

## Best Practices Checklist for Tobacco Retailers

When...	Action
Developing a Store Policy	<ul style="list-style-type: none"> <li>• Require that IDs are requested and checked for all customers appearing to be younger than 40</li> <li>• Accept only government-issued, valid, photo ID</li> <li>• Require that ID be handed to the clerk to check for alteration or signs of false identification</li> <li>• Require trained designated staff to handle sales of age-restricted products</li> <li>• Provide written protocol for staff to follow when refusing out of state, non-government issued or questionable identification</li> <li>• Record in a store log, underage purchase attempts and actions taken by the clerk to refuse the sale. Discuss the situations at staff meetings during regular management meetings</li> <li>• Determine if local law enforcement will be contacted when an under-age teen tries to purchase age-restricted products</li> </ul>
Training	<ul style="list-style-type: none"> <li>• Train all employees on procedures for sale of age-restricted products and the consequences of violations for the clerk, store, customer and community</li> <li>• Provide DOB signs, train the clerk and test their ability to calculate age</li> <li>• Provide education on how to “Read the Red” for a vertical Michigan ID</li> <li>• Provide electronic age verification at the register (information is available)</li> <li>• Provide written consequences for sales of age-restricted products to a minor</li> <li>• Review store policies and train all staff upon hire and every 6-months thereafter: use real situations to help clerks practice refusal skills</li> <li>• Train to refuse sales and train to support those efforts</li> <li>• Send staff to Clerk Training: Call 517-887-4312 for next available class.</li> <li>• Contact Ingham County, Bureau of Environmental Health at 517.887.4312 to register for Clerk Training or for additional training options</li> </ul>
Support Tools	<ul style="list-style-type: none"> <li>• Post signs upon entry that explain your store policy</li> <li>• Use age verification aids at checkout; calendars, DOB signs, register prompts and electronic age verification machines</li> <li>• Conduct “Secret Shopper” programs that recognize and reward employees for following written store procedures</li> </ul>
Monitoring Compliance	<ul style="list-style-type: none"> <li>• Observe clerks handling DOB checks</li> <li>• Review these observations with the clerk to assure consistency with the written store procedures</li> <li>• Identify corporate staff or management that are to receive notices related to sales and licensing of age-restricted products</li> <li>• Include compliance observations in performance reviews</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Tobacco displays located behind the counter</li> <li>• No smoking paraphernalia sold to anyone under the age of 18</li> <li>• No sales of candy cigarettes or tobacco look-alike products</li> <li>• No sales of single cigarette or cigars</li> <li>• Limit tobacco promotions to the product display area</li> <li>• Report all suspected sales to a minor to local law enforcement</li> </ul>