

## **Tips for Owners/Managers**

- Communicate to all employees that it is against the law to sell, distribute, or furnish in any way cigarettes, chewing tobacco, or other tobacco products to anyone under the age of 18 and that employees must comply with the law.
- Inform employees that both store owners and clerks can receive fines or penalties for illegally selling tobacco products to anyone under the age of 18.
- Require employees to request picture identification (ID) from anyone purchasing tobacco that appears to be under the age of 27.
- Reassure employees that checking ID is important, no matter how many people are in line. It is their job to make sure that they do not sell tobacco products to anyone under the age of 18.
- Checking ID for anyone purchasing tobacco who appears to be under the age of 27 is the best way to make sure that tobacco is not sold to youth under the age of 18. Remind employees that height, build, facial hair, make-up, clothing, and attitude may lead them to assume teens are older than they are.
- Explain to employees that investigators from the Vineland Department of Health are checking businesses to see if they are complying with state law. Teenagers, 14 or 17 years of age, will go with the investigators and try to buy tobacco products.
- Explain to employees that a hotline number is available to the public for reporting illegal sales of tobacco to youth under the age of 18 to the Cumberland County Department of Health 856-453-2160.
- Remind employees they cannot sell tobacco products to a youth under the age of 18 even if the youth states it is for a parent or presents a note from a parent or guardian.
- Post the required warning signs provided to you by the NJ State Department of Health and Senior Services.
- Reinforce your policy regularly by reminding employees about the law at staff meetings, through notices posted in the break room, newsletters, payroll stuffers, etc.
- If customers complain about your policy, explain that state law prohibits the sale of tobacco products to anyone under the age of 18, and there are penalties for not complying with the law.
- Implement a special training regarding the prevention of illegal sales of tobacco to youth under the age of 18.
- Implement a "secret shopper" program to ensure that employees are honoring all store policies.