

Arkansas Tobacco Control Board

Sales to Minors Enforcement

Annual Summary



Fiscal Year 2008

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Summary of Accomplishments

Our violation rate for 2008 shows to be the lowest yet . We feel this is a result of increased compliance checks and merchant education. We are hoping that with the increased compliance checks, merchant education and routine inspections the rate will decrease even more. During the year, we performed 5,022 compliance checks with only 319 violations. This results in an average of 6.35% for the year compared to 7.42% the previous year.

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%
FY08: 5022 checks	Violation Rate: 6.35%

Here is the break down of violations by region:

Region	Checks	Violations	Rate
1	1234	78	6.32%
2	1552	113	7.28%
3	818	51	6.23%
4	715	36	5.03%
5	703	41	5.83%

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
FY08	1,616 employees	620 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	48.4%
Above Average	22.3%
Average	8.9%
Below Average	0.1%
Poor	0.2%
No Response	20.0%

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

Yes	78.7%
No	1.3%
No Response	20.0%

I would recommend that others attend this training.

Yes	79.3%
No	0.5%
No Response	20.2%

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. 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.

Summary of Barriers

Issues we have faced in FY08 in merchant education is the lack of interest in the southern part of the state for training. We have held several trainings in that area through out the year and have not had a good response even cancelling one due to no response. We are going to perform saturations in that area in FY09 and then hold trainings immediately afterward to see if we get a better response.