



Coalition for Responsible
Tobacco Retailing, Inc.
P.O. Box 1156
Alexandria, VA 22313

TED SOCHA
SUBSTANCE ABUSE PREVENTION CLERK
CITY OF PROVIDENCE
25 DORRANCE ST
POLICY OFFICE
PROVIDENCE RI 02903

Dear Ted Socha,

Thank you for placing an order for *We Card* materials. We would like to introduce you to the new **We Card Resource Kit** and update you on how to order other *We Card* items not included here. The enclosed kit is designed to help you establish a training program in your store and provide a set of tools that you may find useful in your underage tobacco sales prevention efforts.

Inside this **Resource Kit**, you will find:

- Tailored information from our *Guide to Best Practices*
- Important training guidance from the *Manager's Guide to Training*
- Quick reference tips on Spotting Fake IDs, 3rd Party Sales and using Age Checking Tools effectively
- Your State Law Summary
- A set of *We Card* materials (from signage to training materials) on CD-ROM suitable for printing and reproduction

Here's what's new for 2004:

- To meet the demand for improving age-calculation when carding customers, *We Card* is introducing the **Age Checker**. It serves as an electronic calendar and an automatic age-calculator, complete with Sale/No Sale lights informing both customer and employee of a legal sale.
- The 365-page *We Card Age-of-Purchase Calendar* as well as other items including the **training video** (offered on VHS or DVD) and **outdoor signage** will now be offered for a nominal fee to cover costs plus shipping and handling.
- *We Card* plans to sponsor another **200 free retail training classroom sessions** across the country.

We would also like to thank you for your active participation in the *We Card* Program. With a strong commitment to training and education, America's retailers can prevent underage tobacco sales.

Please feel free to e-mail us at comments@wecard.org with your thoughts and comments. If you would like more information about the *We Card* program, visit us online at www.wecard.org.

Sincerely,

Coalition for Responsible Tobacco Retailing, Inc.

P.S. Please check out pages 11-16 to see *We Card's* mini-catalog of items available for purchase. Ordering is easy; call, mail in or fax your order form, or visit www.wecard.org.

RHODE ISLAND

A summary of Rhode Island state law is provided below (for specific questions regarding state law, contact your legal advisor):

Minimum Age

Customers must be 18 years or older to purchase tobacco products.

Restricted Products

Cigarettes or other tobacco products including cigars, pipe tobacco, chewing tobacco or snuff.

Fine/Penalty Schedule for Selling to Minors

The tobacco license holder will be fined \$250 for the first offense, \$500 for the second offense, \$1,000 for the third offense plus a 14-day license suspension, and \$1,500 plus a 90-day license suspension for each additional offense. The court may decide not to require a license suspension if the license holder can demonstrate that he or she has taken measures (as defined by the Department of Health) to prevent the sale of tobacco to minors, and have trained all employees. The license holder is responsible for all violations.

Minor Possession

Smoking, chewing or possessing tobacco products by minors in any public street, place or resort, when such possession is clearly visible, is prohibited. Violators shall be fined not more \$5.00 for each offense. (HB 5868 Enacted 7/10/01). Possession is permitted by minors during the course of employment.

Sign Requirement

Signs specifically provided by the state Department of Health, or exact duplicates, must conspicuously state in red letters a

minimum of 3/8 inch high on a white background:

THE SALE OF CIGARETTES AND OTHER TOBACCO PRODUCTS TO PERSONS UNDER THE AGE OF 18 IS AGAINST RHODE ISLAND LAW (SECTION 11-9-13.8 (A)(1), RHODE ISLAND STATUTES). PHOTO ID FOR PROOF OF AGE IS REQUIRED FOR PURCHASE.



The sign must also provide a phone number at the Department of Health where violations can be reported and must be displayed prominently for public view at each cash register or any other place from which tobacco products are sold. Each violation of this sign requirement will be subject to a fine of between \$35 and \$500.

