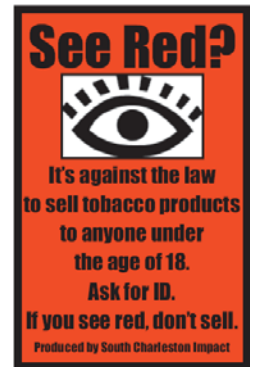




PROCEDURES FOR MERCHANT EDUCATION VISITS



Before Visiting Merchants

- Make sure that you read all the **“See Red?”** and ABCA materials and know what they mean.
 - Explanation to merchants
 - 2 flyers (**“See Red”** & sample of licenses)
 - Register stickers (**“See Red”** and “We Card”)
- Determine the make up of your team (two or three people) who will take turns explaining materials/consequences.
 - Never conduct a visit without another team member AND an adult advisor present.
- Before actually going into the stores, make sure you decide what you will say and practice it.

When Going In to Talk to Merchants

- Ask to speak to a manager.
 - In larger chain stores such as Kroger, Wal-Mart, Weiss, etc. you will need to ask for the front end manager (or the person who trains the clerks). If the front end manager or shift manager is not available, ask for the store manager.
 - If the manager is not on the premises then speaking with the clerk(s) will be fine.

- Introduce yourself and your team members.
- Tell them what community organization you represent.
- Show them the materials and ask if they have received these materials. (Leave the materials even if they already have them.)
- Emphasize that the materials will help clerks stay in compliance with the law so that the clerks and stores won't get in trouble for selling tobacco to customers under 18 or alcohol to customers under 21.
- Show them the materials – quickly going through each piece.
- Tell them that by displaying the materials near the register and using the register stickers, it will remind the clerk at the time of sale to **ALWAYS** check the customer's ID for their age. If the license is the wrong color, **don't sell**. The clerk **ALWAYS** has the right to refuse a sale.

If they have questions for you that you don't feel comfortable answering, give them one of the contact cards and invite them to call the appropriate staff person.

Thanks So Much For Your Help!!!

Tobacco/Synar Questions:

Biddy Bostic
Synar Compliance Specialist
WV Prevention Resource Center
304-744-0136

Alcohol/Underage Drinking Questions:

Stephanie Southall
Underage Drinking Prevention Specialist
WV Prevention Resource Center
304-766-6301 x25