

# Reward and Reminder

## Program works by reinforcing positive behavior

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The educational tobacco compliance program, Reward and Reminder, was first implemented across the state beginning July 1, 2006 and will continue to be implemented through 2007.

The Reward and Reminder campaign trains youth to visit stores under adult supervision to perform tobacco compliance checks. If the clerk refuses the sale, or blocks access to a vending machine, this is a Reward visit. The supervising adults approach the clerk or store manager to present the "It's Everybody's Business" recognition for doing the right thing. The recognition, also involves some tangible reward for the clerk, such as a gift certificate.

If the clerk agrees to sell, or does not block access to vending machines, the youth terminate the purchase attempt. This is a reminder visit. The supervising adult offers a reminder about state law and emphasizes the need for more clerk training.

All visits are recorded into a personal data assistance that synchronizes the whole state database for real-time tracking.

Reward and Reminder works because it's science-based. It is the result of considerable study of human behavior. The studies show that public recognition and reward of good behavior by stores and clerks for doing the right thing and not selling tobacco to minors reduces illegal sales of tobacco to minors faster than enforcement which is then saved for people who are really intent on breaking the law.

Reward and Remind also works because it is inclusive and positive. Everyone is involved. The program is not aimed at youth; it includes them and the community, too. Everyone is given a role in sharing the responsibility of protecting the health and safety of our youth.

The programs works to reinforce and recreate positive behaviors as a means of reducing negative behaviors, such as illegal tobacco sales to minors, or youth tobacco use. Reward and Reminder puts a positive spin on tobacco control and it's simple.

The Regional Prevention Center will continue to supervise Reward and Reminder (R&R) inspections in each of the 12 counties it serves.



County:  
Ellis