

# ENGAGE

Douglas County

## Reward / Reminder

### About the Program

Reward & Reminder is an effective research-based prevention strategy with the goal of reducing and preventing the retail sale of tobacco products, vaping products, and alcohol to those under the legal age to purchase. This strategy helps to assess and support retailer compliance with laws which includes checking IDs to ensure age requirements are met for the purchase and if the purchaser is under the legal age that they refuse to sell tobacco, vaping, and alcohol products to them.

This strategy includes compliance checks in which youth visit the retailer and attempt to purchase. If the retailer is in compliance, they receive a "reward" card that praises and recognizes them for their compliance and their initiative to help to prevent access to youth. The reward card is also something that the employee of the retailer can share with their manager to highlight their good work. If the retailer does not follow compliance protocol, they are provided a "reminder" card, reminding them to verify age before selling.

### What is Tobacco 21 (T21)?

Tobacco 21 is a federal law that makes it illegal for any retailer in the U.S. to sell tobacco, vaping, and nicotine products to anyone under the age of 21.

To be compliant, retailers need to display new T21 signage in a clearly visible location, and use a drivers license or government-issued ID to verify customer age.



Please Have ID Ready

**Under 21  
No Tobacco  
No Vapor**



### ALWAYS REMEMBER

1. Ask for valid ID from everyone under 21 attempting to purchase tobacco products (federal law).
2. Check ID to make sure each customer is at least 21.
3. Refuse to sell tobacco products to everyone under 21.