



A Guide to Presenting NO BUTS! and Card ME to Retailers

Sponsored by:



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This document was created to assist you when approaching a store that sells both tobacco and alcohol and you are presenting the two responsible retailing programs, NO BUTS! and CARD ME. The following are suggestions on how to efficiently and effectively do this. This document contains an outline of how to approach stores, a chart comparing NO BUTS! and Card ME, as well as descriptions of each program.

Both programs are designed to engage the retailer in helping the community to reduce the illegal sales of unhealthy products to minors. The major difference in the two programs is that for alcohol's CARD ME, the training is done on site by the community person or HMP person, and the retailer chooses which components they want to implement. For tobacco's NO BUTS!, the program is described by the community or HMP person, but the retailer has to follow up by doing all the components of the program on a CD, training all his/her employees on the details of selling tobacco to minors, and complying with other aspects of the program in order to receive a compliance credit.

A third program, We Card, is promoted to stores by tobacco companies. We Card has not been proven to be an effective tool and does not appear to meet guidelines for the Federal Drug Administration (FDA). The guidelines can be found at <http://www.fda.gov/tobaccoproducts/guidancecomplianceinformation/default.htm>.

Step 1: Make initial contact

- ◆ **You will only likely be able to get a manager's attention for 10-20 minutes to engage them in the programs due to the many demands for their time.** Be prepared to highlight the key information and steps of the programs in a clear and concise manner. Be sure you are comfortable explaining both the NO BUTS! and the Card ME program as well as answering questions.
 - Tips:
 - Contact the licensee's or store's head manager during off peak times to increase the likelihood of getting them to engage in a quality conversation with you.
 - Best times are likely from 9:30-10:30 AM or 1:30-3:30 PM
- ◆ Briefly introduce yourself and state the coalition you are representing. Ask them their name if you do not know already.
- ◆ If possible, give them a genuine compliment about their establishment.
- ◆ Ask if you could get a few minutes of their time to explain the voluntary and free programs, which may help them to protect their licenses and the reputation of their business.
 - Ask if now is a good time for you to meet or if they wish to schedule a different time. If they say that it is not a good time for them, ask about their availability within the next week or so.
 - If they say they are not interested, leave information about the programs

and the coalition (including your contact info) so that they may contact you if they decide they want to learn more.

Step 2: Provide overview of NO BUTS!

- ◆ NO BUTS! was developed in Maine as a program for licensed tobacco retailers to help them train their clerks to handle tobacco sales legally and appropriately.
- ◆ The program also asks the retailer to display NO BUTS! materials, and have a written policy.
- ◆ The main benefit of the NO BUTS! program is that tobacco retailers who demonstrate they have met the requirements of the program can get compliance credits if they are charged with an illegal sale.

More selling points for the program are listed on page 5.

Steps for retailers if they agree to participate:

Give him or her the introduction CD that will further explain the program. Remind him/her to complete and submit the survey in the CD by email which goes automatically to the Attorney General's Office.

The AG's Office will approve the registration of the store into the program, and this will enable the store to order a NO BUTS! kit and proceed with the steps outlined in the CD. The HMP will then be notified of this request so they can conduct follow-up visits with the store. Follow-up visits should occur at least every six months.

In the case where an HMP has gotten an agreement from the store at the initial visit that they would like to participate, the store still should order a NO BUTS! kit, but the HMP should notify the Partnership For A Tobacco-Free Maine so that the store gets registered.

Step 3: Provide them with an overview of Card ME

- ◆ Using the information that is on the one-page fact sheet attached (also in the Card ME Implementation Guide, the Guide for Stores Selling Alcohol, and the Card ME training(s)), briefly highlight the following information:
 - What is Card ME?
 - How is Card ME different from other responsible retailing programs?
 - How is your coalition able to support them in their responsible retailing efforts?
 - Stress that the implementation of Card ME is just one of the many strategies your coalition is implementing as part of a comprehensive approach; this is important so that they know you are not saying they are "THE" problem. Recognize that being a liquor licensee comes with many challenges and that your coalition wants to support them in their responsible retailing.

Step 4: Follow Up and Follow Through

- ◆ Hand-deliver the materials ordered from the Information and Resource Center
- ◆ Let the owner/manager know you will conduct follow up visits
- ◆ Leave your contact information in case they have questions or need more materials
- ◆ Visit the stores periodically (every six months is recommended) to check on the stores' progress

Available Resources:

NO BUTS!

