

Targeting Merchant Education for Special Populations

**21st Annual NPN - Prevention Research:
Driving Successful Outcomes**

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Overview

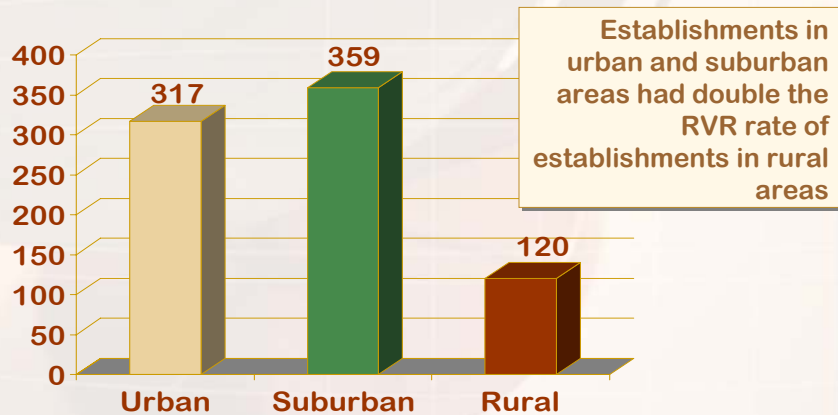
- Use of inspection data to identify special populations
- Development of targeted merchant education tools
- Defining the target audience
- Supporting efforts through agency collaboration
- Lessons learned

Retailer Violation Data for 2007

- 5,041 retailer compliance checks were conducted by the Department of Mental Health & Addiction Services (DMHAS)
- 4,245 merchants did not sell tobacco to youth agents
- 796 merchants sold a tobacco product to youth agents
- 16 percent Retailer Violation Rate (RVR)

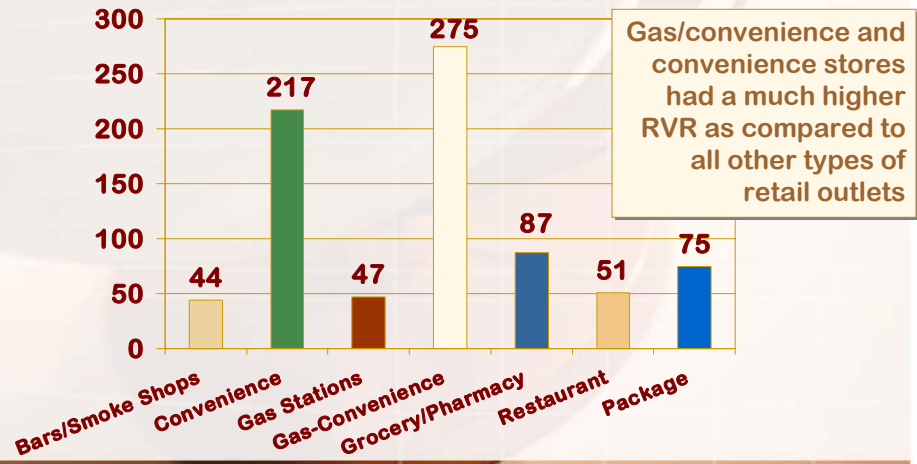
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RVR by Area Type



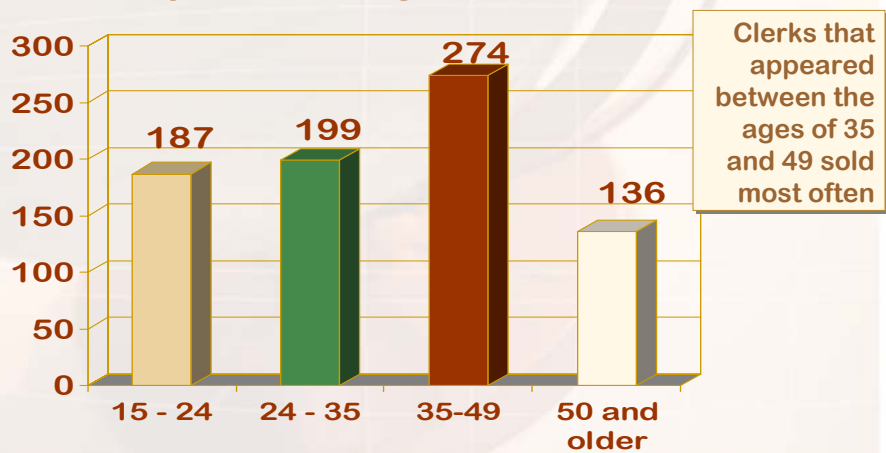
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RVR by Establishment Type



