

# *The Tobacco Control Act*

## What Retailers Need to Know

This is the second in a series of bulletins that will provide tobacco retailers with information about Saskatchewan's *Tobacco Control Act* and what is required to comply with the law.

*The Tobacco Control Act* received Royal Assent in July 2001 and we are working toward proclamation of the Act in late January 2002. Retailers will be expected to comply with provisions of the Act when *The Tobacco Control Act* is proclaimed. The purpose of the Act is to control the sale and use of tobacco and tobacco-related products in an effort to reduce tobacco use and exposure among Saskatchewan young people.

In the last bulletin we provided retailers with an overview of *The Tobacco Control Act* and the fines outlined under the Act. This bulletin will provide you with:

- Information about keeping tobacco products out of public view; and
- Information on retailer signage.

## DISPLAYING TOBACCO PRODUCTS

*The Tobacco Control Act* prohibits any person from advertising or promoting tobacco or tobacco-related products in a place or premises if young persons are permitted access to the place or premises.

If you choose to display tobacco products in your retail establishment, you must prohibit anyone under the age of 18 from entering your store. Advertising cannot be placed on the windows if it is visible from the outside of the establishment.

Keeping tobacco and tobacco-related products out of public view is one way of communicating to Saskatchewan's young people that tobacco use is not a normal behaviour.

Tobacco retailers can use a variety of options for keeping tobacco products out of public view.

Some examples are:

- Cabinets;
- Vertical or sliding doors on shelves where tobacco products are stored;
- Drawers under the counter;
- Frosted glass providing the tobacco products cannot be seen through the glass; and
- Curtains.

A tobacco product can be shown to a customer over the age of 18, for inspection prior to purchasing.

Tobacco retailers will not be charged for having tobacco products in public view while restocking or conducting an inventory of tobacco products.

Tobacco Enforcement Officers will be responsible for determining whether a tobacco retailer complies with the legislation and will take a reasonable approach when determining whether a tobacco retailer is conducting a legitimate business activity or is breaking the law.

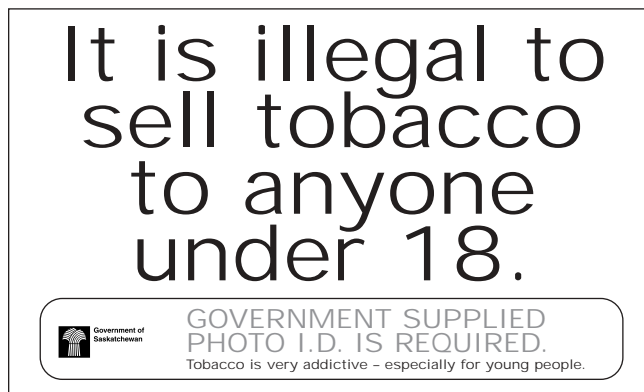
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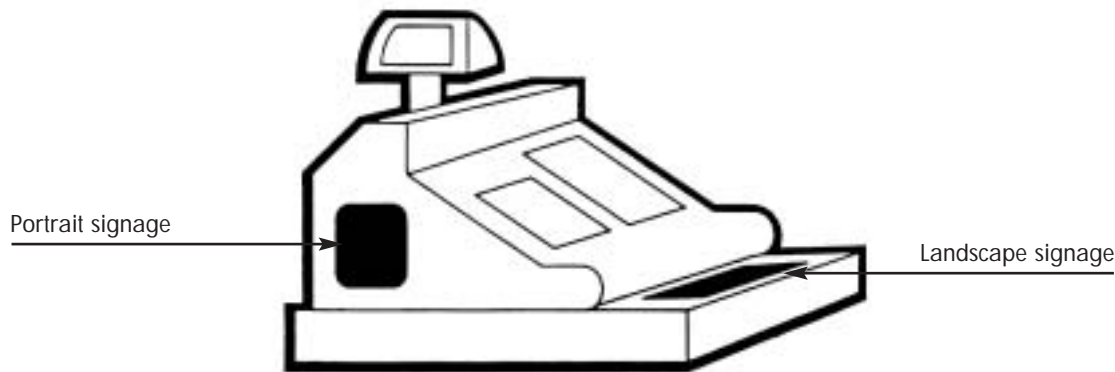
### TOBACCO RETAILER SIGNAGE

In Bulletin #1, under the SIGNAGE heading, it was stated that “Retailers may also use signs developed for their business. Signs other than those required by the federal Tobacco Act must be approved by Saskatchewan Health.” Based on our consultations (which included an overwhelming concern related to the endorsement of any retail industry signage), and to ensure consistency throughout the province and across retail stores, please be advised that only government signage will be accepted once *The Tobacco Control Act* is proclaimed. Under this new law, retailers will be expected to display provincial government signage, as well as signage required under the federal *Tobacco Act*.

With respect to the required provincial signage, Saskatchewan Health consulted with tobacco retailer representatives, and has developed the following signage as a result of this feedback:



The cash register signage will be 5 " x 3 " and available in both portrait and landscape format.



The entrance sign will be 8.5 " x 11 " in size and transparent to address safety and security issues raised by a number of retailers.

Signage will be distributed to retailers across the province upon proclamation of the Act. These signs will be required by law. It is the responsibility of the retailer to see that signs are placed on cash registers and in entrance ways. Employers who are moving to a non-cash register system must ensure that signage is in clear view of their employees.

For more information, call Saskatchewan Health at **(306) 787-3084**. A copy of *The Tobacco Control Act* is available from the Saskatchewan Government, Queen's Printer Web Site at [www.qp.gov.sk.ca](http://www.qp.gov.sk.ca).