- ◆ Complete Kit including:
- ◆ Employer Guide
- ◆ NO BUTS! DVD
- ◆ No BUTS! Store Poster
- ◆ Break Room Poster
- ◆ Countertop Age Calendar
- ◆ Customer Information Pads
- ◆ Door/Window Decal

Card ME

- ◆ Card ME Implementer's Guide
- ◆ Guide for Stores Selling Alcohol
- ◆ Card ME Training
- ◆ Card ME Website:
www.maineosa.org/prevention/community/licensee/cardme

Comparison of Maine Responsible Retailing Programs for Alcohol and Tobacco

	CARD ME – sponsored by the Office of Substance Abuse	NO BUTS! – sponsored by the Partnership For A Tobacco-Free Maine and the Maine Office of the Attorney General
Primary target audience	Store Management	Clerks Customers
Secondary target audience	Clerks Customers	Store Management (policy development component)
Goal	Reduce illegal alcohol sales (includes sales to people under 21 and visibly intoxicated people)	Blocking Underage Tobacco Sales
Objectives	<ul style="list-style-type: none"> a) Alcohol licensee management will review their establishment’s current policies and practices relating to sales of alcohol products b) Alcohol licensee management will identify "Best Practices" for responsible retailing not being implemented at their establishment c) Alcohol licensee management will adopt effective responsible retailing practices not yet in use and are appropriate for their establishment d) Local coalitions will establish collaborative relationships with liquor licensees in their community e) Community norms supporting responsible retailing will become more visible and vocal 	<ul style="list-style-type: none"> a) Tobacco retailers and their employees will conduct responsible sales of tobacco products. b) Participating licensed stores will implement the policies and practices outlined in the employer guide to qualify for compliance credit. c) Participating licensed stores will keep records of employee trainings including annual refresher training, use of the customer information handout and display of the door decal, age calendar, register reminder and break room poster in order to qualify for compliance credit.
Materials available	<p>The following are some of the materials available in different versions for on and off premise alcohol licensees:</p> <ul style="list-style-type: none"> a) Guide book (includes responsible retailing best practices/tips) b) Alcohol licensee checklist of best practices c) Posters and signs for floor/coolers to increase awareness of laws and carding policies d) Posters for employee area to educate re: laws and responsible retailing practices and tips e) Employee reminder label series <p>To see a full list, go to www.maineosa.org/prevention/community/licensee/cardme</p>	<ul style="list-style-type: none"> a) Employer guide – instruction on how to run the NO BUTS! program b) “It Takes A Good Check” DVD, Online Employee Training, http://nobuts.tobaccofreemaine.org/login/nobuts.php c) No BUTS! Store Poster d) Break Room Poster –employees reminder of consequences of selling tobacco to minors e) Customer Information Pads – Tear-off handouts for customers with questions about the program f) Door/Window Decal g) Countertop Age Calendar – a guide for clerks to quickly calculate whether someone is underage
Implementation Details	Local coalitions visit alcohol licensees in their service area at least 2 times per year (the initial visit is to describe the program and its materials, to build rapport with retailers, and to inquire about willingness to complete the checklist of best practices; follow-up visits aim to support retailers in re-assessing and identifying improvements in their responsible retailing practices and to discuss the impact of the changes and CARD ME materials)	Local coalitions visit stores to describe the program and its benefits. They then provide retailers with an Introduction CD. Store participation and degree of implementation is typically voluntary. Describe how to implement the program including ordering materials. Follow- up at least every 6 months to check on general compliance and refresher trainings.
Notes	The Maine Department of Public Safety’s Liquor Licensing Division does not currently provide any reduced or deferred penalties compliance check violations tied to CARD ME participation.	At the discretion of the Maine Office of the Attorney General, NO BUTS! participation may be able to result in reduced penalties for first-time tobacco compliance check failures.

NO BUTS! for kids here – Blocking Underage Tobacco Sales



What is “NO BUTS!”?

The NO BUTS! (Blocking Underage Tobacco Sales) initiative is Maine’s first responsible retailing program for tobacco and was established in August 2001 by the Partnership For A Tobacco-Free Maine (PTM) and the Maine State Attorney General’s Office. It provides training to tobacco retailers and their employees to promote responsible sales of tobacco products. Maine law prohibits the sale of tobacco products to anyone under 18 years of age.