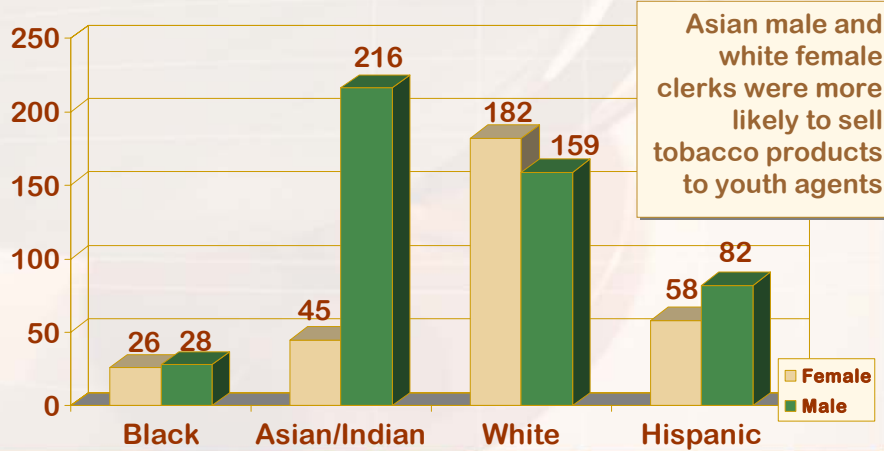
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RVR by Clerk Age



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RVR by Clerk Age



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Use of Inspection Data to Identify Special Populations in CT

- Establishments in urban and suburban areas
- Gas/convenience and general convenience stores
- Clerks between ages 35 and 49
- Asian male and white female clerks

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Development of Targeted Merchant Education Tools

- DVD info commercial with faces from the identified special populations
- Key messages provided in Urdu and Spanish in addition to English



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Development of Targeted Merchant Education Tools



- Refusal statements
- Paycheck stuffers to remind employees about the law
- "Check the I.D." register sticker

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Development of Targeted Merchant Education Tools

- “Sorry, I can’t sell to you.”
- “It’s the law.”
- “I can be fined.”



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Defining the Target Audience



- Store Owners
 - Reward staff for doing the right thing
 - Use DMHAS merchant education tools
 - Get assistance from DMHAS by calling toll free (877) 331-1999

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Defining the Target Audience

- Clerks
 - Always verify age with a valid I.D.
 - Get support from the manager or other staff
 - Remember a criminal violation is a clerk's responsibility



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Agency Collaboration

- Law Enforcement
 - Conduct joint compliance inspections with DMHAS
 - Issue infractions to non-compliant clerks
 - Provide on-site merchant education materials to owners and clerks



State and Municipal Police

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Agency Collaboration

- DMHAS
 - Provide inspection results to store owners
 - Provide merchant education trainings in English and Spanish through state and community agencies
 - Provide technical support to owners and clerks through the toll free hotline 877-331-1999

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Agency Collaboration

- Department of Revenue Services
 - Conduct administrative enforcement hearings for both over the counter and vending machine violations
 - Issue fines to non-compliant owners
 - Provide merchant education training for store owners at administrative hearings

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Agency Collaboration

- Merchants Organizations and Retailers
 - Assist in crafting effective merchant education messages
 - Participate in public hearings and merchant focus groups
 - Provide facilities for community merchant education trainings

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Connecticut's Tobacco Merchant Special Populations

- Establishments in urban and suburban areas
- Gas/convenience and general convenience stores
- Clerks between the ages of 35 and 49
- Asian male and white female clerks

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Lessons Learned

- Use inspection data to identify special populations
- Develop education tools to meet the needs of special populations
- Support roles of merchants through agency collaboration
- Work closely with merchant organizations and retailers

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Merchant Education Tools

Training Commercial
Print Products
Evaluation

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Making Available the New Merchant Education Tools

- Mailed merchant education packet to 4,000 licensed tobacco retailers
- Training commercial and packet materials made available online at www.ct.gov/dmhas/tpep
- Featured in CT Clearinghouse online news letter
- Mailed to CT merchant associations


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Youth Live Tobacco Free



- Share prevention messages with peers
- Support substance abuse prevention efforts in your school and community
- Call the CT QuitLine at 1-866 END HABIT for support

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**Connecticut
Department of
Mental Health and
Addiction Services**

Tobacco Prevention & Enforcement Program

www.ct.gov/dmhas/tpep

877-331-1999

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