

# The Responsible Connecticut Retailer

October 1, 2021 | Issue 10

## Keeping You In The Know

### 2021 Synar Compliance Inspections

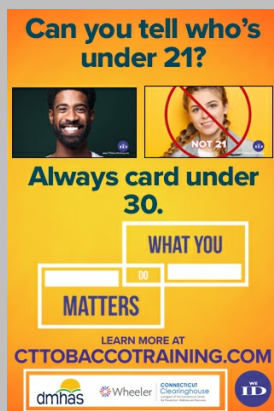
The **Synar Amendment**, a federal law, requires states to conduct annual, unannounced compliance inspections of randomly selected tobacco and e-cigarette retail stores to ensure that they are compliant with the Tobacco 21 Law. The Tobacco 21 Law states:

1. Retailers cannot sell tobacco products and/or e-cigarettes to individuals under 21 years old.
2. Retailers must check the photo ID of individuals who appear under 30 years old and are attempting to buy tobacco products and/or e-cigarettes.



The Connecticut Department of Mental Health & Addiction Services' [Tobacco Prevention & Enforcement Program \(TPEP\)](#) conducts Synar inspections in our state. **Federal law mandates that states achieve a compliance rate of 80% or higher.** Retailers may find it difficult to properly ID a customer's age when the customer wears a face mask due to the COVID-19 pandemic. TPEP provides retailers with resources to help them achieve compliance, including an [online training](#) that explains the Tobacco 21 Law, Notice of Law signs, "Under 30? Have ID Ready" door decals and cash register stickers, and promotional items (e.g., WE ID face masks, WE ID buttons, and pens). Retailers can visit the [Tobacco Merchant Information](#) webpage to learn more or call [Connecticut Clearinghouse](#) at 1.800.232.4424 to order materials.

### "What You Do Matters" Community Awareness Campaign

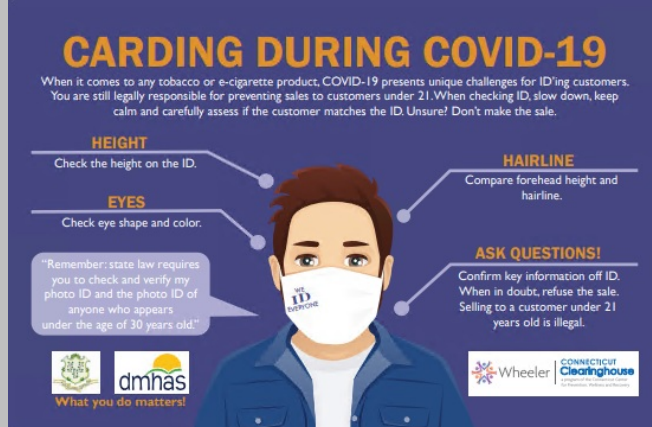


Connecticut's Tobacco Merchant & Community Education (TMCE) Steering Committee launched the "What You Do Matters" campaign in September 2021. The campaign consists of video and banner ads on television and streaming platforms, including Fox 61, the CW, Hulu, Sling, CT News Junkie, and CT Mirror. The ads remind tobacco and e-cigarette retailers that it is illegal to sell these products to individuals under 21 and that they are required to check the photo ID of every customer who appears under 30. The campaign also informs youth that they must be 21 or older to purchase tobacco products and/or e-cigarettes and that they should be prepared to show their photo ID if they are under 30. Visit the [Tobacco Merchant Information](#) webpage to view the ads.

### Carding During COVID-19

Mask mandates remain in effect in many

Connecticut cities and towns due to COVID-19. Tobacco and e-cigarette retailers are still required to check the photo ID of customers who appear under 30 – even if customers are wearing face masks. The postcard, *Carding During COVID-19*, offers guidance on how to check the photo ID of a person who wears a face mask. If you would like to order copies for your employees, please contact [Connecticut Clearinghouse](https://www.connecticutclearinghouse.com) at 1.800.232.4424.



## FDA Resources and Tools

The **FDA's Center for Tobacco Products** offers a series of **webinars** on federal tobacco regulations to provide compliance education and information to retailers and small business merchants. Visit their [website](https://www.fda.gov/tobacco) to learn more and view the webinars.

The FDA has also developed the **FDA Age Calculator**, a voluntary smartphone application to help retailers comply with federal, state, and local age restrictions for selling tobacco products and e-cigarettes. Download the app at the [App Store](https://apps.apple.com/us/app/fda-age-calculator/id1488888888) (Apple Products) or [Google Play](https://play.google.com/store/apps/details?id=com.fda.agecalculator) (android phones).

## Public Service Announcements: News You Can Use



**[Connecticut Tobacco 21 Law PSA](#)** - The 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](#).



**[Tobacco 21 and COVID-19 PSA](#)** - The law 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.

## Connecticut Tobacco & E-Cigarette Training

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

10/12/21 1:00pm-10/12/21 2:30pm



Connecticut Clearinghouse | [\[ctclearinghouse.org\]](http://ctclearinghouse.org)