

Connecticut Tobacco Information MEETING & WEBINAR



dmhas
Connecticut Tobacco
Merchant Education
Campaign
2012-2013 Calendar

Join the crowd!
We don't sell tobacco
to customers under 18.



October 16, 2012

Tobacco Merchant & Community Education

State of Connecticut
Tobacco Prevention & Enforcement Program



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Prevention Services Coordinator

Agenda



- Overview of the Problem
- Synar Amendment
- FDA Regulation
- Findings
- How Retailers Can Continue to Follow the Law
- FDA Update
- Questions and Answers

Note: This webinar is being recorded and can be viewed later online at: www.ctclearinghouse.org

The Synar Amendment

- Requires states to pass laws that prohibit the sale of tobacco products to individuals under 18.



The Synar Amendment



- Requires states to conduct unannounced inspections to assess compliance with state laws.



The Synar Amendment

- Requires states to reduce tobacco sales to minors to 20% by 2002 forward.



Synar Activities



- CT Synar Prevention Strategies
 - Work to pass laws
 - Enforce tobacco laws
 - Assess the retailer violation rate (RVR)
 - Educate merchants about tobacco laws
 - Work to increase community awareness and mobilization



NOTICE



IT IS ILLEGAL TO SELL, GIVE OR DELIVER TOBACCO PRODUCTS, INCLUDING CIGARETTES, TO ANYONE UNDER 18. VIOLATORS ARE SUBJECT TO:

- **A criminal fine imposed by a judge of not more than \$200 for the 1st offense, not more than \$350 for the second offense within an 18-month period and not more than \$500 for any subsequent offenses within an 18-month period. (CGS §53-344(b))**
- **A civil penalty imposed by the Department of Revenue Services to over the counter licensed cigarette dealers of \$300 for the 1st violation; \$750 for a 2nd violation within an 18-month period; and \$750 and suspension of dealer's license for a 3rd violation within an 18-month period. (CGS §12-295a(c))**
- **A civil penalty imposed by the Department of Revenue Services to owners of establishments in which a cigarette vending machine or restricted vending machine is located of \$500 for the 1st violation; \$750 for a 2nd violation within an 18-month period; and \$750 and the removal of the cigarette vending machine for a period of one year for a 3rd violation within an 18-month period. (CGS §12-295a(d))**
- **A civil penalty imposed by the Department of Revenue Services to employees of licensed cigarette dealers of \$200 for the 1st violation and \$250 for a subsequent violation within an 18-month period. (CGS §12-295a(b))**

IF YOU ARE UNDER 18 IT IS ILLEGAL TO: PURCHASE TOBACCO PRODUCTS, INTENTIONALLY MISREPRESENT YOUR AGE TO BUY TOBACCO PRODUCTS, OR POSSESS TOBACCO PRODUCTS IN A PUBLIC PLACE. VIOLATORS ARE SUBJECT TO:

- **A criminal fine imposed by a judge of not more than \$50 for the first offense and not less than \$50 or more than \$100 for each subsequent offense. (CGS §53-344(c))**

Synar Activities

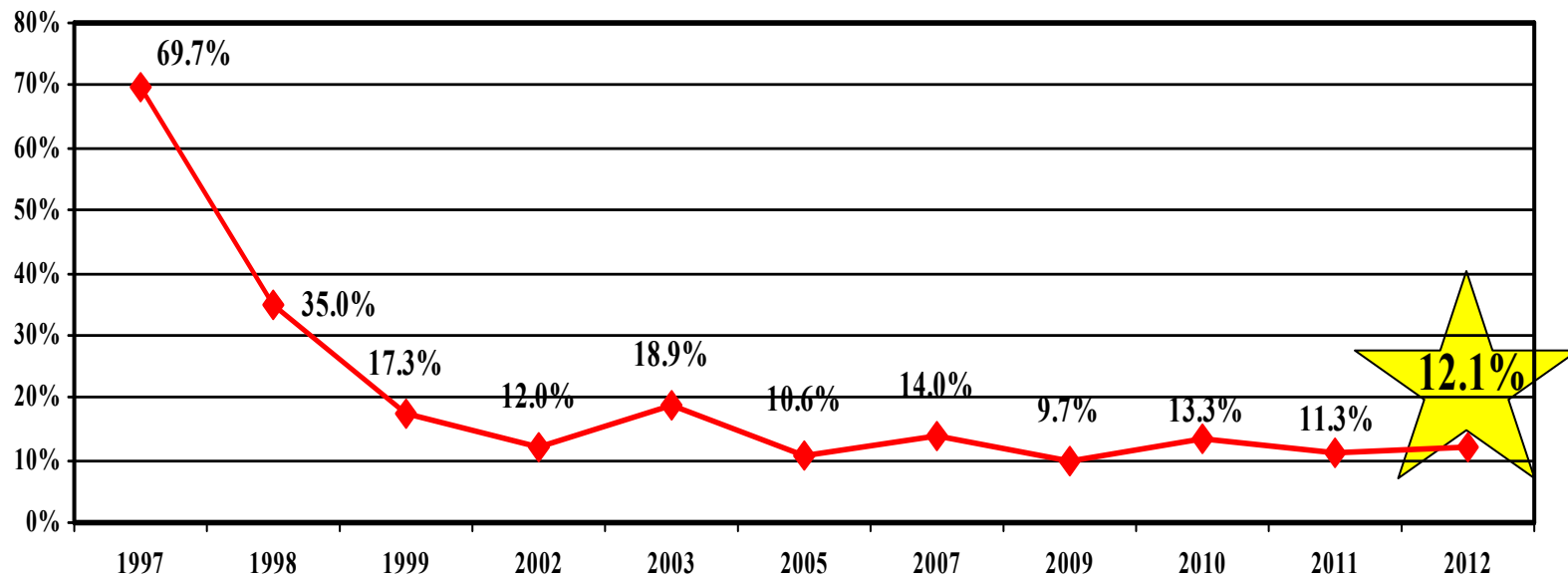


- CT Synar Prevention Strategies
 - Work to pass laws
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Synar Results



- Connecticut's 2012 Synar retailer violation rate is 12.1%.



