

Tobacco Reward Reminder Visits conducted across Wagoner County

The Cherokee Nation Regional Prevention Coordinator (RPC), in partnership with the Wagoner County Tobacco Use Prevention coalition, Students Working Against Tobacco (SWAT) and the Wagoner Family Service Council conducted Tobacco Reward Reminder Visits (RRV's) in the Wagoner County communities of Wagoner, Coweta, and Porter.

RRV's are an evidence based prevention strategy to reduce youth access to tobacco by rewarding tobacco retailers who ID properly and refuse sale. RRV's are an opportunity to educate tobacco retailers about the risks and potential negative impact tobacco sales have on our youth in the community.

Regardless of whether ID is checked or money is exchanged, if a clerk puts tobacco in arm's reach of the minor decoy, rings up a price on the register and then communicates that price, it is counted as a sale. It is the clerk's responsibility to properly check ID and refuse sale before retrieving tobacco products. Because youth are told to present their real ID, which shows that they are underage, the clerk only has to read the yellow box on the vertical ID. This yellow box tells the clerk the exact day, month and year the decoy will turn 18.

It is also important to note that acceptable forms of ID include: Oklahoma State Issued Driver's license and Identification Card, U.S. Passport, U.S. Military ID, and Permanent Resident card. College Student ID should not be taken as the sole source of identifying a customer's age for the purpose of buying Tobacco or Alcohol. Tribal ID cards may be taken if a business wants to accept them; however, the State of Oklahoma does not recognize them as a valid ID.

Of the twelve RRV's conducted, there were three attempts to sell tobacco to a minor decoy. The Wagoner retailers who denied sale of tobacco to a minor were: Murphy USA, Walgreens, Super Mini-Mart (former Shell), Maveric Mini-Mart #10, Fast Trax #6, Fred's Grocery. Coweta Retailers who denied tobacco to a minor decoy were: Walgreens #15756, Wal-mart Supercenter #374, as well as the Porter Country Store. Retailers were reminded to follow state law prohibiting the sale of tobacco to youth under 18 years of age and received a packet of educational information to help store employees make wiser choices when selling tobacco products.

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Wagoner County Tobacco Use Prevention (WCTUP) is a Communities of Excellence in Tobacco Control grantee funded by the Oklahoma Tobacco Settlement Endowment Trust (TSET). To join the efforts of WCTUP, contact Johnna Sue Blair or Monica McCray at 918-485-3022.