



Responsible Tobacco Retailing Campaign of
Allegan, Kent, Lake, Mason, Muskegon,
Oceana, and Ottawa Counties.

Date

Dear Tobacco Retailer:

In partnership with state and local law enforcement and the Lakeshore Regional Entity, our organization participates in a tobacco sales compliance campaign called No Cigs for Our Kids. This campaign educates vendors about the harmful effects that tobacco and vaping products have on youth. We are asking for your help to keep these products out of the hands of minors. It is illegal to sell tobacco products, vaping products or alternative nicotine products to anyone under the age of 21.

What you can do to help:

- Post signs warning against the sale of tobacco products to minors
- Develop a written policy for the sale of tobacco and vapor products
- Actively monitor staff compliance with the policy and reward staff for compliance
- Always ask for ID when tobacco products are requested, and **read the RED on vertical ID's**
- Train staff appropriately and on a regular basis

Each year establishments are randomly selected to be checked for tobacco compliance with Michigan law. Compliance checks take place on a quarterly basis and your store may be selected for a visit by an underage youth trying to illegally buy tobacco or vapor products. Any employee who sells to one of our youth investigators is guilty of a misdemeanor and will be issued a fine as follows:

- For a first offense, not more than \$100
- For a second offense, not more than \$500
- For a third or subsequent offense, not more than \$2,500

If you have any questions, please review the enclosed documents or contact me at {insert contact info here}.

Included with this letter you will find:

- Youth Tobacco Act sign – State law requires that you post in a visible location
- “Michigan Tobacco 21 Frequently Asked Questions”
- “Know the Facts” sheet

Respectfully,