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13 Stores Show Compliance in Recent Tobacco Checks

On December 23rd, 2013 Red Rock Regional Prevention Coordinator (RPC) conducted Tobacco Reward Reminder visits at local convenient stores in Elk City. 14 retail stores were checked and 13 of those stores were in compliance with the law. The RPC will conduct over 100 Tobacco Reward Reminder checks this year across Beckham, Blaine, Caddo, Custer, Dewey, Greer, Kiowa, Roger-Mills, and Washita Counties in hopes of educating store clerks about the harmful effects of tobacco use for minors.

Reward Reminder Visits target retailers in the community to assess whether they will sell tobacco products to those under the age 18. The RPC staff use minors to attempt to purchase these products. After the attempted purchase, the retailers are informed on the spot that they were just involved in a tobacco buy operation. If they do not sell to the minor, then they are given educational materials and a thank you card for not selling. However, if they did attempt to sell to the minor, they are warned that they could be fined through the ABLE Commission and are also given educational materials. The retail managers are sent informational materials and a letter informing them of how their staff performed. The RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services and are required to conduct a specific number of these visits each fiscal year.

To learn how to stop youth access to tobacco or for more information about the RPC please contact the Regional Prevention Coordinator at 580-323-9736.