Compliance Checks

As a condition of receiving federal substance abuse block grant funds, federal law requires the State of Rhode Island to conduct random, unannounced inspections of tobacco outlets to determine compliance rates. The Department of Mental Health, Retardation and Hospitals coordinates the inspections

Visual Characteristics of a State-Issued Drivers License

"Minor's License" appears in a red bar on the card of a license holder under 18 years of age.

DISCLAIMER: This information summary is provided as a service of the Coalition, but is not intended to provide legal advice or analysis; users with questions about the law should seek the advice of counsel. Each state law is unique and possibly represents multiple legislative or regulatory acts. Local laws may impose additional requirements. Check with local authorities to find out about such laws. These summaries are not intended to be complete representations of state law.





Resource Kit for Responsible Tobacco Retailing

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BEST PRACTICES

After close to nine years teaching retailers nationwide how to prevent the underage sale of tobacco products, We Card has compiled a list of what we call the "Best Practices" retailers should use in their stores. The following list provides details of those practices.

#1 REQUIRE EVERY EMPLOYEE TO ASK FOR IDENTIFICATION IN THE FORM OF A VALID PHOTO ID FROM ANY PERSON WHO APPEARS UNDER THE AGE OF 27.

Carding people who look under 27 years of age remains a safeguard against selling tobacco to underage purchasers. Because people can wear clothes, makeup or even grow facial hair to make them look older, We Card believes the best practice is to ALWAYS ask for ID from anyone who appears under 27. In most states, only the following types of IDs are valid:



Non-Valid IDs: Credit Cards, Library Cards, and College IDs

Remember: An expired ID is not valid. Be sure to check your state law for specific, acceptable forms of ID.

#2 EDUCATE EMPLOYEES ABOUT STATE LAWS AND STORE POLICIES.

All 50 states and the District of Columbia have state laws making it illegal to sell tobacco products to anyone under the age of 18 (or 19 in Alabama, Alaska and Utah). Make sure all employees and particularly new hires understand their state law. Store policies about when to ask for ID and disciplinary actions for selling tobacco to underage customers should also be clearly communicated regularly to all employees. See www.wecard.org for a summary of your state laws.

#3 MAKE SURE STORE POLICIES ARE FAIR AND CONSISTENT.

Setting up fair and consistent store policies is a good way to ensure that employees clearly understand their responsibility to refuse underage tobacco sales, especially those situations not covered by state law. When employees fail to ask for ID, swift disciplinary action works well when used appropriately. (Remember, when forming policies, cashiers who fail compliance checks are often the ones who never fail again!) Hold management as well as employees accountable for your store's compliance with the law.

#4 CONTINUOUSLY SUPERVISE AND OFFER POSITIVE RECOGNITION.

Management should continuously reinforce tobacco sales laws at periodic meetings and in training sessions. Continuous follow-up training not only reinforces proper behavior but also sends a strong message to the staff that this is a serious subject.

Additionally, studies show that offering tangible rewards and/or verbal recognition to employees who refuse underage tobacco sales goes a long way toward fostering good manager/employee relations, as well as creating a positive working environment.

#5 REQUIRE THAT ALL EMPLOYEES PASS A STATE LAW AND STORE POLICY TEST.

A test is a good way to find out if an employee really understands your state law and store policies about selling tobacco products. Require all new employees to take a test focusing on tobacco sales before they get behind the sales counter. Design your own test or see the sample test on pages 9 & 10 for helpful hints.

#6 PROVIDE REGULAR EMPLOYEE TRAINING FOCUSED ON PREVENTING UNDERAGE TOBACCO SALES.

Training employees on a regular basis is an essential part of preventing underage tobacco sales. Provide a classroom-style training program on a regular basis (every six months) for employees. Take advantage of free training programs in your area such as those provided by We Card. Training should include:

- A summary of state law requirements & penalties
- How to ask for ID and refuse sales
- How to spot a fake ID
- Valid forms of ID
- Role-playing
- Words to use in confrontational situations

#7 ROLE-PLAY CONFRONTATIONAL SITUATIONS.

