

# The Retailer's Review

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A Niagara Region Public Health Department  
publication for Tobacco  
Retailers

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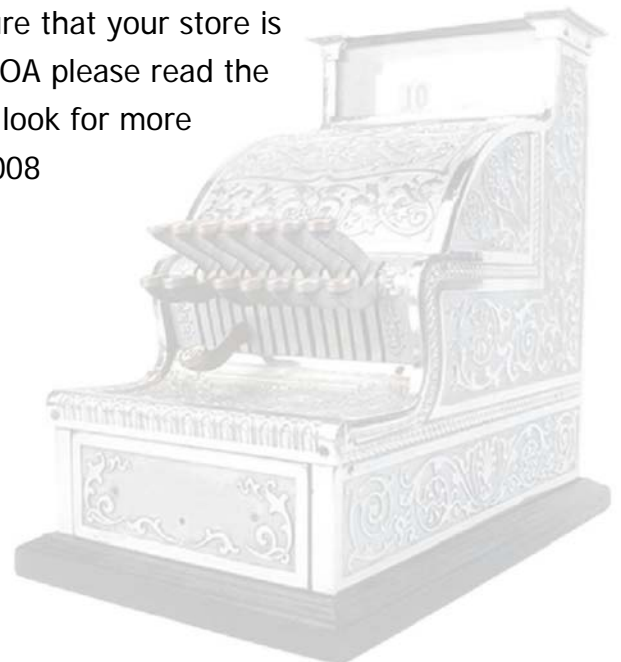
## Making New Years Goals? We can help!

The New Year is here and there's no better time to start setting goals for your business.

In this issue you will be reminded of display guidelines so you are in compliance with the Smoke-Free Ontario Act (SFOA). You will also find information on what is considered a tobacco product and a step-by-step process for using the lottery terminal to verify the age of your customer.

We have included information on the fast approaching SFOA Tobacco Display Ban due to be implemented on May 31, 2008. This is the ban on tobacco displays that can be found behind the counters in tobacco vendor premises. To ensure that your store is in compliance with the SFOA please read the information provided and look for more information as May 31, 2008 approaches.

January 2008



## Product Promotion

Promoting the sale of tobacco products at retail is not permitted under the Smoke-Free Ontario Act (SFOA).



This 3D display is an example of promoting a tobacco product and is prohibited under S. 3.1(3)(d).

Please make sure they are removed from your premise.

## Is it a tobacco product?

- Chew tobacco (Plug, twist roll, loose leaf chew etc.)
- Snus
- Beadies
- Blunt Wraps
- Gutkha
- Snuff (Skoal etc.)
- Gul

## YES,

These are just a few examples of common products that many may not be aware are tobacco products, but they are. If you have any questions about a particular product you are unsure about, please contact the Tobacco Control Officer (TCO) designated to your area, or call the Tobacco Hotline, at 905-688-8248, ext. 7393, or 1-888-505-6074.

As with the sale of cigarettes, the same law applies to smokeless tobacco products as well. It is illegal to sell tobacco products to anyone under the age of 19. Any person who appears to be less than 25 years of age must present acceptable government issued identification to the store vendor when purchasing any tobacco product.

## More Than a Lottery Terminal

Did you know that you can verify the age of your customers who present an Ontario Driver's Licence by using your Lottery Terminal? If your customer does not have an Ontario Driver's Licence then you must ask for another government issued ID with a birth date and photograph on it.

### 3 simple steps for swiping an Ontario Driver's License:

1. Obtain the Ontario Driver's License from the customer and on the terminal screen touch 'OTHER'
2. On the 'OTHER' functions menu , touch 'AGE VERIFICATION'
3. The terminal will respond with the age verification screen. SWIPE the Ontario Driver's Licence with the black swipe down and towards the terminal in the magnetic card reader positioned in the front of the Lottery Terminal

