



"Kids Can't Buy 'Em Here" Campaign

In 1993, federal regulations were introduced requiring all states to reduce the sale of tobacco products to minors by enacting and enforcing minimum-age tobacco laws. The Illinois Liquor Control Commission (Commission) was subsequently designated as the state agency responsible for complying with these regulations. The Commission immediately created the "Kids Can't Buy 'Em Here" (KCBEH) Campaign which facilitates the implementation and expansion of community-based, retail education and enforcement programs. The Commission's role, and the primary function of the "KCBEH" Campaign are:

- ✓ Provide technical assistance to communities wishing to improve retailer compliance through educational programs and enforcement activities.
- ✓ Initiate activities to promote awareness and compliance to minimum-age tobacco laws with the general public, tobacco retailers and municipal officials.

State Annual Survey

Federal regulations require that all states must annually evaluate retailer compliance to minimum-age tobacco laws, maintain a compliance rate of at least 80 percent, demonstrate that minimum-age tobacco laws are reasonably enforced and report these activities to the Center for Substance Abuse Prevention. Failure to achieve these regulations can result in a reduction of the state's Substance Abuse Prevention and Treatment Block Grant funding. In Illinois, this represents a potential \$27 million loss.

The Commission's 2002 State Annual Survey indicates that retailer compliance is 86 percent. This represents a 53 percentage point increase since the Commission's first survey in 1994. In addition, it marks the fifth consecutive year the state has exceeded the required 80 percent compliance rate.

Municipal Survey

A statewide survey is conducted to update the Commission's database of activities related to vendor education, enforcement and adjudication. The survey continues to document that Illinois experiences yearly increases in the number of communities engaged in programs that reduce the sale of tobacco to minors.

Tobacco Enforcement Program

Beginning in FY2001, the Illinois General Assembly began making yearly appropriations from the Tobacco Settlement Fund to the Commission's Tobacco Enforcement Program. Through this appropriation, grants are awarded to communities to conduct retail education and enforcement programs.

Each year, the \$1 million appropriation has enabled the Commission to support community-based efforts in communities through the distribution of 10,000 tobacco retailer kits and the completion of 16,000 compliance checks. During FY 2003, 167 grants were distributed to 252 communities representing over 70 percent of the state's population.

Retail Education Kits

Enhancements have been made to the Commission's Tobacco Retailer Kit including the addition of in-store posters and training guides. The kit provides information and materials to support tobacco retailer efforts to comply with minimum-age tobacco laws. The kit includes a review of state minimum-age tobacco laws*, required signage*, training guides for managers and clerks on age verification techniques, and various point-of-sale posters that bring a humorous tone to the issue of age verification. The kits are effective in reducing the number of requests made by underage minors and reduce the anxiety clerks commonly feel when asking customers for age verification.

* Available in Spanish.
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