

# Arkansas Tobacco Control Board

## Sales to Minors Enforcement

# *Annual Summary*



*Fiscal Year 2007*

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## Fiscal Year 2007 Annual Summary

### Summary of Accomplishments

Our violation rate increased a little in Fiscal Year 2007. As a result we increased compliance checks toward the end of the year. We are hoping that with the increased compliance checks, merchant education and routine inspections the rate will begin to decrease. During the year, we performed 5,324 compliance checks with only 394 violations. This results in an average of 7.42% for the year compared to 6.36% the previous year.

Although this year's rates showed a slight increase, we have seen drastic improvements in our annual violation rates since we first began conducting compliance checks in April, 2002. A breakdown of our annual rates is as follows:

FY02: 217 checks	Violation Rate: 17.97%
FY03: 2055 checks	Violation Rate: 21.41%
FY04: 8031 checks	Violation Rate: 14.26%
FY05: 8043 checks	Violation Rate: 9.19%
FY06: 4593 checks	Violation Rate: 6.36%
FY07: 5324 checks	Violation Rate: 7.42%

Here is the break down of violations by region:

Region	Checks	Violations	Rate
1	1987	84	4.24%
2	1405	159	11.33%
3	682	67	9.82%
4	662	39	5.89%
5	588	45	7.65%

As we look at the break down of the minors it looks like females are able to purchase tobacco more often than males. Females age sixteen and seventeen were able to purchase 12.73% of the time, while males age sixteen and seventeen were able to purchase only 5% of the time. We have attached a chart showing the break down between age, race and gender.

Since we began merchant education classes in 2004 here is the break down of the trainings:

FY05	922 employees	170 stores
FY06	1,326 employees	376 stores
FY07	1,036 employees	388 stores

Overall, our merchant education classes are showing signs of tremendous success. Classes in most areas continue to be well attended and feed back continues to be very positive. During our merchant education classes we hand out an evaluation form for each attendee to fill out. We are using the feed back to improve our training. This is the response we have received.

Overall effectiveness of the training

Excellent	49.8%
Above Average	28.7%
Average	8.9%
Below Average	0.1%
Poor	0%
No Response	12.5%

Things I learned today will help keep me from selling tobacco products to minors.

Yes	86.4%
No	0.8%
No Response	12.8%

I would recommend that others attend this training.

Yes	87.3%
No	0.5%
No Response	12.2%

As you can see the majority of the attendees give our merchant training classes high marks. This should enable us to reach even more retailers and thus reduce illegal sales to minors. There is no doubt that the enforcement efforts and merchant education are making a difference. Great success has been achieved by working with retailers to reach a common goal. Together, we are making a difference.

We look forward to the new year. We are excited about the new web based training that is going to be kicked off in Fiscal Year 2008. It is just another way to reach the retail community with education. Through a combination of enforcement and education, Arkansas will continue to see improvements and be among the elite states in the nation in reducing youth access to tobacco.