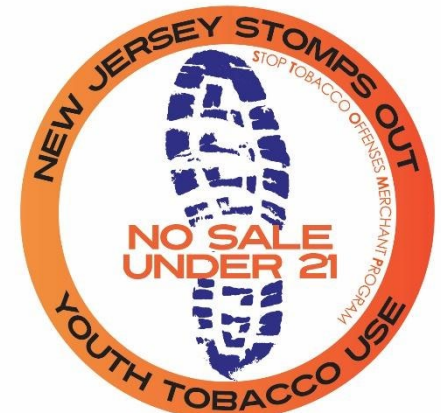


Tobacco Merchant Education Script

Review this script before you make your visits to the tobacco retailers to provide merchant education. Be sure to bring resource materials to leave with the store manager/clerk for their reference (i.e. STOMP 21 decal, STOMP Merchant Card, etc.). This may include information about your group or coalition. **Helpful Hint:** It is always BEST to ask for the manager.

INTRODUCTION

Hello. My name is _____ from _____. We're a local group that is working to prevent youth from getting involved with drugs like tobacco. We are talking with tobacco retailers in the area, reminding them not to sell to minors. Can I have a few minutes of your time to review 3 simple tips for how to prevent sales to minors?



IF YES...

Don't forget, as of November 1st, 2017, the minimum age of sale to buy tobacco products in NJ increased to 21 years of age and older. This INCLUDES electronic cigarettes (also known as vapes or e-cigarettes). Every time someone wants to purchase any tobacco product, keep the following in mind:

1	CHECK DATE OF BIRTH	<p>Anyone buying tobacco products, including e-cigarettes must be 21 years of age or older. Give example → Current date minus 21 years</p> <p>ASK: <i>How do you check for age?</i></p> <p>CALENDAR LINK: http://www.wecardnow.com/age-calculator</p> <p>FDA APP for Retailers → https://play.google.com/store/apps/details?id=gov.fda.CTP.MAC1&hl=en_US</p>
2	Vertical – NO SALE	<p>In New Jersey, minors are issued Driver's Licenses that are vertical. In other words, the license is long from top to bottom instead of left to right.</p>
3	Petty Disorderly Person	<p>A person who sells or gives to a person under 21 years of age any cigarettes made of tobacco or of any other matter or substance which can be smoked, or any cigarette paper or tobacco in any form, including smokeless tobacco, or any electronic smoking device shall be punished by a fine as provided for a petty disorderly persons offense.</p>

DID YOU KNOW....

PROHIBITING THE SALE OF FLAVORED E-CIGARETTES

NJ law prohibits the sale, offer for sale, and distribution of all e-cigarettes and related products or any smoke or vapor from the device or product, that imparts a distinguishable flavor, taste, or aroma prior to or during consumption

The law also includes any cartridge or other cartridge or other component of the device or other related product, including liquid nicotine, which is designed or sold for use with any e-cigarette.

Please note: This prohibition applies to e-cigarettes only and does not extend to other tobacco products.

Tobacco Merchant Education Script

NJ COUPON PROHIBITION

NJ law also prohibits the use of coupons, price reductions, and price rebates in connection with the sale or offer for sale of tobacco and e-cigarette products to consumers at retail. The prohibition extends to online coupons and promotional discount codes, but would not apply to coupons or discount codes for smoking cessation products.

After you finish the above section, ask the manager/owner:

Are you willing to sign the responsible retailer pledge?

If yes, go over the bulleted list with the manager/owner and have them sign the bottom.

If no, leave the pledge with them and your contact information

IF NO...

Don't forget, as of November 1st, 2017, the age of sale to buy tobacco products in NJ increased to 21 years of age and older. This INCLUDES electronic cigarettes. Here's a packet of information resources. They include helpful tips on how to properly check an ID, Responsible Retailer Pledge & STOMP Out Youth Tobacco Use Decals.

CLOSING

For the sake of the youth in this community, please remember to always check IDs and don't sell to minors. Thanks for your time.