Synar Activities

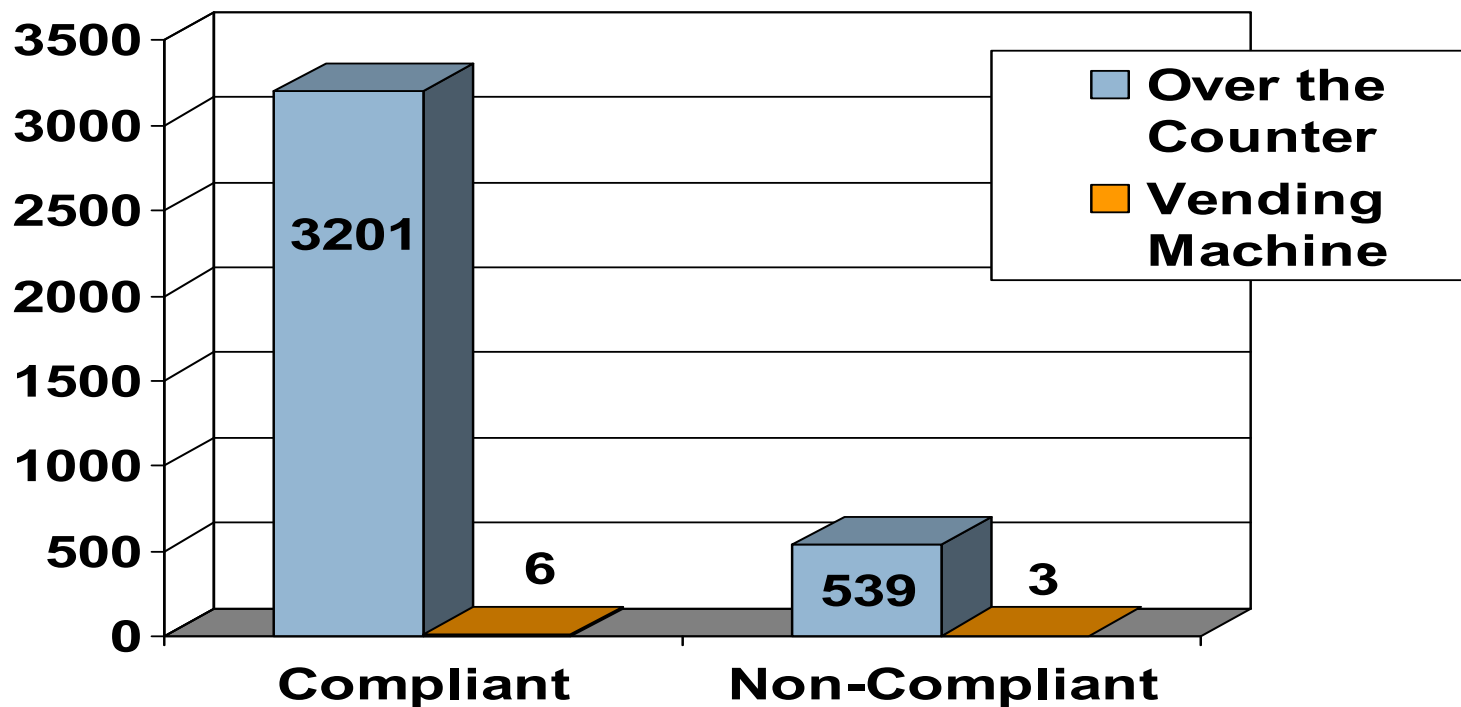


- There are approximately 4,266 licensed tobacco retailers in Connecticut.
 - 4,212 over the counter tobacco outlets
 - 54 vending machine tobacco outlets

