



June 10, 2020

Dear Store Manager:

As you are probably aware, the Federal Government has increased the age to purchase tobacco and vape products to 21 years of age—also known as Tobacco-21. This is a big change for some retailers, but for most, it has been a minor adjustment to confirm a person's age as 21 instead of 18. Thank you to those retailers who are working, as part of the State of Michigan's effort, to decrease youth access to tobacco products.

The *Youth Tobacco Act* states that it is illegal to sell tobacco products to anyone under the age of 21. Tobacco is the number one cause of preventable death in our society. In Michigan, 90% of adults who are addicted to tobacco products began smoking before the age of 18. Currently 20% of Michigan high school students use nicotine products, and are possibly headed for a lifetime of addiction. Our goal is to create awareness of the youth tobacco problem and reduce the sales of nicotine products to minors, therefore preventing our children from beginning a lifetime of nicotine addiction.

In this packet you will find several pieces of information for you to share with your employees who are responsible for ensuring that alcohol and tobacco products are not sold to anyone under the age of 21. While most employees are aware of the law, we find during compliance checks that during times of stress--times of increased business or being flustered at not being able to tell if a customer is of age to purchase--clerks sometimes make the mistake of selling to a minor. One of the enclosed information pieces is a copy of a Michigan driver's license showing that the red print on the license will indicate the month, day and year that the person turns 21. There is no longer a need for anyone to calculate a person's age.

Please let me know if you have any questions or would like additional information. Thank you for your commitment to making your community a safe and healthy environment for area youth.

Sincerely,

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Designated Youth Tobacco Use Representative  
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**Your Birthdate Must Be  
On Or Before This Date In**

**1999**

**To Purchase**

**TOBACCO, VAPOR PRODUCTS &  
ALTERNATIVE NICOTINE PRODUCTS**

**————— AND —————**

**Your Birthdate Must Be  
On Or Before This Date In**

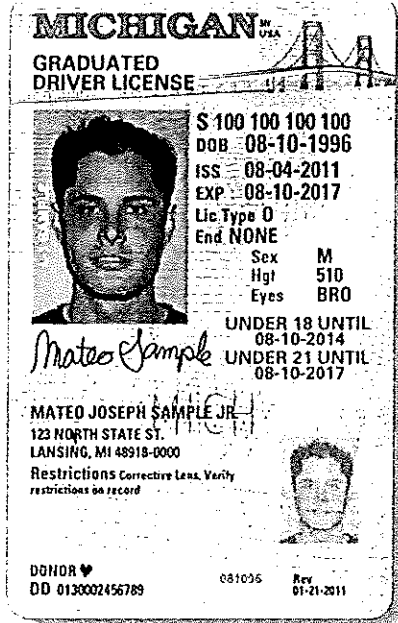
**1999**

**To Purchase**

**ALCOHOL**

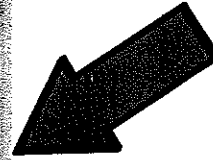
Expires 12/31/2020

Additional copies can be downloaded from [www.healthymichigan.com](http://www.healthymichigan.com)



If it's VERTICAL....

READ  
the  
RED!!!



*No More Calculating Ages!*

Printed in red on the vertical license are the dates when the card owner will be 18 and 21 years of age. Remember to "READ THE RED"

This reminder to "Read the Red"  
is offered by *Up North Prevention*.

The information on the vertical license was taken from the  
State of Michigan website at [www.michigan.gov](http://www.michigan.gov).

Selling alcohol or tobacco to minors may result in fines,  
the loss of the business license to sell alcohol, and/or YOUR JOB!

**Please check IDs before selling!**



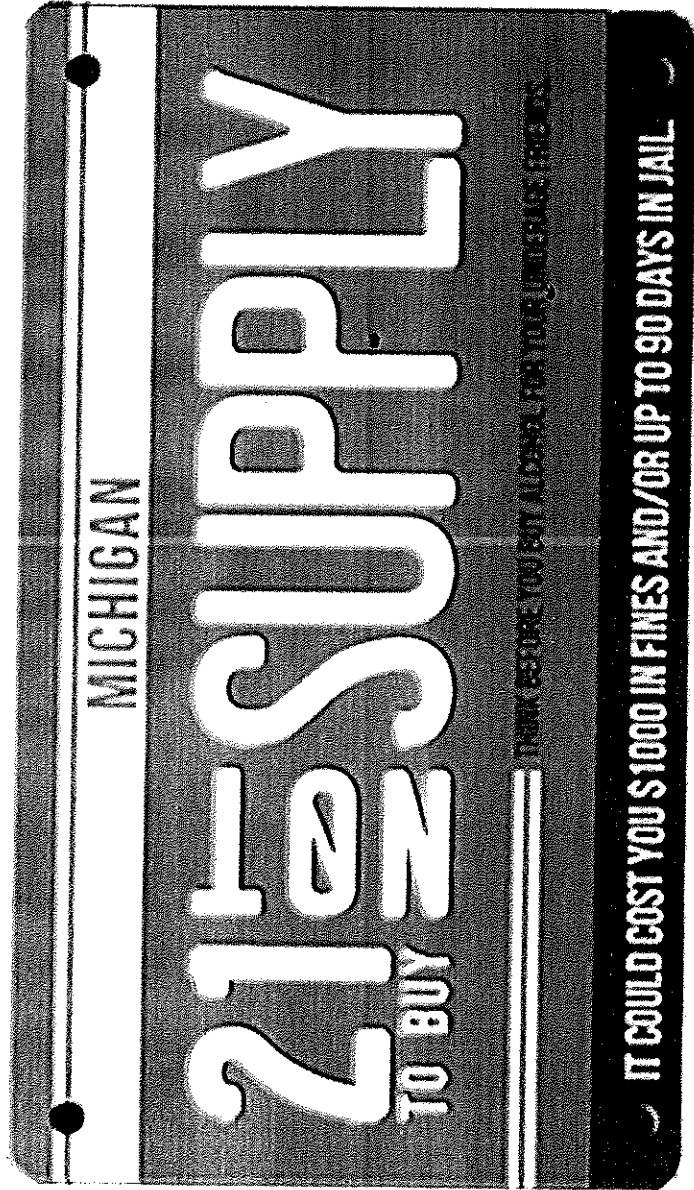


### **Best Practices to Prevent Alcohol Sales to Minors**

- Ensure all employees participate in an approved alcohol sellers training.
- Have policies in place in regards to checking ID for alcohol purchases.
- Have cash registers or scanners prompt for date of birth when alcoholic beverages are scanned.
- Provide continued education to employees on policies and how to properly check ID.
- Make sure the business is properly staffed so employees don't feel rushed or overwhelmed when completing alcohol sales.

*Each time an employee prevents the service or sale of alcohol to a minor or intoxicated person, they are protecting themselves, their business, and their community from serious public safety risks.*





Northern  
Michigan  
Regional  
Entity

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