

Addressing Substance Use in Rural Areas

A Joint Training for Regional Prevention Partnerships
and Tobacco Control Program Community Grantees

July 8, 2019



TABLE TOPIC STRUCTURED NETWORKING AND SMALL GROUP DISCUSSION

Table Topic Summaries

TABLE 6

Topic: *Beyond Compliance Checks: Engaging, Educating and Collaborating with Retailers*

Challenges

- Alcohol is infused in every activity
- No incentive for in-person DLC trainings
- Border towns purchase alcohol in New Hampshire
- CBD products are everywhere.
- No legislation regulating CBD oil
- Distilleries and breweries
- Limited funding and/or incentives to provide training to sales staff
- Training is not being facilitated the same in-person trainings are more detailed but have a \$25 fee and time-intensive – shorter in-house training takes less time/free
- Retailers and prevention having different priorities that may conflict
- Getting foot in door/making connections with retailers
- Funding: requires charge/retailers not willing to pay \$25
- Tobacco contracts income related to
- Chains vs. mom and pop stores willing to change

Opportunities

- Collaborate with NH border towns
- Put tobacco products out of site (i.e.; under the counter) – educate retailers
- Informational meeting for retailers
- Many distilleries and breweries are socially conscious
- Hearing and asking directly from merchants – “Positive Promotion”
- Recognizing staff making compliant sales
- Press releases, certificates, letters, giveaways, free DLC trainings, recognition at DLC trainings, advertisements
- Involving youth in the different steps – having students sign letters, certificates, and part of media releases
- Meeting managers at in-person training to make a connection
- Legislation – getting them involved

Table 6 Opportunities (continued)

- Retailer recognition for compliance – stores paid to display
- Working with regional planning commission and grantees to determine policy
- Using youth/UKAT in audits – engaging retailer through youth work

Solutions

- Press release recognizing retailers who pass compliance checks
- Certificates recognizing retailers
- Letter of thanks to retailers who do not make the underage sale and 5.00 gift certificate
- Flow chart to help POS staff as a cheat sheet when and when not to make sales
- Increasing capacity for training staff in sales of the products
- Outreach meetings to local smoke shops to gain better understanding on possible differing perspectives
- Beginning conversation with easier ask (i.e. healthy food etc.) before discussing more overwhelming items (i.e. tobacco)
- Healthy retailer project used to be a way to begin conversations
- Alternate signage