Compliance Inspections FFY 2012



- 3,749 tobacco compliance inspections were completed representing a 14.5% RVR

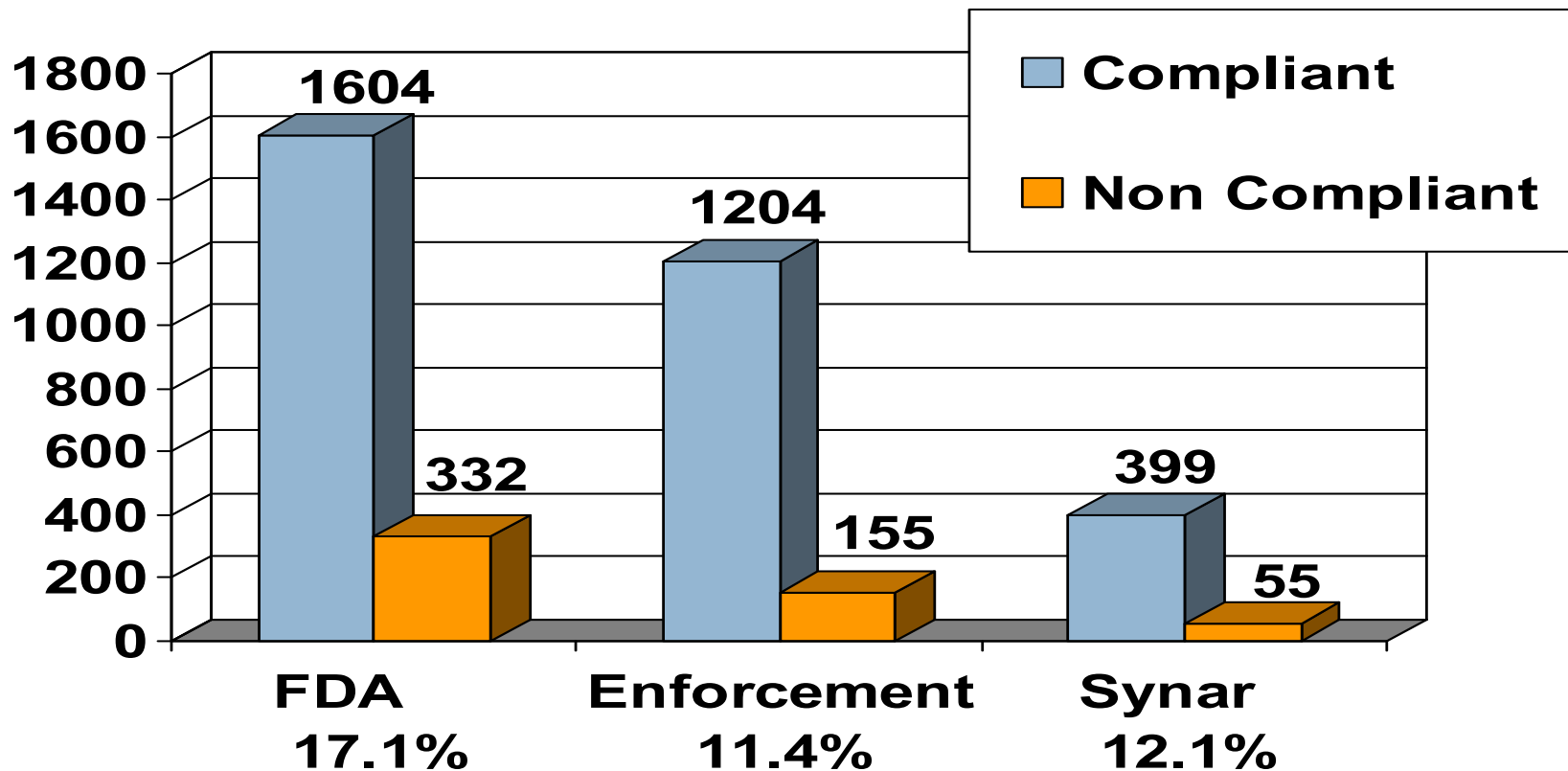


Compliance Inspections

FFY 2012



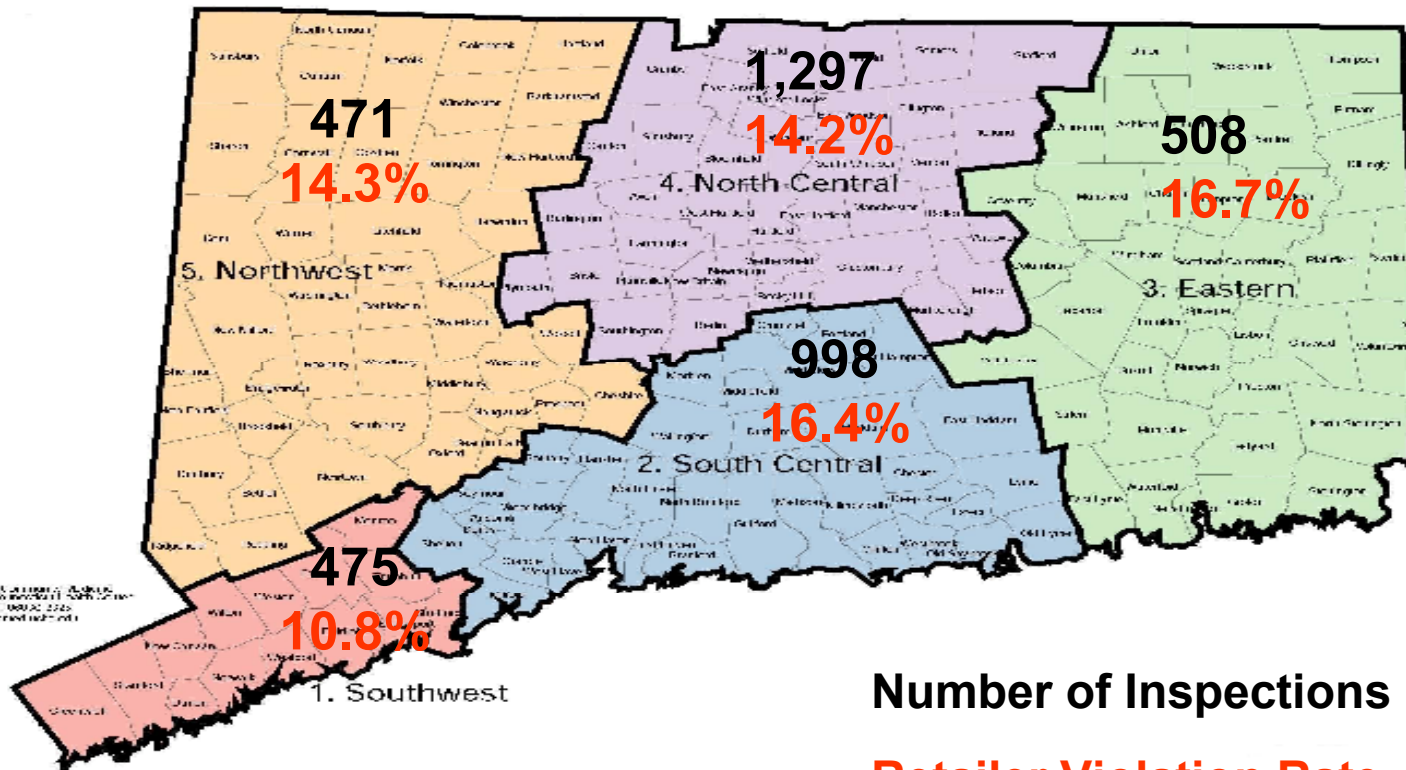
- 3,749 tobacco compliance inspections were completed representing a 14.5% RVR



