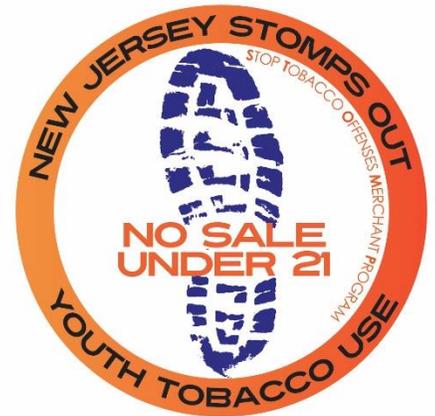


Merchant Education Script

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. Every time someone wants to purchase a tobacco or vapor product, keep the following in mind:

<input type="checkbox"/>	1996	Anyone buying tobacco or e-cigarettes must be born on or before today's date in 1996.
<input type="checkbox"/>	Vertical – No Sale	In New Jersey, minors are issued Drivers Licenses that are vertical. In other words, the license is long from top to bottom instead of left to right.
<input type="checkbox"/>	Petty Disorderly Person	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.

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

- Did you receive a letter from the commissioner with the official announcement & signage?

If yes, We are glad you received this notice.

If no, offer official signage/contact Regional Tobacco Coordinator

- 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. Don't forget to note this on your audit tool.

If no, leave the pledge with them and your contact information and check the corresponding box on the audit tool

Merchant Education Script

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.

If a merchant mentions a recent FDA mailing stating the federal age of sale is 18 years old:

Guidance from the Department of Health: "As of November 1, 2017 New Jersey's new law mandates that the minimum age of sale to purchase any and all tobacco products to include electronic cigarettes is 21. Though you may have received information packets from the Federal Drug Administration (FDA), We Card, or any other agency to encourage compliance with general ID verification, any individual who intends to purchase a tobacco product must be 21 years old in the state of New Jersey."