



THE MONTGOMERY COUNTY RETAILERS CARE PROGRAM

Practices that stores can implement to keep communities safe and healthy

BRONZE LEVEL INCENTIVE:

**\$2,700
VALUE**

- Materials that can be posted in store showing the retailer's participation in the Retailers Care Program.
- Press release showing retailer's participation in the Retailers Care Program.
- 5 Newspaper Advertisements in Dayton Daily News promoting that the retailer is involved in the program and highlighting their store as well as the retailer's commitment to a healthy and safe Montgomery County.
- Any materials needed to achieve Silver Level.

SILVER LEVEL INCENTIVE:

**\$3,700
VALUE**

- Three months of social media advertising targeted to store zip code and surrounding zip codes promoting that retailer is involved in program and highlighting their store and the retailer's commitment to a healthy and safe Montgomery County. Retailer will choose one social media platform (Facebook, Instagram, etc.).
- Any materials needed to achieve Gold Level.
- Press release highlighting retailer achievement of Silver Level.

GOLD LEVEL INCENTIVE:

**\$5,200
VALUE**

- Three months of Google advertising targeted to store zip code and surrounding zip codes promoting that retailer is involved in program and highlighting their store and the retailer's commitment to a healthy and safe Montgomery County.
- Any materials needed to achieve Platinum Level.
- Press release highlighting retailer achievement of Gold Level.

PLATINUM LEVEL INCENTIVE:

**\$7,200
VALUE**

- One month of billboard advertising on billboard of retailer's choice • Additional 3 months of social media advertising targeted to store zip code and surrounding zip codes promoting that retailer is involved in program and highlighting their store and the retailer's commitment to a healthy and safe Montgomery County. Retailer will choose one social media platform (Facebook, Instagram, etc.).
- Press release highlighting retailer achievement of Platinum Level.

RETAILER LEVELS CHECKLIST

BRONZE

SILVER

GOLD

PLATINUM

SIGNAGE

External Storefront Signage	Storefront window signage does not exceed 20% of any window, and there are no advertisements of age-restricted products on the exterior of the store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Age Restrictions Posted	Minimum age of purchase signage is posted internally and externally for all age-restricted products sold at the store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye Level Advertising	Advertising for alcohol, tobacco, and lottery is at least 4 ft off the ground.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gambling Helpline Posted	Ohio Problem Gambling Helpline is posted near lottery products in the store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Point of Sale Advertising	There are no advertisements of age-restricted products within 10 ft of the sales counter.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PRODUCT PLACEMENT

Lottery Kiosk Monitoring	Lottery self-service machines are placed in an area where store clerks can easily monitor them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lottery Storage	All lottery products are kept in an area that is not easily accessible to customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tobacco Product Storage	All tobacco products are stored behind the sales counter or in a locked case.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tobacco Self-Service	Store does not have any tobacco products available for self-service including vending machines dispensing tobacco products or tobacco products that can be purchased through self checkout.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcohol Storage	Airline liquor bottles (50 mL) are kept behind the sales counter or in a locked case.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Counter Space	Sales counter is kept clear of products containing alcohol or tobacco.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tobacco Paraphernalia	All products considered tobacco paraphernalia are kept behind sales counter and/or in a locked case		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to Floor	All products containing tobacco or alcohol, tobacco paraphernalia, and lottery products are kept at least 4 ft from the floor this excludes lottery kiosks and areas that are age-restricted such as beer caves			<input type="checkbox"/>	<input type="checkbox"/>

TRANSACTIONS

ID Scanning	Store clerks scan all ID's to ensure customers are of an appropriate age when purchasing age-restricted products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compliance Checks	Store has passed all compliance checks and has not sold age-restricted products to someone underage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery	Retailer does not deliver alcohol or tobacco products through delivery services.			<input type="checkbox"/>	<input type="checkbox"/>
Sales Hours Restrictions	Retailer has restricted hours of alcohol sales to end at or before midnight.				<input type="checkbox"/>

PROCEDURES

Fake ID's	Store has a procedure on recognizing and dealing with individuals attempting to buy age-restricted products with fake ID.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Underage Sales	Store has procedure on how to reprimand employees that sell age-restricted products to individuals under the legal purchase age	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intoxicated Customers	Store has procedure to not sell alcohol to intoxicated customers and staff have been trained on how to identify those intoxicated		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WORKPLACE

Smoke Free Workplace	Retailer has adopted a policy that prohibits smoking tobacco and/or marijuana products on retailer's property. This policy is inclusive of e-cigarette products which include vaping.			<input type="checkbox"/>	<input type="checkbox"/>
Drug-Free Workplace	Retailer has adopted a Drug-Free Workplace policy.				<input type="checkbox"/>
On-site NALOXBOX	Retailer has an in-store kit complete with Naloxone, a life-saving medication that blocks the effects of opioids to reverse overdoses.				<input type="checkbox"/>