Number of Inspections Completed Regionally with RVR



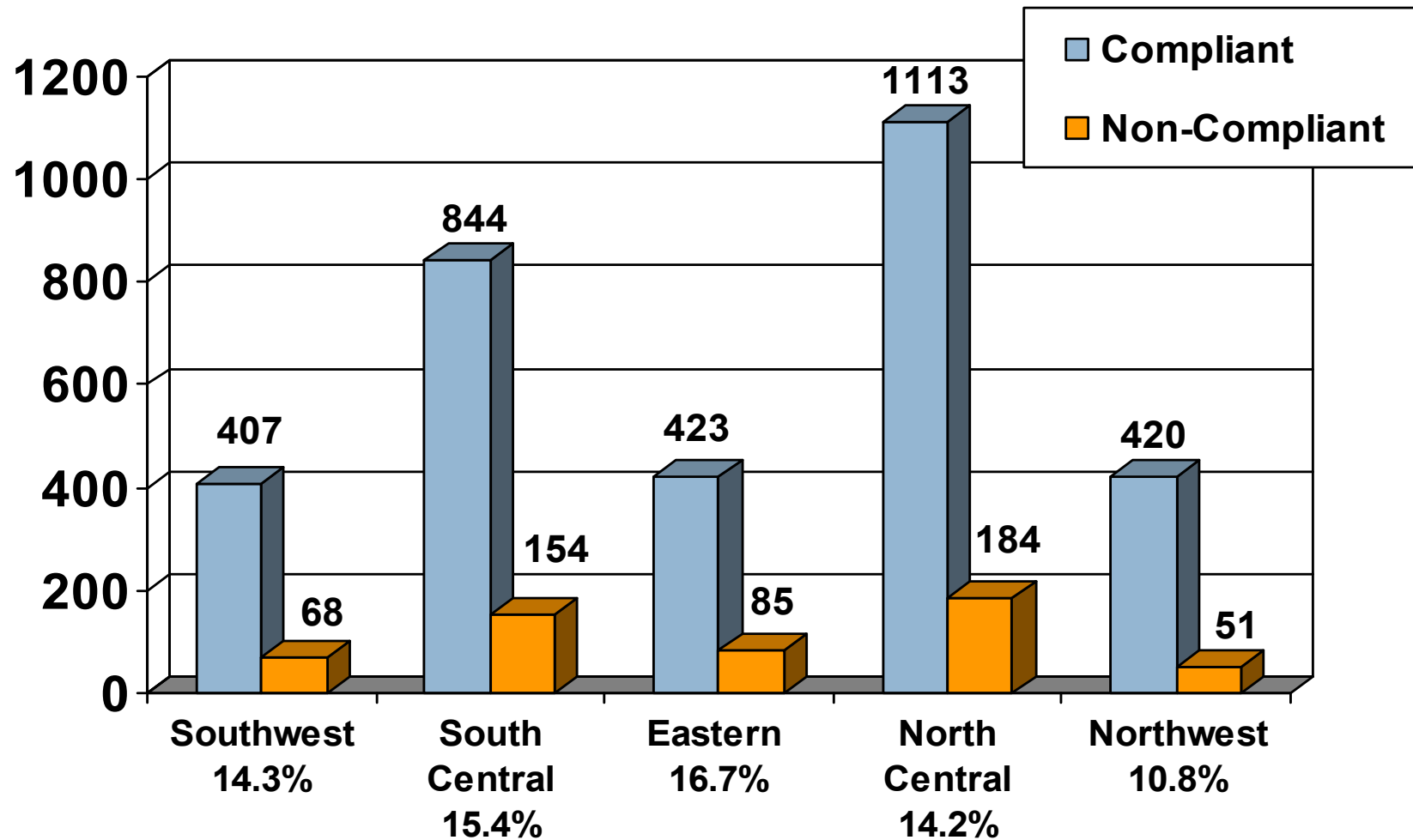
Connecticut Mental Health & Addiction Regional Service Delivery Areas



Property of
Department of Children & Families
Division of Child Welfare Services
Form 0001-01-0000-0000
http://www.ct.gov/dcf

Number of Inspections
Retailer Violation Rate

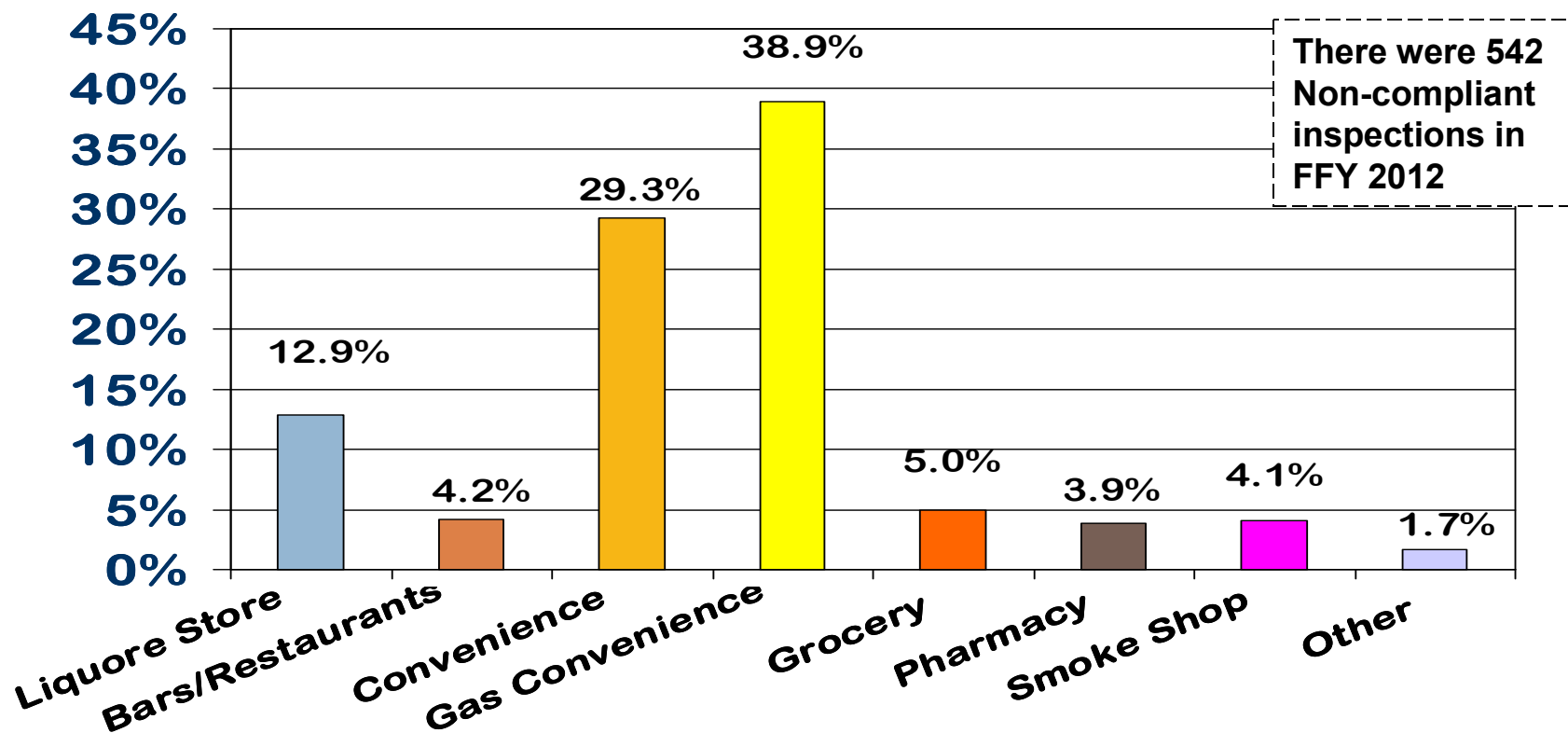
State Regional Retailer Violation Rate Comparison



