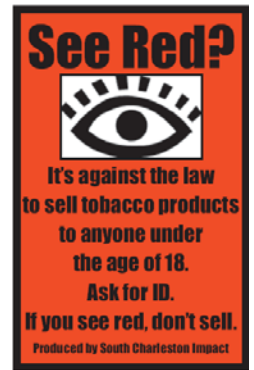




Suggested Policies and Procedures **To Prevent Underage** **Alcohol and Tobacco Purchases**



- All customers should be required to show an ID, or they should not be sold alcohol or tobacco. Acceptable forms of ID include:
 - Valid passport
 - Valid State drivers' license
 - Military ID
- No alcohol or tobacco should be sold to any adult who is suspected of purchasing the alcohol for the purpose of selling or giving it to an underage person.
- No one under the age of 18 should be sold a tobacco product.
- No one under the age of 21 should be sold an alcoholic beverage.
- No alcohol should be sold to an intoxicated customer. Signs of intoxication include:
 - Slurred speech
 - Speaking loudly and inappropriately
 - Bloodshot eyes
 - Swaying when walking
 - Loss of coordination
- Employees should call the police to report any intoxicated customer who leaves the establishment and intends to drive.
- Whenever requested by clerks, management should assist in interventions with problem customers.
- The establishment should not allow alcohol and tobacco promotion aimed at youth.
- The establishment should train all employees in responsible alcohol and tobacco sales.
- A copy of the alcohol and tobacco sales policies should be distributed to every employee at the time of his or her hiring.
- Signs announcing the policy of not selling tobacco to customers under the age of 18 and alcohol to customers under the age of 21 should be posted in a visible location.
- Alcoholic beverages should be stocked where they are visible to a clerk or other employee at all times.



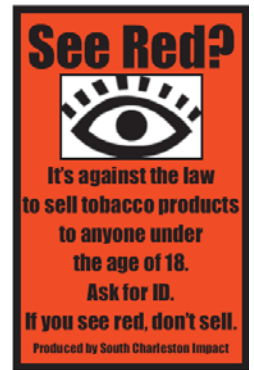
Strategies Commonly Used by Minors To Gain Access to Alcohol or Tobacco



- Obtain fake ID or borrow one.
- Get someone else to buy the product (e.g., family, friends, a date, or an adult in the parking lot).
- Choose stores with a reputation for being easy (those that don't ask for ID).
- Act classy or sophisticated.
- Talk to the clerk and try to convince him or her to sell the product.
- Make friends with the clerk.
- Go to the outlet during a busy time of day when clerks are more distracted.
- Travel with friends or in groups to reduce suspicion.
- Flirt with the clerk, or trade in on looks or an outgoing personality.
- Bribe the clerk.
- Try to look older (e.g., use make-up or clothing style).
- Buy alcohol in volume.



Process for Checking ID: The F-L-A-G System



- **F**eel
 - Have the person remove the ID from their wallet or plastic holder.
 - Feel for information cut-out or pasted on (especially near photo or birth date areas).

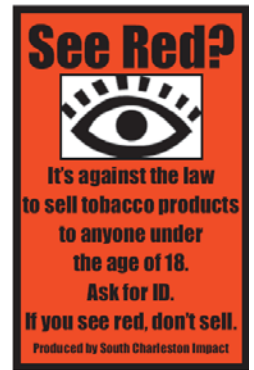
- **L**ook
 - On the WV driver's license, check the background color first. A red vertical license means no alcohol or tobacco. A blue vertical license means no alcohol.
 - If the license is the horizontal license with a white background, then look for the hologram images over the photo and over the word "license" on the WV drivers' license. There is also a "ghosted" copy of the photo in the bottom right corner. These are great tools to determine authenticity.
 - Look at the photograph. Hairstyles, eye makeup, and eye color can be altered, so focus your attention on the person's nose and chin. These features do not change. When encountering people with beards or facial hair, cover the facial hair portion of the photo and concentrate on the nose or ears.
 - Look at the height and weight. They must reasonably match the person.
 - Compare the age on the ID with the person's apparent age. For example, if the ID says the person is 22, but he or she only looks 17, do not accept the ID no matter how genuine it seems.
 - Look at the expiration date. If the ID has expired, it is not acceptable.

- **A**sk
 - Ask questions of the customer, such as middle name, zodiac sign, or year of high school graduation. Ask the birth month. If the person responds with a number, it is probable that he or she is lying. If the customer is with a companion, ask the companion to quickly tell you the customer's name. Any hesitation probably indicates lying.
 - Ask the customer to sign his or her name, then compare signatures.

- **G**ive Back
 - If the ID looks genuine, give the ID back to the customer and make the sale. If the ID is fake or altered, you should still return the ID. Only peace officers are authorized to seize a false ID document. Also, there could be legal repercussions if you take another person's property.



The REFUSE System



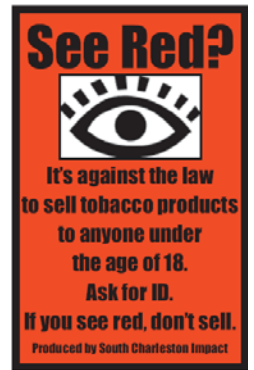
Having a system in place makes it easier for a clerk to refuse sales, either to an underage customer or an intoxicated person. The **REFUSE** system makes it easy to deny sales.

- **R**ecognize the need to check for and verify ID when alcohol or tobacco is placed on the counter or requested by the customer.
- **E**liminate the product from sight. Remove it from the counter if you suspect the customer is underage, or intends to buy it for another underage person.
- **F**irm, yet polite. You can keep the focus on you and your own predicament if you serve the customer, rather than focusing on the customer. Your own personal customer relations style should come into play here.
- **U**nite. Ask for help from other employees or your manager. If you are working alone, consider calling your manager for help or even the police if the situation is serious.
- **S**hift your attention to the next customer.
- **E**nter the occurrence in your establishment's incident log.

The above guidelines should help all employees manage their customers and provide a common language for resolving problem situations.



Ensuring Policy Implementation and Compliance



1. Hire employees who are conscientious. Provide them with a copy of store policies and procedures and have them sign a statement attesting that they have read and understood the policies and agree to implement them.
2. Discipline those employees who are not enforcing store policies and guidelines, including alcohol and tobacco policies and procedures. Terminate any employee who is caught knowingly violating the policy (and document the reasons why).
3. Make sure all new employees are trained in responsible sales practices.
4. Periodically emphasize to your staff that you want them to implement and comply with these policies.
5. Institute an incentive program for employees who effectively uphold responsible alcohol and tobacco sales policies and procedures.
6. Conduct periodic spot checks or hire a “shopper” to check on employees to monitor their compliance with policies and procedures.
7. Support your employees when they refuse sales to a customer.



Information to Include in New Employee Training



- Current laws and penalties regarding sales and provision of alcohol or tobacco to underage customers.
- Properly determining age using carding procedures.
- How to deal with problem situations, such as sales to underage customers, intoxicated customers, after-hours sales, and second-party sales.
- Maintaining incident documentation forms.
- How to most effectively implement the store's policies and procedures.