

PIHP/DYTUR Sample Vendor Education Script

PIHP/DYTUR: “Hello, my name is [name]. I represent [PIHP/agency name]. May I speak with the [owner/manager/most responsible person]?”

PIHP/DYTUR: “Thank you for taking the time to meet with me, I promise this will not take long. Your establishment should have already received tobacco education materials from the State of Michigan consisting of a vendor education flyer and a birthdate sign in English.”

PIHP/DYTUR: “Has this information been received by your establishment?” OR “I can see that you’ve already posted this information. Thank you.”

PIHP/DYTUR: “As a follow-up to the State’s materials that were mailed to your establishment my agency meets with retailers such as yourself to reinforce the information/messages and possibly provide updated birthdate signage, if needed for public posting.”

Provide retailer appropriate birthdate sign, as needed: English, Spanish and/or Arabic.

PIHP/DYTUR: “It is not a legal requirement to post the birthdate signs in your establishment, but it is done to help keep tobacco away from individuals under the age of 21, so we appreciate your help in doing so. There is a legal requirement to post the Youth Tobacco Act sign.”

PIHP/DYTUR: “Each day in the United States, approximately 1,600 youth smoke their first cigarette. E-cigarettes have been the most commonly used tobacco product among youth since 2014. Long-term addiction and related health problems for youth and adults can cost society billions of dollars. However, youth tobacco use is preventable which is why your role in enforcing the legal age requirement of 21 is so important.”

PIHP/DYTUR: “The Vendor Education flyer provided was created to help you do your part by explaining the Federal Tobacco 21 law, the Michigan Youth Tobacco Act, a list of tobacco, vaping, and alternative nicotine products as well as retailer refusal tips.”

PIHP/DYTUR: “Do you have any questions?” Listen to retailer concerns and answer if you can. If you do not know the answer, refer them to MDHHS using the contact information below.

PIHP/DYTUR: “Thank you for your time and again, we greatly appreciate your help in preventing underage tobacco use. Please let us know if you have any questions or concerns.”

Attention: Synar Coordinator

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