

Tobacco Free for a Healthy NJ

Merchant Education



GOAL: In order to maintain NJ's TASE rate below the required 20%, the STOMP OUT Youth Tobacco Use Campaign will be implemented with a multi-strategy approach to educate merchants, community stakeholders & youth about the new tobacco 21 law in NJ and how it will work to reduce youth tobacco use.

- **Merchant Education Components**

During our tobacco retailer audits, we will educate the merchants so they can stay compliant with the new NJ sales age for tobacco. We want them to know they can be a key community partner to reduce youth tobacco use. We have developed a merchant

education campaign, which include the following components:

- Retailer Pledge - pledging to check ID's and not sell to youth
- STOMP OUT Stickers & Educational Information
- STOMP OUT Tobacco 21 Decal

- **Online Partner Training on STOMP Campaign**

Webinar introducing campaign to partners on providing merchant education and sharing materials that can be used (recorded on tobaccofreenj.com)

- **Expanded Community Components**

- **STOMP OUT Youth Tobacco Use - Shoe Print Activity** in schools (3 options)

- I pledge not to use tobacco (*Elementary School*)
- Tobacco facts with hashtags (*Middle School*)
- Media Campaign - Big Tobacco's Lies (*High School*)

- **Incorruptible.us – Youth Tobacco Action Groups**

21 County Youth Groups across the state working on reducing youth tobacco use in their schools & communities

- **Nationally Recognized Tobacco Prevention Days**

STOMP is a great activity to be used for the various nationally recognized tobacco prevention days such as, Great American Smokeout, or as we like to call it the "Great American STOMP out", Kick Butts Day, National Day of Action, etc. Please visit Tobaccofreenj.com/stomp to learn more.

