

Revised February 16, 2011

No Cigs for Our Kids
LCC Tobacco Campaign Protocol

I. Campaign Introduction:

A. To Retailers:

- All retailers within the target area should be mailed the introduction to the campaign and a Vendor Education Information Sheet.
 - For retailers that received a baseline compliance check these documents should be included in the mailing of their compliance check follow-up documents.
- When new retailers are identified, send them an intro to the campaign letter and vendor education info sheet.

B. To Media:

- A press release introducing the campaign should be submitted to local media outlets within the target areas.
- Developed PSA's and Press releases will be submitted to local media throughout campaign activities, as appropriate.

II. Letterhead:

- Each county should attempt to get the endorsement and signature of their county Sheriff and County Prosecuting attorney for the letterhead of tobacco campaign documents.
- Other agencies may be added as appropriate to the column along the left side or as a signature agency.

III. Vendor Education:

- BSAAS will provide vendor education packets once per year, usually around May. If you need additional vendor education packets you can print them yourselves. All contents can be downloaded at http://www.michigan.gov/mdch/0,1607,7-132-2941_4871_29888-150144--,00.html
- Vendor education, as necessary, should be figured into the overall LCC budget that is dedicated to tobacco efforts and billed based on actual costs, not on a per visit rate.
- Vendor Education should include the Vendor Education Information Sheet with Campaign Logo in the front of packet. A minimum of 25% of your vendor education visits should be focused in your targeted areas.
- Vendor Education may NOT be conducted during the month of JULY.
- Vendor education should be provided, in a timely manner, to any retailer requesting the service.
- Vendor education should be scheduled and conducted with all retailers that receive a non-compliant compliance check during non-Synar or formal Synar. However those failing Synar may not be visited until after July 31st.

- All vendor ed visits should be entered into the compliance check data entry excel document under the ‘vendor education’ tab.

IV. Non-Synar Compliance Checks Procedure:

- All non-Synar checks *should* be conducted by law enforcement and a citation issued for non-compliant retailers.
- Non-Synar compliance checks should be conducted quarterly throughout the entire year, except for the month of July.
- Non-synar checks may NOT be conducted during the month of JULY.
- Retailers should be randomly selected, within the target area, for quarterly compliance checks. LCC can draw a sample for you. In addition, it may be appropriate to target compliance checks toward retailers that have consistently failed checks. This should be considered carefully because we do not want retailers to feel targeted.
- The percentage of compliance checks conducted on a quarterly basis in the target areas should be determined based on the likelihood of increasing the retailer’s general perception that they will be caught if they violate the YTA and the availability of funding.
- If it is a law enforcement check they must turn in a **copy of all citations/warnings** with the compliance check forms and a police report if possible.
- Law enforcement will only be funded through LCC if they issue citations upon non-compliance and a copy of the citation is provided to the DYTUR. Warnings are not sufficient to be considered a law enforcement compliance check.
- Coding for the state list: If the store sells gas, call it a gas station on the form. If the retailer is a bar and a restaurant record the type of store as a ‘bar’. If you can purchase tobacco from only the restaurant or from both the bar and the restaurant then call it a ‘restaurant’.

V. Compliance Check Follow-up Procedures:

- Each compliance check should be followed up with the following documents:
 - Appropriate Compliance check follow-up letter, include the corporate contact as a ‘cc’. The letters should include: The actual store name and location, The date and time of the compliance check, and the store number if it is a chain
 - Vendor Education Information Sheet
 - Certificate of Compliance when appropriate (If law enforcement did not already hand out at the time of check)
- If the retailer failed the compliance check they should receive a vendor education visit within a reasonable timeframe.

VI. Corporate Headquarter Notification: Corporate headquarters should be informed of compliance check results for their local retailers. This should be done in a quarterly summary format.

- The summary letter to corporate headquarters should be sent quarterly to notify them of the results of compliance checks conducted with local tobacco retailers.
- Copies of the letters to individual retailers or a list of specific results should be attached.
- The summary should include both compliant and non-compliant retailer results.
- An updated corporate contact list must be maintained by the DYTUR.