Employees are no doubt more likely to refuse underage sales when they feel prepared and confident. Role-playing is a great way to show employees how to deal with confrontational situations before they are behind the sales counter. While some (including you) may feel silly playing the part of an employee or an angry customer, employees should practice both roles with you and other veteran employees before they are in the situation to refuse a sale.

Veteran employees have often “heard it all” so use their first-hand knowledge to help train new employees. Have new and existing employees role-play so that the new employees not only hear what potential customers might say but also how they should respond to such situations.



#8 TRAIN YOUNGER EMPLOYEES TO HANDLE PEER PRESSURE.

Younger employees may encounter situations where friends or peers may attempt to purchase tobacco products; a particularly stressful dynamic for a minor. Establish a special training session designed to educate young employees who may be exposed to peer pressure using role-playing as a way to review these situations in a less stressful environment. Peer pressure training is especially critical for employees of stores located near schools.

#9 USE A COMPUTER-BASED TRAINING PROGRAM OR VIDEOTAPE TO SUPPLEMENT TRAINING.

An effective employee training program should always include a live training session with role-playing and discussion. Use video and computer-based training as an important training supplement. These tools are a great way to make sure training is provided on a continual basis for newer hires and as a refresher course for veteran employees.

#10 PROMINENTLY DISPLAY PROPER SIGNAGE.

Retail outlets have a reputation (in the eyes of minors) as either being an easy or difficult place to buy tobacco. Prominently posting signage such as decals, posters and pins that read "Under 18, NO Tobacco: We Card" sends a message to customers that your store intends to ask for ID and refuse underage sales. **NOTE: If your state requires a specific sign, be sure to post this sign to comply with state law. We Card signs are not a replacement for state required signs.**

#11 USE POINT OF SALE MATERIALS EFFECTIVELY.

Effective point of sale materials will provide employees and customers with important reminders about the state law and/or store policies regarding tobacco sales. Some, like the age-of-purchase calendar, will also be useful tools to help determine a customer's age. In a hurried environment, employees may make mistakes calculating a customer's age. Be sure to clearly explain how to use the tools.



**Call We Card to order
age-of-purchase calendars,
register decals or other helpful tools.**

1-866-216-2334

www.wecard.org

#12 CONSIDER PURCHASING AN ELECTRONIC AGE VERIFICATION DEVICE (EAV) AND/OR SCANNER PROMPTS FOR ALL REGISTERS.

Use of EAV's or scanner prompts or locks can ensure that employees verify age before completing a transaction. EAV machines automatically read birth dates on driver licenses and ID cards. While not all states have coded magnetic stripes, more and more are including them on licenses. Scanning systems prompt cashiers for a date-of-birth when age restricted products are scanned.

NOTE: Remember to continue to train front-line employees on the best ways to use software prompts or EAV's. The tools are not useful if they are ignored at the counter. See "EAV" tips on page 8 for more helpful hints.

#13 PERIODICALLY CHECK STORE COMPLIANCE.

Take a proactive step to ensure that your employees are following the law by developing an internal compliance check program to test whether or not employees are asking for ID and properly calculating age. You can hire companies to "shop" your store for you or develop your own program. Often just notifying employees that the store will be checking compliance on a regular basis is a powerful deterrent against misconduct.

#14 GET INVOLVED IN YOUR LOCAL COMMUNITY.

Raise the profile of your store or chain as a responsible retailer by getting involved in community efforts focused on preventing the underage sale of tobacco. Work closely with organizations such as police departments and community groups. Educate these organizations about the challenges you face and what steps you are taking to prevent underage tobacco sales.

#15 JOIN AN INDUSTRY ASSOCIATION.

Joining an industry association can provide your store or chain with an important network of support and information about efforts to prevent underage tobacco sales. Every state has an association representing your type of retail outlet. Consult your local chamber of commerce for names and numbers to contact.



