

As a community business owner, what can you do to protect youth?

Advertising directly impacts whether youth take up risky behaviors. This can be prevented by how you communicate and market alcohol, tobacco/vape and lottery products in your community.

Communicating with the Public



Retailers serve their communities when they let customers know about their commitment to enforce the legal age of purchase and the importance of preventing teen access to alcohol, tobacco/vape and lottery products.



Post Signs Discouraging Illegal Purchase



Get Involved in the Community

Join coalitions, visit preventionlane.org



Enforce Legal Age to Purchase

Where to Post Signs



At each store entrance



At each cash register



At each display

What is on Signs



Minimum lawful age to make purchase



If the person appears younger than age 30, their ID will be checked



When applicable, post health warnings and quit line information

How to Protect Youth in Stores



Lottery, tobacco/vape, and alcohol marketing influences youth attitudes and behaviors, encouraging consumption. Limiting advertising is an easy, voluntary step you can take to change the impact on your community.

Where to place ads & products?

Higher than 3 feet from the floor



Greater than 3 feet from the cash register

Where to display ads?

Away from products popular with youth

[Such as soda, energy drinks, snack foods, candy and ice cream]



Covering less than 25% of the windows

Where to avoid advertising?

Avoid college or high school publications



Avoid placement near schools or playgrounds

What ads & products to avoid?

Avoid products appealing to youth

[Such as flavored products, Jell-O shots, single cigarillos, cartoon-like lottery games]



Avoid youth-oriented advertising

[Such as ads with youthful models or with sports or entertainment stars popular with youth]

For more information

www.preventionlane.org/retailers