VII. Compliance Check Data Entry-

- Data from the compliance check form for each compliance check conducted will be entered into the compliance check data entry excel document under the ‘compliance check’ tab.
- You may keep all data in one document because it can be sorted by the date the checks were done. Do not start a new database for each fiscal year.
- Unique Identifier – Each DYTUR must create a unique identifier assigned to each retailer that will remain constant over the years. The unique identifier should be the first initial of your county’s name followed by a three-digit number. New retailers should be assigned the next number in the sequence of the numbering.
For example the Unique ID for the first retailer in the Muskegon County list would be M001
- Youth Unique ID’s – Youth Unique ID’s will be assigned by the county DYTUR’s. The first three places should be letters and indicate the county your from. The following three places should be numbers that you assign to each youth. For example ‘MKG001’. Make sure that youth all use a different unique ID number.
- Adult Unique ID’s – For this ID number you will use the ID given to you for formal Synar of 04/05: Allegan = LKS01; Berrien=LKS02; Muskegon=LKS04; and Ottawa=LKS05. If additional adult ID numbers are needed you will need to contact Kori and she will assign one.
- Vendor education visits should be entered into database under the ‘vendor education’ tab of this database.
- Database should be submitted to LCC quarterly with the Youth Access to Tobacco Activity Report.
- This database should include all vendor education and compliance check activity even if funded through other sources.

VIII. Youth Access to Tobacco Activity Report:

- This report will be due to LCC quarterly on the 15th of the month following activity.

IX. Baseline and Follow-Up compliance assessment:

Compliance checks done for the purpose of assessing the compliance rate in the target area:

- May be conducted over a period of time.
- The demographics of youth purchasers utilized should remain constant for each retailer or else the differing youth purchaser demographics should be randomly assigned to retailers.

X. Michigan Liquor Control Commission:

- Each retailer that receives a warning or citation must be submitted to the Michigan Liquor Control Commission (MLCC) unless the retailer does not sell alcohol. To do so send a copy of the warning or citation and the compliance check form to LCC who will submit them to the MLCC contact person.
- Even a warning should be submitted to the MLCC, although law enforcement should issue citations and NOT warnings if they are funded through LCC.
- MLCC has the power to put a liquor license on probation, suspend it, and revoke it.
- Annually the region will provide a summary to the MLCC of all sales and citations through LCC. Each DYTUR will submit the summary for their county to LCC in the required format.

XI. Media Coverage: Please see **Attachment #1** for media submission and tracking guidelines.

- Press releases should be submitted as appropriate.
- Submissions to media must be recorded.
- Coverage of campaign efforts should be recorded.
- Please retain copies of all newspaper articles.
- For television or radio coverage please type up a brief description, including the following information and retain a copy for your records.
 - Briefly describe the topic of the coverage.
 - What was the approximate length of time that this coverage was?
 - Was the coverage positive or negative in regards to campaign efforts or tobacco control/prevention?

Attachment #1

No Cigs For Our Kids Media Tracking Instructions

In the Media Plan chart please list the outlets that press releases or other notification materials were sent to regarding our campaign efforts. This information can be typed into the 2nd to last column.

In the Media Plan chart please list the outlets that covered the campaign press releases. This information can be typed into the last column. For all coverage please keep an attachment of the following:

- Please retain copies of all newspaper articles.
- For television or radio coverage please type up a brief description, including the following information and retain a copy for your records.
 - Briefly describe the topic of the coverage.
 - What was the approximate length of time that this coverage was?
 - Was the coverage positive or negative in regards to campaign efforts or tobacco control/prevention?

For coverage that was not a part of the identified press releases scheduled by the campaign, please use the miscellaneous category to track the appropriate information.

**No Cigs for Our Kids Campaign
Media Plan**

Document	Purpose/Activities Covered	Release by Date	Timeline of Activities Covered	Submissions (outlets and dates)	Coverage (outlets and date)