



TOBACCO ENFORCEMENT PROGRAM

Compliant Retailer Letter

FY 2008

[DATE]

[ADDRESS]

Dear Retailer:

In cooperation with the Iowa Alcoholic Beverages Division, a tobacco compliance check was performed at your establishment on **[DAY/DATE OF COMPLIANCE CHECK]**. Officer **[NAME OF OFFICER]** accompanied an underage youth who attempted to purchase cigarettes from **[NAME OF CLERK IF OBTAINED]**.

I would like to extend my congratulations to you and your employees for not selling tobacco to underage youth and being in compliance with Iowa's new tobacco laws.

As you know, it is illegal for minors under the age of 18 to purchase or possess tobacco products, and it is illegal to sell tobacco products to minors. We appreciate your following the state's tobacco laws and helping to keep tobacco out of the hands of our kids.

[YOUR CITY] has taken the Iowa Pledge to uphold the state's tobacco laws, and is pleased that you and your employees have taken the Pledge to not sell tobacco to minors. It is only with the help and cooperation of retailers like you that our community can achieve a zero sales rate to minors.

Again, congratulations, and continue the good work.

Sincerely,

[NAME OF CHIEF OR SHERIFF]

TOBACCO ENFORCEMENT PROGRAM



IX. Non-Compliant Retailer Letter

FY 2008

[DATE]

[ADDRESS]

Dear Retailer:

In cooperation with the Iowa Alcoholic Beverages Division, a tobacco compliance check was performed at your establishment on **[DAY/DATE OF COMPLIANCE CHECK]**. Officer **[NAME OF OFFICER]** accompanied an underage youth who attempted to purchase cigarettes from **[NAME OF CLERK IF OBTAINED]**.

I was disappointed to see the minor was able to complete the sale, therefore violating state tobacco laws. With this violation, citations have been issued to the clerk who made the illegal sale and a citation will be issued to your establishment. Fines for retailers range from \$300 for a first violation to tobacco permit revocation for a fifth offense within four years, while clerks face a simple misdemeanor charge and fines ranging from \$100 to \$500.

As you know, it is illegal for minors under the age of 18 to purchase or possess tobacco products, and it is illegal to sell tobacco products to minors. It is very important your employees be aware of the laws and receive appropriate information on how to properly identify minors, and how to not make illegal sales.

In conjunction with the Iowa Alcoholic Beverages Division, we want our tobacco retailers to be in compliance with Iowa's tobacco laws and help keep tobacco out of the hands of our kids. If you need information or materials to provide education to your employees, please contact the Iowa Alcoholic Beverages Division at 866.IowaABD.

[YOUR CITY] has taken the Iowa Pledge to uphold the state's tobacco laws, and encourages you and your employees to take the Pledge to not sell tobacco to minors.

Please do not hesitate to contact my department at **[PHONE]** if you have any questions. Thank you.

Sincerely,

[NAME OF CHIEF OR SHERIFF]