The age of the customer will show up on the screen...easy as 1..2..3

**Remember**, if your customer appears to be less then 25 years old, you must ask for ID.

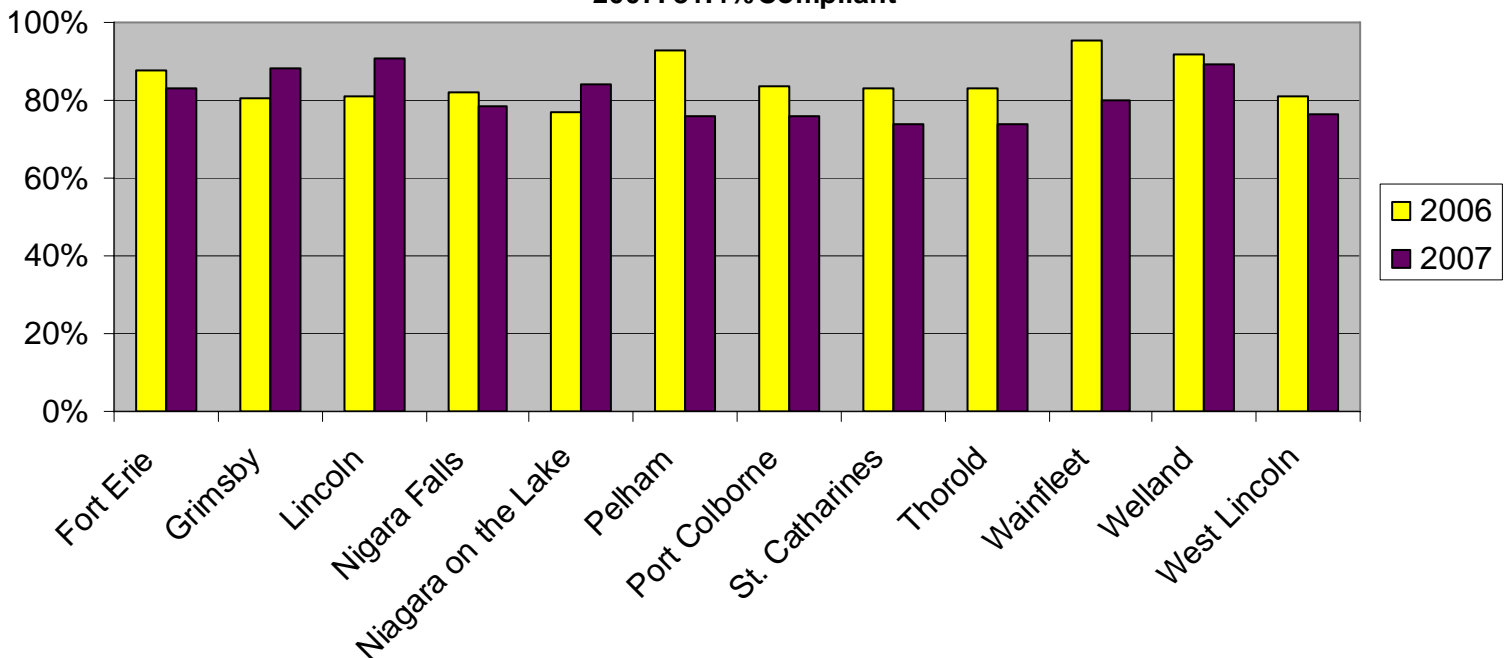
### Reminder...

Owners are responsible for the actions of their employees who sell tobacco to those under 19 years of age. Ensure that all staff are aware of the law and have received sufficient training. Remember to refer to your Vendor Information Binder (formerly called the Not To Kids Binder), contact your Tobacco Control Officer (TCO), or call the Tobacco Hotline 905-688-8248, ext. 7393 or 1-888-505-6074

### Test Shopping Compliance Rates

2006: 84.4% Compliant

2007: 81.4% Compliant



## Tobacco...Out of Sight...Out of Mind (Display Ban)

The display ban (power walls) goes into effect **MAY 31, 2008 at 12:01am.**

" No person shall display or permit the display of tobacco products in any place where tobacco products are sold or offered for sale in any manner that will permit a consumer to view any tobacco product before purchasing the tobacco product" (subsection 3.1 (2) of the Smoke-Free Ontario Act).

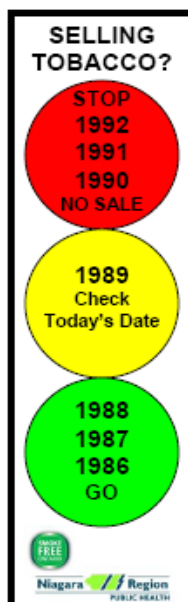
### There are 3 goals behind this ban:

- preventing youth from starting to smoke,
- reducing impulse buying, and
- supporting people who smoke and are trying to quit, and assisting recent quitters to stay smoke-free.

Tobacco Control Officers (TCO) in the Niagara region will be providing educational updates prior to May 2008 as well as fact sheets and further information as it becomes available.



If you have any questions or concerns about compliance, or are thinking about covering up/taking down your power wall before May 31, 2008, please contact your area TCO, or call the Tobacco Hotline at 905-688-8248, ext. 7393, or 1-888-505-6074



An age verification stop light, which will help you and your employees quickly determine if the customer is of legal age purchase a tobacco products, is included.

If you need more give us a call.

## *The Retailer's Review*

This publication is distributed three times per year, offering timely and interesting information to Tobacco Retailers. The Niagara Region Public Health Department is committed to providing relevant and useful information that creates healthy and safe environments for people who live, work and visit the Niagara Region.

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For more information, call the  
Tobacco Hotline at:

905-688-8248, ext. 7393 or  
1-888-505-6074, ext. 7393

...PROTECT OUR KIDS, PROTECT YOURSELF, KNOW THE LAW...

