



**TOBACCO
ON SALE HERE**

**IT IS ILLEGAL
TO SELL TOBACCO
PRODUCTS TO
ANYONE UNDER
THE AGE OF 18**

Tobacco Retailing Awareness Programme

The Law, You and Selling Tobacco Products

A free interactive awareness resource designed to support local tobacco retailers and their staff to comply with the law.

Did you Know?

In the two year period January 2018 to January 2020, 280 premises across the three partner council areas were checked to see if they would display or sell tobacco product to someone under the age of 18 years - 16% of owners or staff allowed either an illegal display or illegal sale to take place!

Why?

The most common reasons are:

- Lack of understanding of legal requirements
- Reluctance to challenge customers on identity and age
- Replacing good procedures with bad practices and habits
- Believing they will not get caught or there are no consequences

Here's where we can help

Our free interactive awareness resource can be found here:

www.midandeantrim.gov.uk/tobacco

Tobacco Retailers (the business) will always be responsible for providing suitable training to their staff but our awareness programme provides:

- **Clarity** - simple but concise guidance on what the law requires
- **Instant feedback** - realistic scenarios to test understanding of the law
- **Convenience** - can be completed in 20 minutes and available at all times
- **Accessibility** - connect via desktop, tablet, smartphone, wifi or data