Violations by Establishment Type



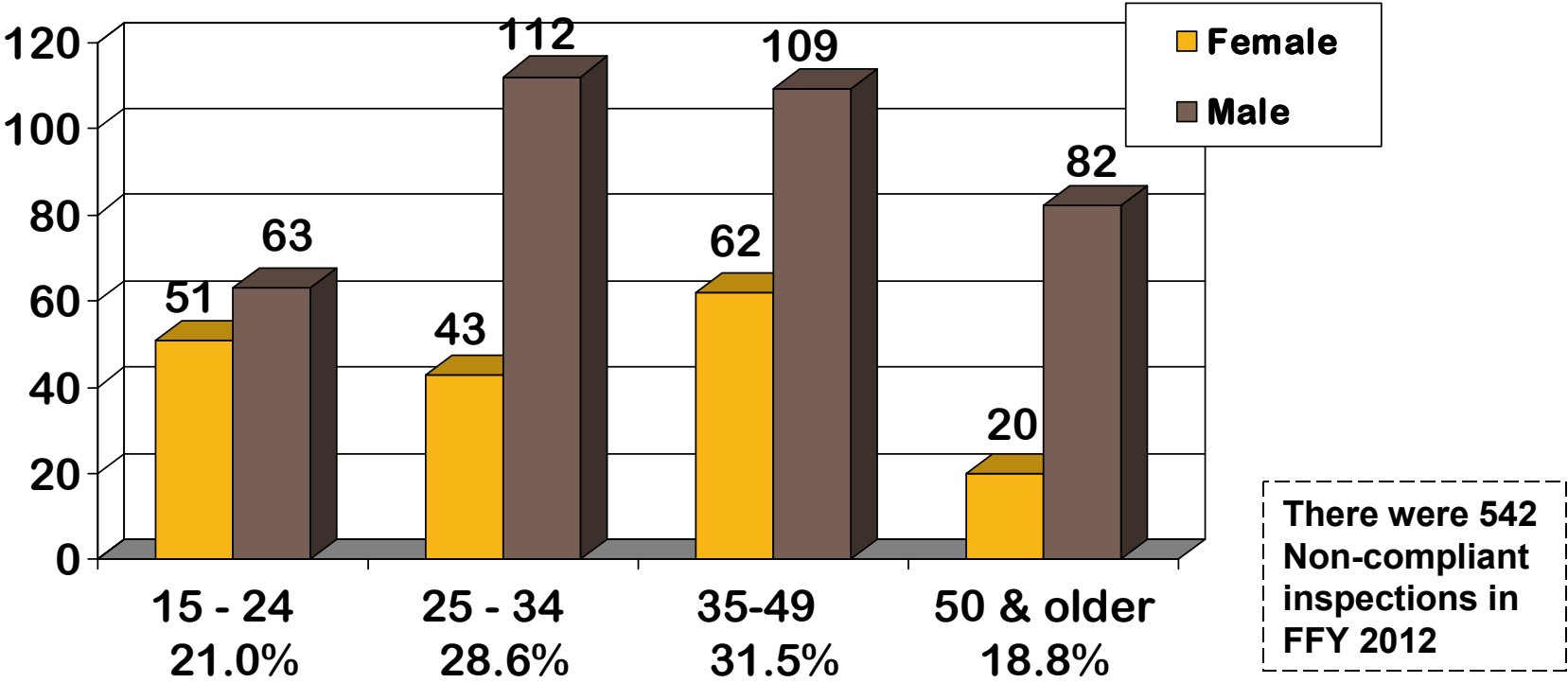
- Using date to guide owner/manager education can lead to fewer violations in an industry domain



