Remarks & Ideas to Consider

- ◆ Responsible Retailing includes maintaining a store environment with limited tobacco and alcohol advertising
- ◆ Legal challenges to regulation
- ◆ State retailer associations to assume more responsibility for assisting and policing their members, and to make responsible retailing a value-added member service (e.g., subsidize the cost of mystery shopper programs)

# Closing Remarks & Ideas to Consider

- ◆ Store owners and clerks: incentives and training
- ◆ Retailers may opt to purchase advance technology, but it usually all comes down to the clerk handling the sale
- ◆ Important to build and sell a business case for adopting responsible retailing, looking at cost vs. benefits, community good will

# Closing Remarks & Ideas to Consider

- ◆ Responsible retailing checklist - valuable but is it enough to create compliance?
- ◆ Maintaining a focus on enforcement is important, especially in areas where it is minimal
- ◆ Examine community impact of individual store/retailer progress with RR practices

# Closing Remarks & Ideas to Consider

- ◆ Degree of willingness of government and substance abuse prevention to work with the retailer industry, and with tobacco companies
- ◆ Involve more public health and substance abuse prevention people in RR Forum
- ◆ Public and private stakeholder participation is increasing - coming together on the notion that cooperation is in everyone's best interest

# RRF Board's Reflections Post-RRF

- ◆ Re-affirmation of RRF's field research
- ◆ The most valuable and unique contribution of RRF is the generation of empirical knowledge about RR performance and the methodical examination of RR practices and their effectiveness.
- ◆ Although RRF will continue to engage diverse stakeholders on a range of policy issues and in various forums, RRF will place special emphasis on developing the resources to support additional field research at the level of store (and chain), community and state.

# To Learn More About the RRF

## Responsible Retailing Forum President

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## Responsible Retailing Forum Websites

<http://rrforum.org/concept.html>  
[http://fcpr.fsu.edu/retail/conferences\\_new\\_2007.html](http://fcpr.fsu.edu/retail/conferences_new_2007.html)

# Discussion & Questions

- ◆ Given existing resources, what more can we do in California to promote responsible retailing practices?
- ◆ What are our priorities (goals and strategies) in terms of reducing sales to minors?
- ◆ Who should lead the way in carrying the momentum of responsible retailing efforts in CA - the Industry? Law Enforcement? Government? Others?
- ◆ Which additional stakeholders do we need to involve at the local and state levels and how can we involve them?

# Questions & Discussion

- ◆ Regarding the thoughts and information discussed today, what can or should be incorporated into local and state level strategic planning efforts to further reduce illegal sales of tobacco?

# Presenters Contact Information

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*Thank you!*