

Best Practices in Tobacco Retailing

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