

**T.E.A.M.** TOBACCO  
EDUCATION &  
ADVOCACY OF THE  
MIDLANDS

TEAMTOBACCOFREE.ORG



**WE NEED  
YOU!**

BE OUR COMMUNITY PARTNER.

Tobacco  
Retailer  
Point of Sale  
Toolkit

## **Eliminate or reduce tobacco advertising both in and outside your establishment**

Tobacco Education & Advocacy of the Midlands is a community coalition of organizations, businesses, and individuals that works to reduce the number of youth in Sarpy and Cass County that start using nicotine products.

The percentage of students having ever used an e-cigarette more than tripled from 9.0% in 2013 to 37.1% in 2019 (NE Youth Tobacco Survey, 2019).

Thank you for taking the time to consider adjusting the amount of tobacco advertising in your store to help address our youth tobacco epidemic.

- **The purpose in eliminating/reducing tobacco advertising:**
  - o Encourages the health and well-being of all customers entering your establishment
  - o Reduce youth initiation of tobacco products
  - o Reduce the sale of tobacco products to minors

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This toolkit will help to guide you through the process of reducing and eliminating tobacco product advertisements in your business. We believe that with your help we can reduce the youth use rate in our community.

To start the process or if you have any questions, please reach out to us by calling 402-593-3022 or emailing [info@TEAMTobaccoFree.org](mailto:info@TEAMTobaccoFree.org)





## Point of Sale advertising affects everyone including:

- the youth who are cued to view tobacco products as something the business is suggesting they purchase.
- the adult smoker who is reminded to purchase another pack and cued to smoke now and more often.
- the occasional smoker who is cued to consume more.
- the would-be quitter whose intentions to quit are undermined.
- the ex-smoker tempted to relapse and resume smoking.



## TOBACCO 21

On December 20, 2019 in an effort to address with the U.S. Surgeon General has called an “epidemic” of youth tobacco & vaping use, the President signed legislation amending the Federal Food, Drug, and Cosmetic Act, and raised the federal minimum age for sale of tobacco products from 18 to 21 years.

August 15, 2020 Governor Ricketts signed LB1064 to update Nebraska’s law to match federal. The law makes it illegal to sell cigarettes, cigars, electronic nicotine delivery systems (ENDS), alternative nicotine products and tobacco products to anyone under 21 years of age. It also raised the legal age for use of those products to age 21.

Electronic smoking device retail outlets are affected through this law. Until January 1, 2022, they shall not allow a person under twenty-one years of age to enter the store but may allow an employee who is under twenty-one years of age to work in the store. On and after January 1, 2022, an electronic smoking device retail outlet shall not allow a person under twenty-one years of age to enter the store and shall not allow an employee who is under twenty-one years of age to work in the store.

NE State Senator Sue Crawford’s amendment to LB1064, allows individuals between ages 15 and 20 to assist law enforcement in compliance checks of tobacco vendors with written consent of a parent or legal guardian. Youth volunteers use their own identification and make no attempt to appear older than the legal purchase age.

Other relevant tobacco law changes include LB840, which adds electronic smoking devices to the definition of smoking in the Nebraska Clean Indoor Air Act, which prohibits their use in a place of employment or public place with the exception of “electronic smoking device retail outlets” starting November 14, 2020.

**POS marketing is associated with impulse purchases for past and present tobacco users**

- In-store advertising and display is associated with compromising quit attempts.
- Support those in your community who are overcoming this addiction.

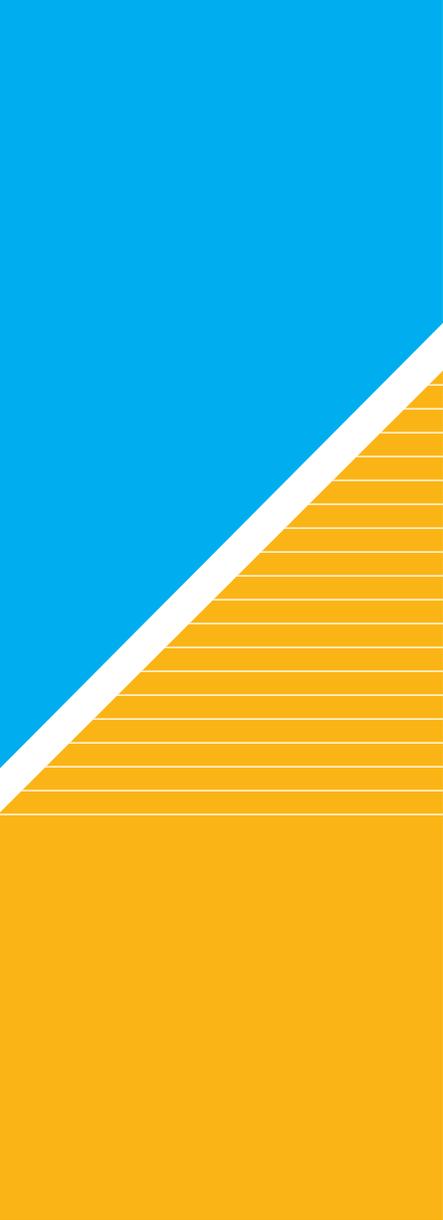
**How can you support adults trying to quit?**

- Promote Nebraska Tobacco Quitline, a free resource available for all Nebraskans 24 hours a day, 7 days a week. ((800) QUIT-NOW / [QuitNow.ne.gov](http://QuitNow.ne.gov))
- Eliminate smoke breaks for your employees, research shows that when you reduce the number of places an individual can smoke, their chances of successfully quitting increases. 7 out of 10 current tobacco users want to quit. Eliminating smoke breaks and reducing the places that they can smoke at will increase their chances of successfully quitting.

## How can you reduce the appeal of tobacco to youth in your establishment?

- Remove tobacco products and advertisements away from candy, chips, soda, toys, and other products that appeal to youth.
- Remove products and advertisements that are at youth eye level. Ads should be no lower than 3 feet from the floor.
- Remove wall advertisements both inside and outside of store.
  - As a reminder current advertisements cannot be larger than 14 square feet. They also cannot form a single “mosaic” advertisement larger than 14 square feet
- Promote the Nebraska Tobacco Quitline, a free resource available for all Nebraskans 24 hours a day, 7 days a week. You can replace tobacco advertisements with Quitline promotional materials highlighting this great tool. T.E.A.M can provide resources free of cost.
- Utilize “This is Our Watch” resources via [www.fda.gov/tobacco-products/retail-sales-tobacco-products/out-watch](http://www.fda.gov/tobacco-products/retail-sales-tobacco-products/out-watch).
- Consider carrying less tobacco products and using the shelf space for other product placement





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