



## NEWS RELEASE

**Date:** May 31, 2006  
**Contact:** Kelly Peak, SRS Interim Dir. Of Prevention Services/AAPS  
785.368.6654 (e-mail: kdp@srskansas.org)  
**For release:** Immediately

### **Massive Effort Underway in Kansas to Educate Tobacco Retailers**

Every licensed tobacco retailer in Kansas will receive the latest in training materials from a statewide program known as *It's Everybody's Business*. A massive effort is underway to hand-deliver a comprehensive training packet to each of the nearly 3,000 licensed tobacco retailers in Kansas. The materials were designed to assist tobacco retailers in educating their employees about Kansas law regulating youth access to tobacco.

This new training packet, provided free of charge to retailers through the *It's Everybody's Business* program, includes a high-quality 15-minute training video; pre-and post-training tests; a colorful, countertop calendar; a large, attention-getting poster; and a brochure titled, "*How to Read an I.D.*" Kansas prohibits tobacco sales to anyone younger than 18 years of age. Breaking the law carries a stiff fine for the retailer of \$1,000 per incident and other penalties.

*It's Everybody's Business* (IEB) is an ongoing, education program aimed at tobacco retailers. It was developed in 2005, after Kansas failed to meet federal regulations for underage tobacco sales compliance, and faced losing millions of dollars in block grant funding for prevention and addiction services. A federal mandate, known as the *Synar Amendment*, requires that all states in the U.S. conduct inspections of retail outlets to monitor sales of tobacco to underage youth and then maintain an 80 percent or better compliance rate.

*It's Everybody's Business* is a collaborative effort of several state agencies and organizations including Kansas Social and Rehabilitation Services (SRS)/Addiction and Prevention Services, Kansas Dept. of Revenue/Alcoholic Beverage Control; Kansas Dept. of Health and Environment/Tobacco Prevention Program; Governor's S.A.F.E. Communities Program; Kansas Regional Prevention Centers; Tobacco Free Kansas Coalitions, Inc., and Kansas Family Partnership.

"During the past year, IEB has developed a comprehensive program for retailers to help them educate their employees about the law," said Kelly Peak, SRS/Addiction and Prevention Services Team Leader. "To further enhance our efforts, we brought together retail managers and clerks from throughout the state several months ago to tell us what they wanted most in the way of training materials and in-store signage," Peak said. "We learned they were especially interested in an education program that would limit time away from the job. As a result of those discussions, we've developed new resources including an excellent training video that can be viewed at their place of business or at home," she said. "Staff and other representatives of the 13 Regional Prevention Centers are canvassing the state to deliver this latest round of resources to retailers with tobacco licenses in all 105 Kansas counties," Peak said.

**Get more information about *It's Everybody's Business* online: [www.itseverybodysbusiness.org](http://www.itseverybodysbusiness.org).**