USING AGE CHECKING TOOLS EFFECTIVELY

Nationwide, ten of thousands of retailers have provided age verification tools to help front-line employees evaluate and reject underage tobacco purchasers. But the tools are only as effective as the people who use them.

THE GOOD NEWS: age checking tools — in the forms of electronic age verification devices, scanner prompts, and age-of-purchase calendars — are displayed or are in place in nearly every retail establishment across the country.

THE BAD NEWS: many retailers forget, refuse or don't know how to use these tools effectively.

With proper training and supervision, age checking tools can be the critical link to preventing underage tobacco sales. If used appropriately, these tools:

- Provide employees with a clear indication of whether a tobacco sale is legal or not.
- Reduce employee error in age calculation.
- Help reduce confrontations with customers because the tool becomes the enforcer instead of the employee.
- May produce a scanned or hard copy record of transactions that can be used later by employees/lawners to verify that the customer's age was indeed checked.
- May be used as a deterrent to potential underage customers.



AS A MANAGER OR STORE OWNER, WHEN ACQUIRING AGE CHECKING TOOLS FOR YOUR STORE, REMEMBER TO:

- Buy tools that work well and are clear and simple to use. If possible, buy tools that cannot be easily bypassed or overridden and either require employees to punch in actual birth dates or scan an encoded ID.
- Set up clear and concise policies about when to use an age verification tool and what to do if and when an out-of-state license cannot be read.
- Provide adequate and continuous training on when and how to use the equipment and encourage employees to report when the equipment malfunctions.
- Test employees on their knowledge of when and how to use the tools. (You may want to consider a written test that also includes a live role-playing session before employees use the tools for the first time.)
- Supervise continually to make sure that the tools are being used correctly.
- Use positive reinforcement techniques (both verbal and more tangible rewards) when you see employees using any age verification tool correctly.
- Establish penalties for employees who are overriding the prompts and/or not using the tools at all.

RETAILER TEST

We Card training is
available at www.wecard.com



FILL IN THE BLANK

1. In my state, it is illegal to sell tobacco products to anyone under the age of _____ .

2. What is the first question that you should ask yourself when a customer attempts to buy tobacco products?

TRUE/FALSE (Circle the best answer)

3. If a customer hands you an ID, there is no need to examine it too closely because the customer would not give you an ID unless it shows that he/she is old enough.

True False

4. Cigarettes, cigars, snuff, chewing tobacco and pipe tobacco are all considered age restricted products.

True False

5. If you have reason to believe that an adult is buying cigarettes for minors, the responsible thing to do is to refuse the sale.

True False

6. It's okay to sell tobacco products to a minor who is buying for a parent who you know and can see outside your store.

True False

7. An expired ID is acceptable as long as the date of birth can clearly be determined and the photo matches the customer.

True False

(please continue on page 10)

RETAILER TEST CONTINUED

MULTIPLE CHOICE (Circle the best answer)

8. Which of the following are acceptable forms of ID?

- A. Driver License
- B. Employer-Issued ID
- C. Credit Card
- D. A & B
- E. All of the above

9. When examining a driver license, which of the following should you always review?

- A. Photo
- B. Date of birth
- C. Expiration date
- D. A & B
- E. All of the above

10. Which of the following phrases should you avoid using when refusing a tobacco sale because it may start a confrontation?

- A. It's against the law.
- B. I can't.
- C. I'm sorry.
- D. A & C
- E. None of the above

11. What should you do if a customer who appears to be about 25 years of age asks for a pack of cigarettes?

- A. Ask for ID
- B. Make the sale without asking for ID
- C. Refuse the sale if the customer cannot provide valid ID
- D. A & C
- E. None of the above

12. Under which of the following circumstances is it always okay to make a tobacco sale without determining a customer's actual age?

- A. The customer is in a uniform.
- B. The customer hands you a valid government-issued ID with photo.
- C. The customer appears to be a few years older than 18.
- D. A & B
- E. None of the above

Employee name: _____

Signature: _____

Supervisor: _____ Date: _____

WE CARD KITS

TRAIN & EQUIP WITH THE BEST! Equip your store with a set of We Card's training and education materials to help your employees stay on top of preventing underage tobacco sales. Some materials may be posted, others used at the retail counter or for help in training employees.



