

SHOW ME



Education and Compliance Training for
Tobacco and Nicotine Retailers

Stories From the Field

Crystal Flucas, Tobacco Enforcement and Education Officer with the City of Columbia, Missouri, works within the community to ensure compliance with all laws and local ordinances specific to the retail sale of tobacco products. Upon learning of the Show Me Retailer Training, Crystal began telling retailers she visited that this training was available and could help them to ensure that not only were they (the owners/managers) in compliance, but that their employees were as well.

Since Crystal has begun talking about the training program, she notes that it has been a great asset for building relationships with retailers and showing them in a physical way that "we're trying to help them," not just catch them being non-compliant. This creation of relationships between those employed to ensure compliance and those that own/work in tobacco retailers has brought greater meaning to the truth that "we're all doing this job together and that our common goal is to keep tobacco products out of the hands of youth."

Overall, Crystal has seen the number of violations greatly decrease since being able to provide this training program to retailers and has heard from many that they are thankful this is now being offered - free of charge - as they knew this is something that would be beneficial to their own compliance efforts, but that they had not had the lift to put in the hours to create the curriculum.

Check it out for yourself at: showmetobacco.education