

# THIS IS OUR WATCH

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WE I.D. TOBACCO PURCHASES

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RETAILER  
MATERIALS  
SUGGESTIONS  
FOR USE



## INTRODUCTION

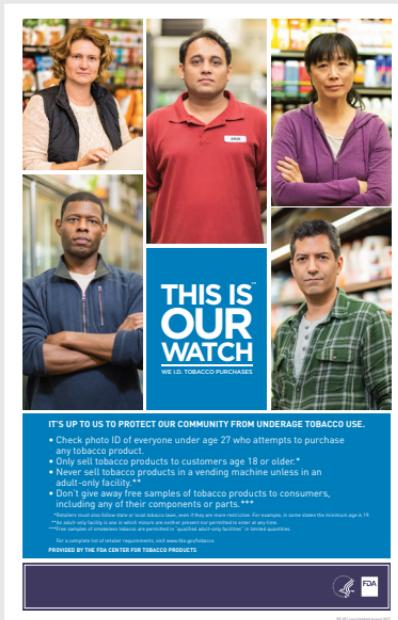
To help you better understand federal laws and regulations regarding the sale of tobacco products, FDA's Center for Tobacco Products has developed a new education program, This Is Our Watch®. The program aims to help raise awareness and understanding among retailers regarding FDA tobacco regulations, the importance of compliance, and the greater purpose — protecting the nation's youth from the harms of tobacco use.

This guide provides recommendations and suggestions for using each of the This Is Our Watch® materials you have received. Please be advised that retailers are NOT required to display This Is Our Watch® materials in stores; participation is voluntary.

# POSTER

This 11" x 17" poster summarizes some of the important regulations for selling tobacco in retail establishments.

**Suggested Placement:** On the walls and windows of your establishment, near your register, or in your break room — wherever store employees can see it.



# REGULATION FLYERS

These flyers provide a quick breakdown of current tobacco regulations.

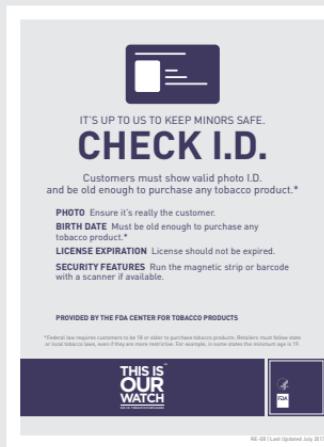
**Suggested Placement:** On the walls and windows of your establishment, near your register, or in your break room — wherever store employees can see it.



## REGISTER SIGNAGE

The two-sided register sign serves multiple purposes. One side informs customers that they must have their I.D. ready in order to purchase tobacco. The other side contains useful information about what retailers should be looking for when checking a customer's I.D.

**Suggested Placement:** On the transaction window or on the sales counter, with the retailer side facing the clerk and the customer side facing away.



## Retailer-Facing



### Consumer-Facing



## STICKERS

We've included This Is Our Watch® stickers in various sizes to use however you'd like.

**Suggested Placement:** On cash registers, clothing, nametags, doors, windows, or walls of establishment.



## AGE VERIFICATION CALENDAR

The age verification calendar allows you to easily figure out whether or not your customer is old enough to legally purchase tobacco products according to federal law. This tool tells you the exact date a customer must be born on or prior to in order to buy tobacco. REMINDER: You must also follow state or local tobacco laws, even if they are more restrictive. For example, in some states the minimum age to purchase a tobacco product is 19.

**Suggested Placement:** On sales counter with the retailer side facing the clerk and the customer side facing away. Prop the calendar up using the built-in stand.