DELUXE KIT



ONLY \$29.95
plus S&H

DELUXE KIT INCLUDES:

- 1 Age-of-Purchase Calendar
- 2 Age-of-Purchase Stickers
- 2 Window/Door Decals
- 1 Third Party Sales Tipsheet
- 1 Fake ID Tipsheet
- 2 Employee Guides (state specific)
- 1 Manager's Guide
- 1 Employee Activity Book
- 1 Interactive Training CD-ROM
- 1 Training Video (VHS or DVD)

WE CARD DELUXE KIT

- | | | |
|----|--|-------------|
| K1 | Tobacco Kit with Video Cassette (pictured here) for use in most states | \$29.95 ea. |
| K2 | Tobacco Kit with DVD for use in most states | \$29.95 ea. |
| K3 | Tobacco/Alcohol Kit with Video Cassette for use in most states | \$29.95 ea. |
| K4 | Tobacco/Alcohol Kit with DVD for use in most states | \$29.95 ea. |
| K5 | Tobacco Kit with Video Cassette for use in AL, AK & UT only | \$29.95 ea. |
| K6 | Tobacco Kit with DVD for use in AL, AK & UT only | \$29.95 ea. |

RENEWAL KIT

RENEWAL KIT INCLUDES:

- 1 Age-of-Purchase Calendar
- 2 Age-of-Purchase Stickers
- 2 Window/Door Decals
- 1 Third Party Sales Tipsheet
- 1 Fake ID Tipsheet
- 2 Employee Guides (state specific)

JUST \$12.99
plus S&H



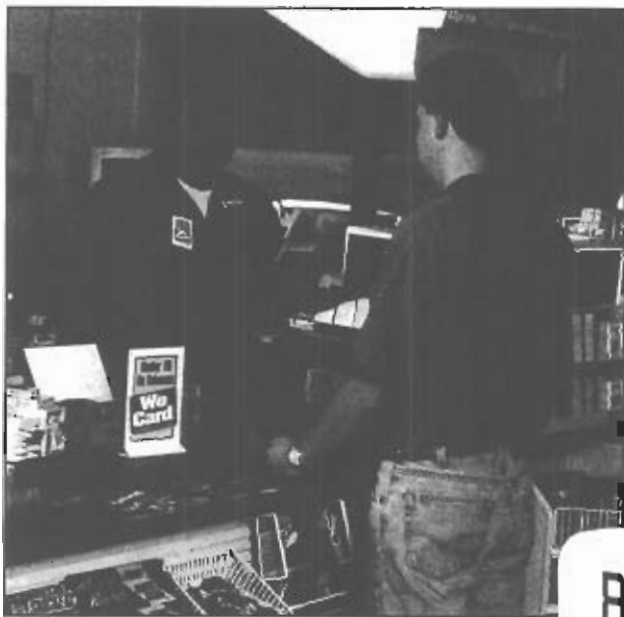
WE CARD RENEWAL KIT

- | | | |
|----|--|-------------|
| M1 | Tobacco Kit (pictured here) for use in most states | \$12.99 ea. |
| M2 | Tobacco/Alcohol Kit for use in most states | \$12.99 ea. |
| M3 | Tobacco Kit for use in AL, AK & UT only | \$12.99 ea. |

*We Card signs do not meet state sign requirements and cannot be used as a substitute for state law mandated signs.

ORDER TODAY! 1-866-216-2334 www.wecard.org

AGE CALCULATION TOOLS



In an LCD display, the AGE CHECKER™ digitally displays the date for legal tobacco purchases under a Born After This Date? display. That display in combination with a green or red light alerts minors NO TOBACCO will be sold to them if they're underage. Prominently displaying a We Card logo on its face, the AGE CHECKER™ also shows your customers that your store is serious about denying underage tobacco sales.



