# Best Practice Checklist for Tobacco and Electronic Smoking Device Retailers

## Developing a Store Policy
- Accept only government-issued, valid, photo ID’s
- Require that ID’s are presented to the clerk by all customers appearing to be younger than 40
- Require that ID’s be handed to the clerk to check for alterations or signs of false identification
- Establish written consequences for sales of age-restricted products to a minor
- Establish written protocol for staff to follow when refusing out of state, non-government issued or questionable identification
- Determine if local law enforcement will be contacted when anyone under the age of 18 tries to purchase age-restricted products

## Training
- Train all employees on procedures for the sale of age-restricted products and the consequences of violations for clerk, store, customer and the community
- Review store policies every 6 months with all employees
- Contact the Ingham County Health Department, Environment Health, to register for the Clerk Training Class (517) 887.4312

## Support Tools
- Use age verification aids at checkout; Date of Birth (DOB) signs, register prompts and electronic age verification machines
- Provide DOB signs, training and a copy of store procedures at register
- Provide education on “Read the Red” for vertical Michigan ID’s
- Conduct “Secret Shopper” programs that recognize and reward employees for following written store procedures

## Monitoring Compliance
- Observe clerks handling the sale of age-restricted products
- Include compliance observations in performance reviews to assure consistency with written store procedures
- 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

## Other
- Have tobacco and electronic smoking device displays located behind the counter
- Limit tobacco and electronic smoking device promotions to the product display area
- No smoking paraphernalia (lighters, rolling papers, bongs, electronic smoking device accessories, etc.) sold to anyone under the age of 18
- No look-alike products sold to anyone under the age of 18