

# STOREOWNER'S & MANAGER'S TIPS



## SELLING TOBACCO TO MINORS DOESN'T MAKE "CENTS." IN FACT, IT MAY COST YOU!

If a policy matters to managers, it matters to employees. Set the tone in your store by showing you're serious about **no tobacco sales** to minors. Schedule an employee meeting to train your employees on how to comply with Connecticut law and require that all employees attend. Then offer positive reinforcement and ongoing reminders in the following ways:

### The law is clear

The law is clear; it is against the law to sell, distribute or furnish cigarettes or tobacco products to anyone under the age of 18.

### Post signs

- Visible to customers at the counter, stating that the sale of tobacco products to anyone under 18 is prohibited.
- Warning employees of fines (\$200 can be fined for first violation and \$350 to \$500 for repeated violations).
- (Behind the counter) Reminding you and employees to check ID.



CONNECTICUT  
**DMHAS**  
Department of Mental Health and Addiction Services  
A Healthcare Service Agency



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- Raising awareness that the law is being enforced by the state conducting randomized spot checks of retailers. (Teenagers under 18 are accompanying investigators and attempting to buy tobacco products).

### Clerks in violation will be fined

- Inform your **employees** that they **can be fined \$200** for the first violation and **\$350 to \$500** for repeated violations of selling tobacco products to anyone under the age of 18.
- Make employees aware that the law is being enforced. The state is conducting random spot checks of retailers. Teenagers under 18 are accompanying investigators and attempting to buy tobacco products.

### Check ID. Confirm identity.

#### Calculate age.

- Require that employees request picture identification (ID) from anyone purchasing tobacco who appears to be under the age of 27. (*Employee should not simply ask customer their age*).
- Valid ID includes: a Connecticut Driver's License, a valid passport, or certain kinds of identity cards.
- Checking ID is not enough: confirm that the identity on the card matches the potential customer.
- Calculate Age: If today is 5-1-2005, the customer's birth date must be 5-1-1987 or earlier to buy tobacco.
- You cannot sell tobacco products to anyone under the age of 18, a written note from a parent or guardian giving permission is not acceptable.

### Offer support to help comply with the law

- Encourage employees to remind each other to ask for ID. If they forget, set the example, interrupt the sale and ask the buyer yourself.
- Remind employees that they are obeying the law.
- Advise employees that you will support them if they refuse to sell to any customer.
- Reassure employees that checking ID is important, no matter how many people are in line.
- Inform employees to tell customers who complain, *"I'm sorry, but I can't sell tobacco products to anyone under 18 years of age. If I sell to you, I can be fined \$200."*
- Reinforce policy regularly reminding employees at staff meetings, in newsletters, breakroom notices and payroll stuffers.

**Please call the DMHAS Tobacco Prevention and Enforcement Program Hotline at 877-331-1999 if you have any questions.**

**TOBACCO & MINORS.  
IT DOESN'T MAKE "CENTS."**



Si usted desea recibir un paquete de educación para vendedores de tabacco en Español, por favor de completar el formulario con su nombre, dirección y envíe a: **MATCH Coalition, Inc., 78 Beaver Road, Wethersfield, CT 06109**

También puede enviar un fax al siguiente número: **(860) 721-6999**, o puede conseguir la información visitando nuestra página de internet: **www.matchcoalition.com**.