AGE CHECKER™ 5.5" X 7.5"

Between making the coffee, ringing up a sale and changing the cash register tape, it's easy to make mistakes when calculating an age from a driver license. What's more, having to deny the sale to an underage customer is a stressful task as well.

That's why We Card has developed the AGE CHECKER™, a simple and precise countertop tool (5 1/2" x 7 1/2") that calculates and displays a green or red light to both you and your customer after a birth date has been entered using the keypad.

No more arguments. Next customer please.

The AGE CHECKER™ begins where the widely popular AGE-OF-PURCHASE CALENDAR leaves off because it calculates a customer's age on its built-in calculator. No more math mistakes, less wasted time calculating ages, fewer hostile confrontations.

BI AGE CHECKER™ \$23 ea.

**The AGE CHECKER™ is only programmed for use in states where the minimum age is 18. This tool is not available for use in AL, AK and UT.*



*We Card signs do not meet state sign requirements and cannot be used as a substitute for state law mandated signs
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SIMPLIFY YOUR JOB! After you've asked a customer for his valid ID, compare the ID's date-of-birth against the date on the Calendar or the year on the Age-of-Purchase Sticker to help you determine if a customer is of legal age. Use this regularly to successfully prevent the sale of tobacco to minors.



AGE-OF-PURCHASE CALENDAR

Displays the most recent date a customer's valid ID can show in order to legally purchase tobacco. Born After This Date? NO TOBACCO.

- A1 Tobacco Calendar (pictured above) for use in most states \$10 ea.
- A2 Tobacco/Alcohol combined (for all states, but AL,AK, UT) \$10 ea.
- A3 Tobacco Calendar for use in AL,AK & UT only \$10 ea.

ONLY \$10
plus S&H

AGE-OF-PURCHASE STICKER 4.25" X 5.25"

Displays the most recent year a customer's valid ID can show in order to legally purchase tobacco. Born After This Date? NO TOBACCO.

- C1 Tobacco (pictured left) for use in most states 25¢ ea.
- C2 Tobacco/Alcohol combined for use in most states 25¢ ea.
- C3 Tobacco for use in AL,AK & UT only 25¢ ea.
- C4 Tobacco/Alcohol combined for use in AL,AK & UT only 25¢ ea.



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SIGNAGE



Please Have ID Ready

WINDOW/DOOR DECAL 6" X 8.5"

Let your customers know that your store is serious about preventing underage tobacco sales by displaying this 6" x 8.5" window/door decal. This bold red and yellow decal is simple to apply and helps remind employees to ask for ID while serving as a deterrent to minors as well. Perfect for your store's front door or window.

- D1** Under 18 – for use in most states **60¢ ea.**
- D2** Under 19 – for use in AL, AK & UT only **60¢ ea.**



OUTDOOR BANNER 26" X 33"

Declare a *We Card* Week (or Year!!) at your store with a full size 26" x 33" display banner. Suitable for outside display, the *We Card* banner comes complete with sturdy grommets and pre-affixed rope for secure tie-down.

- E1** Under 18 – for use in most states **\$10 ea.**

*Not available for use in AL, AK & UT where the minimum tobacco sales age is 19.



WALL MOUNTED SIGN 10" X 13"

Communicate the *We Card* message with this large, bold, wall mounted display. Like all *We Card* tools, the wall mounted sign serves as a reminder to both customer and employee that your store is committed to preventing underage tobacco sales. May be used inside or outside your store for added exposure.

- E2** Wall Mounted Sign **\$5 ea.**

*Not available for use in AL, AK & UT where the minimum tobacco sales age is 19.



