

# Best Practice Checklist for Tobacco and Electronic Smoking Device Retailers

<p>Developing a Store Policy</p>	<ul style="list-style-type: none"> <li>• Accept only government-issued, valid, photo ID's</li> <li>• Require that ID's are presented to the clerk by all customers appearing to be younger than 40</li> <li>• Require that ID's be handed to the clerk to check for alterations or signs of false identification</li> <li>• Establish written consequences for sales of age-restricted products to a minor</li> <li>• Establish written protocol for staff to follow when refusing out of state, non-government issued or questionable identification</li> <li>• Determine if local law enforcement will be contacted when anyone under the age of 18 tries to purchase age-restricted products</li> </ul>
<p>Training</p>	<ul style="list-style-type: none"> <li>• Train all employees on procedures for the sale of age-restricted products and the consequences of violations for clerk, store, customer and the community</li> <li>• Review store policies every 6 months with all employees</li> <li>• Contact the Ingham County Health Department, Environment Health, to register for the Clerk Training Class (517) 887.4312</li> </ul>
<p>Support Tools</p>	<ul style="list-style-type: none"> <li>• Use age verification aids at checkout; Date of Birth (DOB) signs, register prompts and electronic age verification machines</li> <li>• Provide DOB signs, training and a copy of store procedures at register</li> <li>• Provide education on "Read the Red" for vertical Michigan ID's</li> <li>• Conduct "Secret Shopper" programs that recognize and reward employees for following written store procedures</li> </ul>
<p>Monitoring Compliance</p>	<ul style="list-style-type: none"> <li>• Observe clerks handling the sale of age-restricted products</li> <li>• Include compliance observations in performance reviews to assure consistency with written store procedures</li> <li>• Record any underage purchase attempts and actions taken by the clerk to refuse the sale in a store log. Discuss these situations at staff meetings and during regular management meetings</li> </ul>
<p>Other</p>	<ul style="list-style-type: none"> <li>• Have tobacco and electronic smoking device displays located behind the counter</li> <li>• Limit tobacco and electronic smoking device promotions to the product display area</li> <li>• No smoking paraphernalia (lighters, rolling papers, bongs, electronic smoking device accessories, etc.) sold to anyone under the age of 18</li> <li>• No look-alike products sold to anyone under the age of 18</li> </ul>