Violations by Clerk Age and Gender



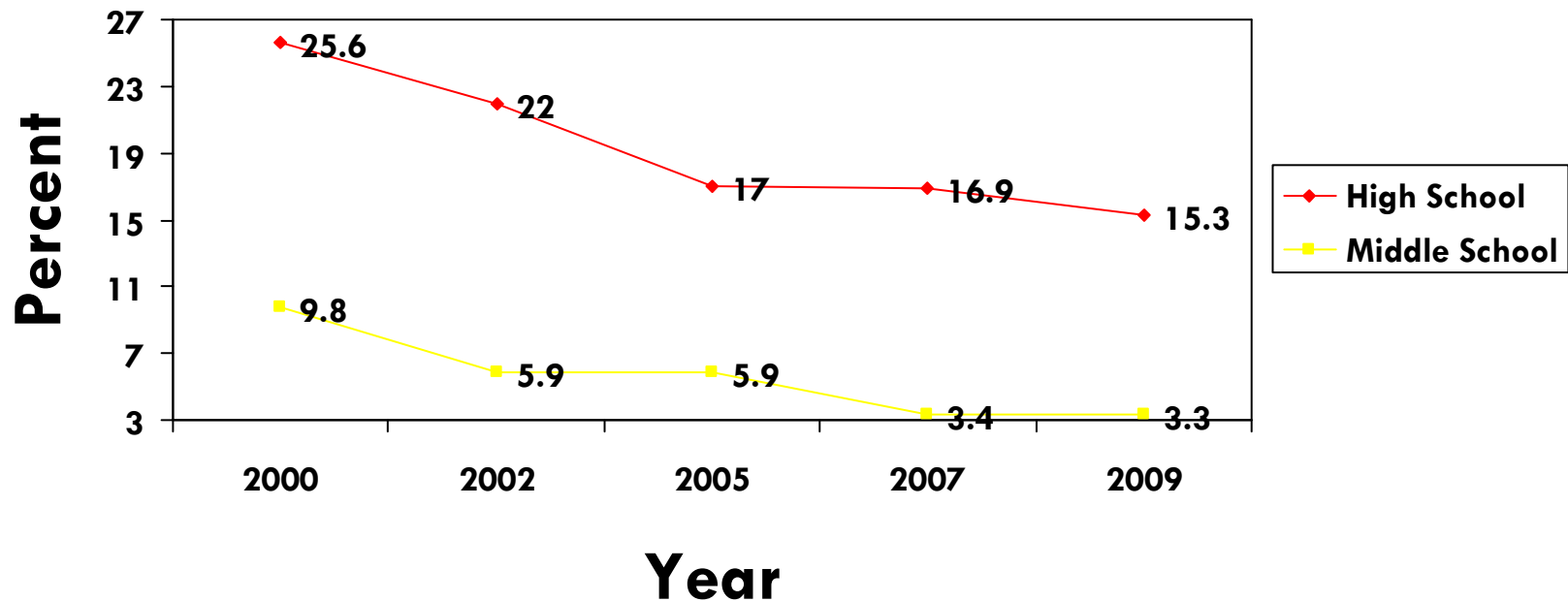
- Using data to guide employee education can result in more compliant inspections



Trends in Youth Smoking in Connecticut



Smoking Among Middle & High School Students in Connecticut 2000-2009

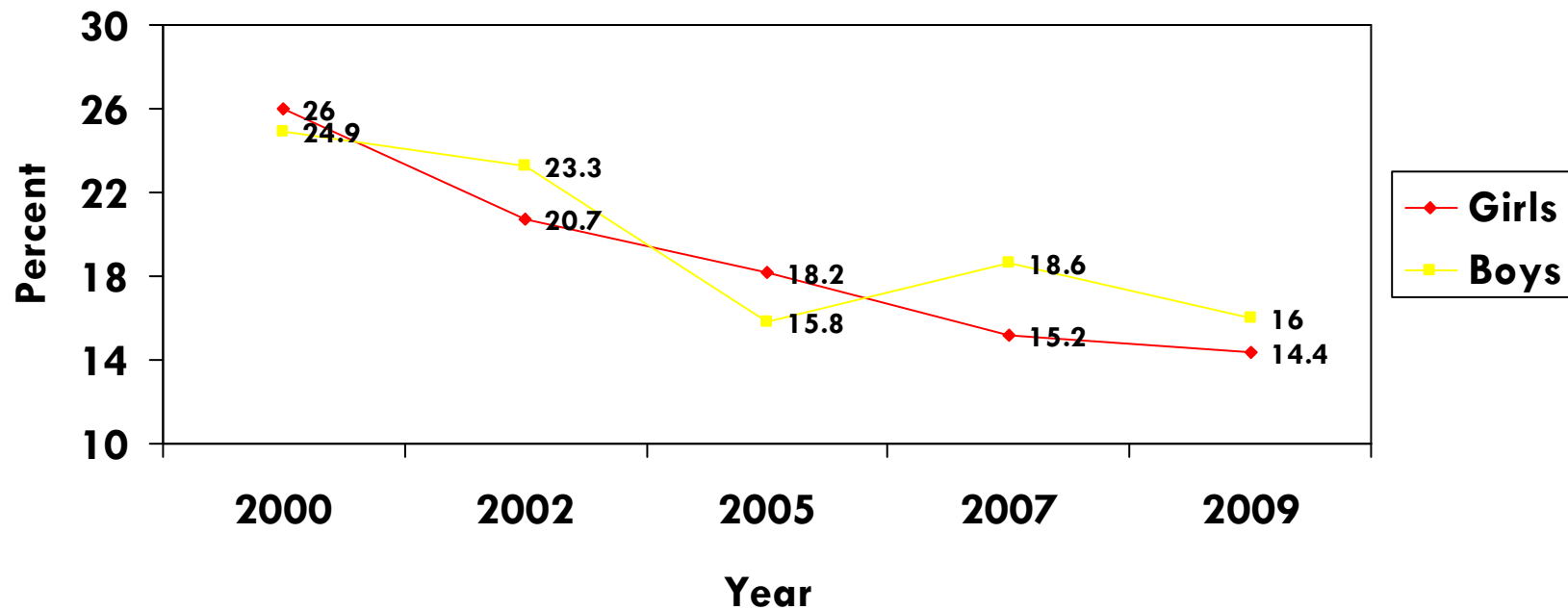


Source: CT Department of Public Health Tobacco Use Prevention and Control Program www.ct.gov/dph/tobacco