GROCERY LANE DIVIDER 14" X 1"

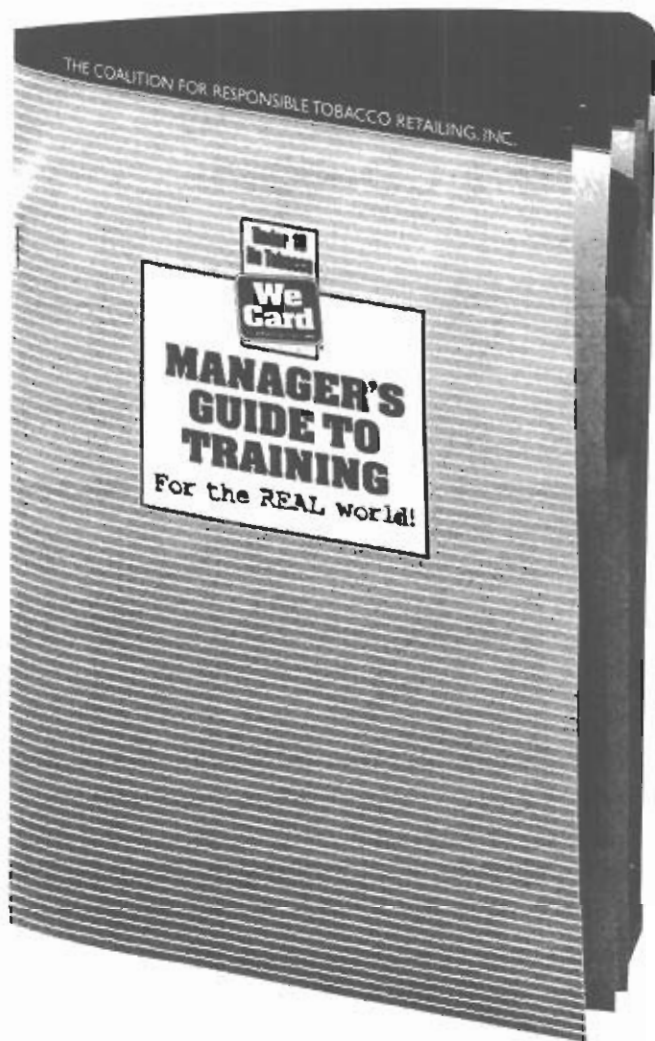
What better way to show people that your store is committed to preventing underage sales than by putting *We Card*'s message on lane dividers, an item that people must handle and see while waiting in a grocery line. Durable and practical, the lane divider serves two purposes and is a must for busy retailers.

- E3** Under 18 – for use in most states **\$2 ea.**
- E4** Under 19 – for use in AL, AK & UT only **\$2 ea.**

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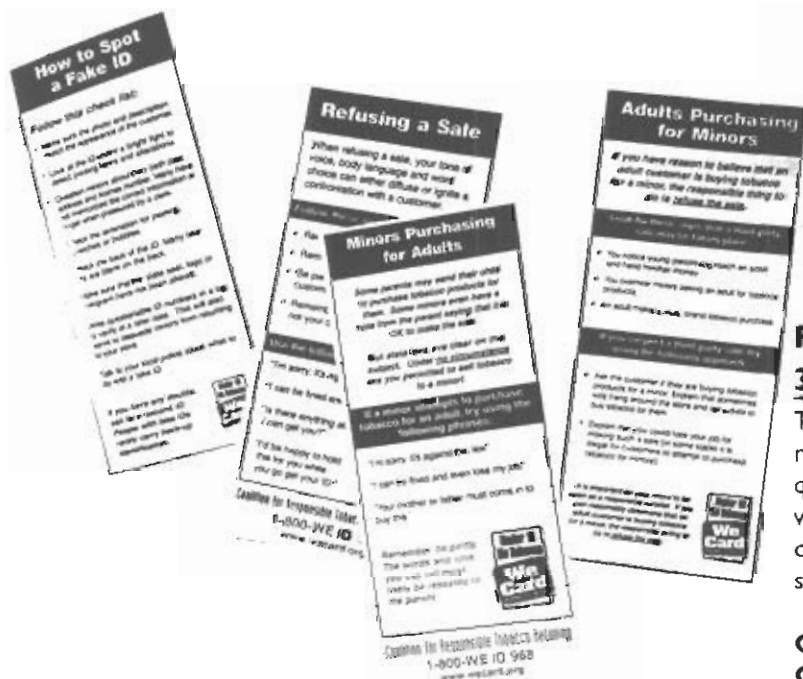
TRAINING TOOLS