NO BUTS! was established to address **two** major issues:

1. Underage tobacco use is a major public health crisis in Maine.
2. Compliance with tobacco sales law is a vital component in combating underage tobacco use. NO BUTS! enhances Maine’s tobacco sales compliance laws two ways: First, this initiative gives retailers the tools they need to prevent selling tobacco to minors. And second, NO BUTS! rewards the overwhelming majority of Maine retailers who are already doing a good job preventing sales of tobacco to minors.

The NO BUTS! Kit

Retail store owners and their employees have a critical role to play in reducing youth tobacco use. NO BUTS! is designed to assist in adopting policies and practices that will effectively block sales. **Also, a NO BUTS! employer can obtain compliance credits toward future violations.**

In order to be a NO BUTS! employer, the store must have the following:

- a written tobacco policy that includes hiring practices and clearly defines disciplinary actions
- implement training components for all employees
- and display required NO BUTS! materials in the store.

Recommendations for good practice are to further discourage underage tobacco sales, including hiring policies, self-monitoring to check employee compliance, support tools and putting limits on tobacco advertising, displays and promotions.

The NO BUTS! Kit includes:

- Step-by-step Employer Guide for implementing the NO BUTS! program, with guidelines for following the rules to ask for ID, examine ID, and how to refuse a tobacco sale
- DVD
- Tools retailers need to implement an in-store policy
- NO BUTS! window poster, door decal, and counter calendar that show staff, customers, and community that it is a NO BUTS! retailer

Online NO BUTS! training is now available to employees of tobacco retailers.

<http://nobuts.tobaccofreemaine.org/login/nobuts.php>

The community coalition is able to support stores in their responsible tobacco retailing efforts by the following efforts:

- Follow-up with retailers previously enrolled in the “NO BUTS!” responsible retailing education program at least every six months to assure compliance and provide technical assistance.
 - Each employee of a store needs to take a refresher training annually as part of the requirement of the program. In addition, the store should be keeping a record of this.
 - HMPs may offer to review store records to insure that the retailer records are complete and make the retailer eligible to get a compliance credit. The stores are not required to have their records checked.
- Provide proactive and technical assistance in coordination with the PTM and the Maine Office of the Attorney General as needed.

Benefits of the NO BUTS! Program

“NO BUTS!” is designed to assist retailers in adopting policies and practices that will effectively block underage tobacco sales. “NO BUTS!” will also recognize their efforts, factoring in retailers participation and compliance record should a violation occur.

In June of 2010, the new federal requirements administered by the FDA went into effect and retailers must not only comply with Maine law but also with the FDA Rule. This will allow retailers with violations that demonstrate implementing a training program consistent with FDA guidelines an opportunity to reduce FDA penalties for sales to minors.

While there are other responsible retailing programs, the State believes strongly that NO BUTS! is the most comprehensive and effective program offered to Maine tobacco retailers.

Promote NO BUTS! in your community and be a leader in the efforts toward prevention.

For more information on the NO BUTS! Program, contact the Partnership For A Tobacco-Free Maine at 207-287-4627.

The Card ME Program

What is Card ME?

Reducing illegal access to alcohol by underage or visibly intoxicated persons takes commitment and collaboration from not only liquor licensees, but also the community as a whole. The Program provides communities with a model to:

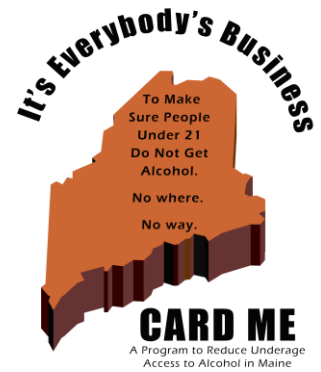
- ❑ Make it more difficult for underage and visibly intoxicated persons to obtain alcohol from liquor licensees,
- ❑ Provide licensees with encouragement and positive reinforcement for their responsible retailing efforts, and
- ❑ Build stronger community norms around limiting alcohol availability to underage and visibly intoxicated persons.

The Card ME Program is a voluntary responsible retailing program that takes an innovative approach to reducing retail access of alcohol to minors and visibly intoxicated persons. The program provides managers and store owners with free tools to help set norms and expectations around selling alcohol in their stores.

Benefits of Participating in Card ME

- ❑ Free information on responsible retailing best practices,
- ❑ Tools to assess and address strengths and weaknesses in the current policy, including free materials and guidelines to create a store policy, and
- ❑ Suggestions for no-to-low costs changes that can help reduce risks of violating state laws.

For more information on the Card ME Program contact the Information and Resource Center at 207-287-8900 or go to www.maineosa.org/prevention/community/licensee/cardme/index.htm.



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