Trends in Youth Smoking in Connecticut



Smoking Among High School Students in Connecticut By Gender 2000-2009

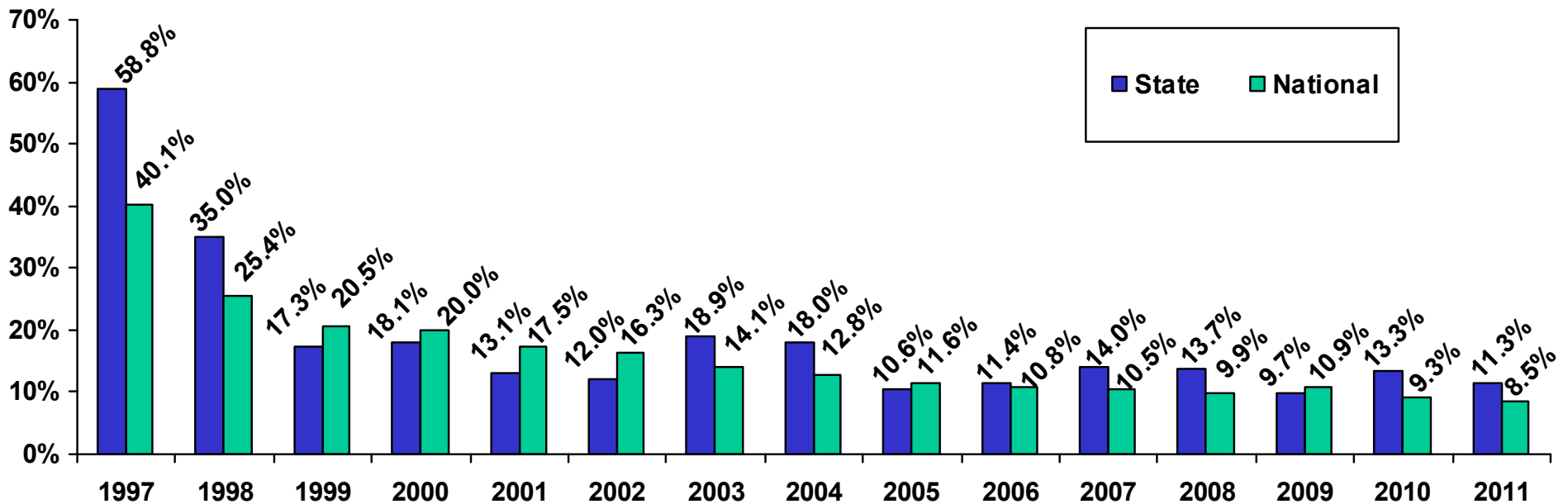


Source: CT Department of Public Health Tobacco Use Prevention and Control Program www.ct.gov/dph/tobacco

Synar Results



□ CT vs. National Weighted Average Retailer Violation Rate



How Can Retailers Continue to Follow the Law?



- Tobacco Merchant & Community Education Steering Committee
 - Guides and informs the campaign process resulting in the most effective campaign materials and activities
 - Contact Connecticut Clearinghouse to get involved 1-800-232-4424



Collaborating with Merchants



- Working together as community partners we can prevent youth tobacco sales.



Collaborating with Merchants



- The benefits of collaborating with merchants
 - Improves communication with State agencies
 - Builds relationships between merchants and community
 - Identifies appropriate messages for clerks to use
 - Clarifies what languages best meet merchant needs

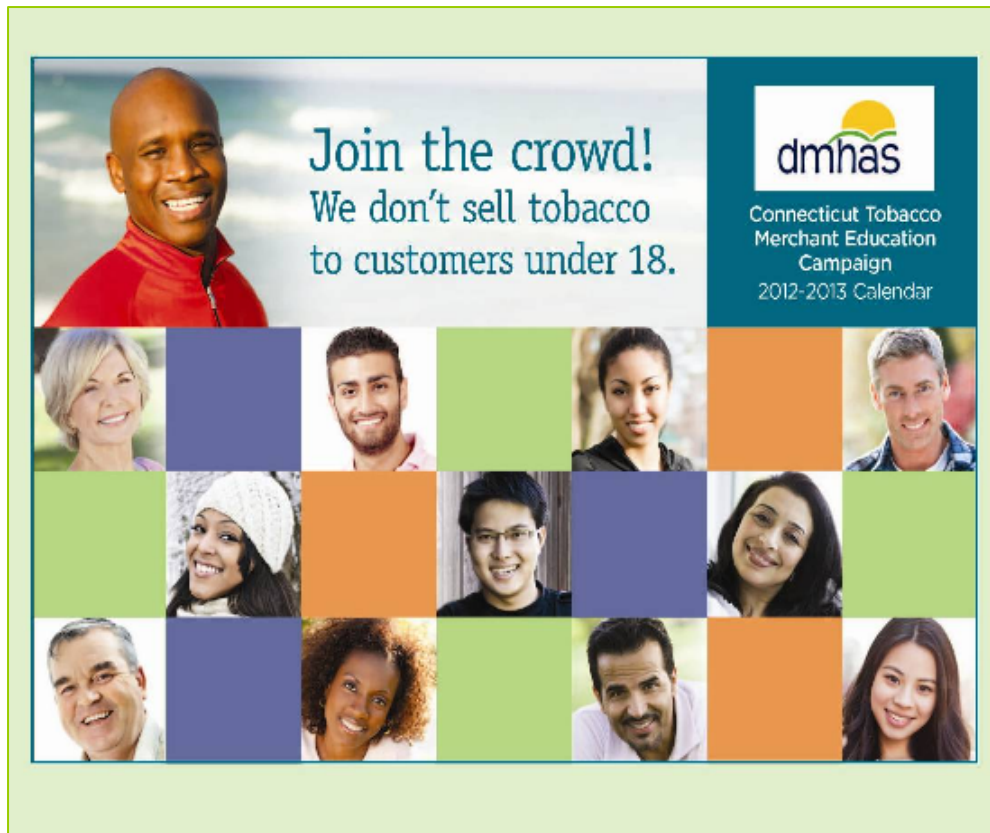
How Can Retailers Continue to Follow the Law?