MANAGER'S GUIDE TO TRAINING

So often it falls upon store-level managers to provide front-line employees with effective training and education, yet they are often unprepared to handle that responsibility. Training is a serious and important subject as only well-trained employees can be expected to do their jobs effectively. The *Manager's Guide* serves as a step-by-step manual on how to develop training methods, a training curriculum, on-going training, and a checklist that ensures the training was completed successfully.

F1 Manager's Guide to Training \$2.50 ea.

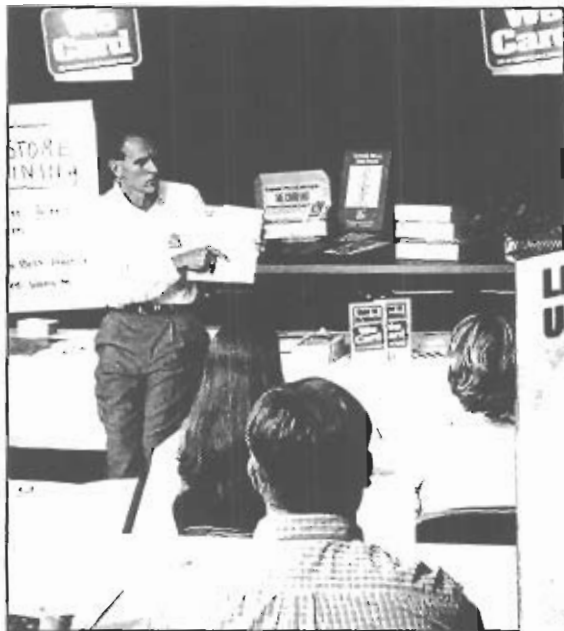


FAKE ID & 3RD PARTY SALES TIPSHEETS 3" X 8"

These handy laminated 3" x 8" tipsheets are found at retail counters around the country. They serve as a quick reference guide to help front-line associates deal with difficult situations. *We Card* tipsheets offer advice on spotting fake IDs, dealing with confrontational situations and spotting and handling third party sales.

G1 Fake ID Tipsheet 25¢ ea.
G2 3rd Party Sales Tipsheet 25¢ ea.

ORDER TODAY! 1-866-216-2334 www.wecard.org



Train Employees At Your Convenience With This Interactive CD-ROM!



INTERACTIVE TRAINING CD-ROM

Like our We Card online training, the interactive training CD-ROM allows your employees to train at their convenience. This interactive training module includes video clips of a variety of scenarios that your employees may encounter and an end of session test with a printable certificate upon successful completion.

J1 Interactive Training CD-ROM (PC & Mac Compatible) \$9.95 ea.



TRAINING VIDEO

An important training tool for any serious tobacco retailer, the We Card Training Video is perfect for any front-line associate or manager who is unable to attend a We Card training session. The video is packed with information on how to spot fake IDs, dealing with confrontation and much more. Available on VHS or DVD.

- H1** Training Video on videocassette \$7.50 ea.
- H2** Training Video on DVD \$7.50 ea.



EMPLOYEE GUIDE WITH STATE LAW SUMMARY

We Card's Employee Guide provides a personal summary* of your state's tobacco minimum age sales laws and requirements, advice on asking for ID and handling difficult situations. A must for new employees.

L1 Employee Guide 50¢ ea.

*DISCLAIMER: Your state law summary is provided as a service of the Coalition but is not intended to provide legal advice or analysis; users with questions about the law should seek the advice of counsel. Each state law is unique and possibly represents multiple legislative or regulatory acts. Local laws may impose additional requirements. Check with local authorities to find out about such laws. These summaries are not intended to be complete representations of state law.

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