

# The Responsible Connecticut Retailer

November 19, 2020 | Issue 08

## Keeping You "In The Know"



### The Great American Smokeout

Today – November 19, 2020 – is the **Great American Smokeout**. Thousands of people across the country who smoke will make today **Day One** on their journey towards living healthier, smoke-free lives. The [American Cancer Society](#) and the [Connecticut QUITLINE](#) offer resources and support to help individuals take this first step. As a tobacco retailer, you can participate in this event by checking the photo IDs of everyone who purchases tobacco products, not only today but every day.

### Spotlight: Tobacco Merchant Outreach in Southington

Members of Southington's Town-wide Effort to Promote Success (STEPS) visited tobacco retailers in the community to provide resources and support to achieve continuous compliance with Connecticut's Tobacco 21 Law. Southington STEPS members confirmed for retailers that they had the correct Notice of Law signs posted and offered to answer any questions. STEPS members encouraged merchants to request ID cards from all customers requesting to purchase a tobacco product or electronic cigarette. The team provided retailers with reusable face masks to support their health and safety as they continue to serve the public during the COVID-19 pandemic. Communities across Connecticut depend on responsible retailers like you to prevent improper underage access to tobacco and electronic cigarette products. What you do matters and makes a difference in the lives of so many. Thank you.



### Public Service Announcements: News You Can Use



Tobacco 21 and COVID-19 PSA - The law



Connecticut Tobacco 21 Law PSA - The

has not changed. Customers must be at least 21 years old to purchase any tobacco product, electronic cigarette, or vapor product. Retailers must check photo IDs of customers under 30 years of age. Stay safe during the pandemic. Protect yourself, your employees, and your business. Ask all customers for their photo IDs during this difficult time.

law prohibits retailers from selling any tobacco product, electronic cigarette, or vapor product to customers under 21 years of age. Retailers must ask for photo IDs from all customers under 30 years of age. Fines and penalties have increased. A summary of the law can be found here: [Public Act 19-13](#).

## CT Tobacco & E-Cigarette Training

Take the free online training today!  
Visit [CTtobaccotraining.com](http://CTtobaccotraining.com)



### Contact Us

For any questions or new notice sign requests, [click here](#) to contact us or call 1-800-232-4424

## Tobacco Merchant & Community Education Steering Committee Meeting

Please join us at our next meeting!

### TMCE Meeting

#### DATE AND TIME

01/12/21 1:00pm-01/12/21 2:30pm