- Notify consumers before they purchase
 - Gas pump stickers
 - Window clings
 - Point of purchase notice



How Can Retailers Continue to Follow the Law?



- Post the materials in areas where managers and clerks can see them.
 - Break rooms
 - Behind the counter
 - Offices

2012 Merchant Education Campaign Calendar

How Can Retailers Continue to Follow the Law?

Don't Forget!

It is against the law to sell tobacco products to anyone under 18 years of age.

Use your smartphone to view the tobacco sales training video. Warning: Don't Sell Tobacco to Anyone Under 18.

Get the free mobile app at <http://agettag.mobi>



SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	Christmas Day				

18 سال سے کم عمر کے کسی بھی شخص کو تمباکو کی مصنوعات فروخت کرنا خلاف قانون ہے۔ - 18 سال سے کم عمر کے کسی بھی شخص کو تمباکو کی مصنوعات فروخت کرنا خلاف قانون ہے۔

Check the ID

“I’m part of the crowd because I check the photo ID for any customer who looks younger than 27.”

- ✓ Birth date shows the customer is 18 years of age or older
- ✓ ID has not expired
- ✓ Photo matches the customer
- ✓ ID has not been altered in any way

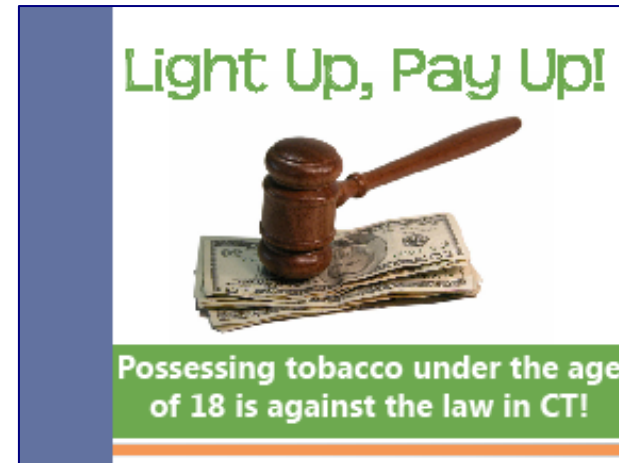
90% of smokers began before the age of 18. Most say they wish they never started smoking.




- Use each new calendar month as opportunity to train employees and encourage them to:
 - Review the red check points each day before they start work
 - Scan the tag to view the training video

Community Commitment

- Youth Possession Campaign
 - Work with youth to refine messaging
 - Public service announcement
 - Ask for help from school resource officers



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Food & Drug Administration (FDA) Regulation of Tobacco in Connecticut

FDA Regulating Tobacco in CT



- The Family Smoking Prevention and Tobacco Control Act was enacted by Congress in June 2009.
- The Tobacco Control Act gives the FDA the authority to regulate the manufacture, marketing and distribution of cigarettes and smokeless tobacco products.

FDA Regulating Tobacco in CT



- Connecticut tobacco compliance enforcement activities under the FDA jurisdiction the started in November 2011.

FDA Regulating Tobacco in CT



- FDA performs two types of compliance activities
 - Undercover Buy
 - Advertising and Labeling



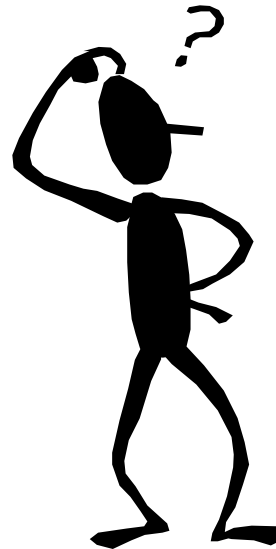
FDA Regulating Tobacco in CT



- We recognized the challenges:
 - ▣ FDA inspections are new to Connecticut – this November marks 1 year
 - ▣ There are new guidelines for retailers to follow
 - ▣ More training is needed to stay compliant



Questions



www.ct.gov/dmhas/tpep

www.ctclearinghouse.org

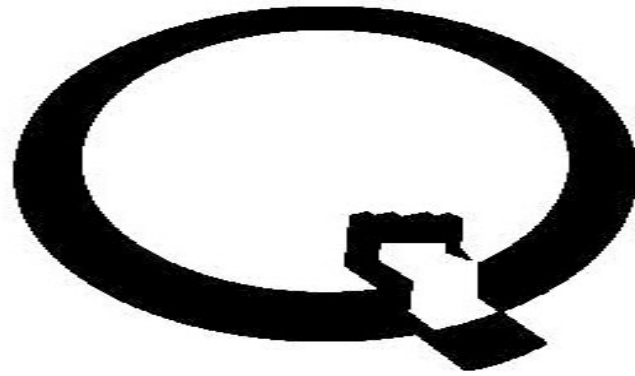
www.fda.gov/tobaccoproducts

Today and Tomorrow's Ideas



- Innovative ideas for future activities in Connecticut
 - A violation in the sale of one product can affect obtaining a license for another product
 - Reminders to use lottery scanners to check IDs
 - Help retailers understand signage placement
 - Use lottery video displays in stores to offer prevention messages
 - Encourage retailer pledges in communities where violation rates are high

Need Help to Quit Smoking?



CONNECTICUT
QUIT LINE
I-800-QUIT-NOW



Connecticut Tobacco Information

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Tobacco Prevention & Enforcement Program

www.ct.gov/dmhas/tpep

1-877-331-1999