

## **FREQUENTLY ASKED QUESTIONS**

### **Proposed Tobacco Point of Sale Warnings**

**Q:** What will be included in the warning sign?

**A:** The warning signs will contain: (1) Information about cigarettes and non-cigarette tobacco products and the adverse health effects resulting from use; (2) a pictorial or graphic image showing the adverse health effects of cigarettes and non-cigarette tobacco product use; and (3) information about how to get help for individuals interested in quitting.

---

**Q:** Who will have to post the signs?

**A:** Any retailer selling tobacco products will have to post the sign. Tobacco products include, but are not limited to: cigarettes, cigars, pipe tobacco, hookah tobacco, snuff, snus, chewing tobacco, dipping tobacco, bidis, or any other preparation of tobacco.

---

**Q:** Will my business have to post the signs if my business does not sell cigarettes but sells other tobacco products?

**A:** Yes, the proposed regulations apply to all retailers selling tobacco products. Tobacco products include, but are not limited to: cigarettes, cigars, pipe tobacco, hookah tobacco, snuff, snus, chewing tobacco, dipping tobacco, bidis, or any other preparation of tobacco. For the purpose of these regulations, electronic smoking devices (for example, "e-cigarettes") would not be considered tobacco products.

---

**Q:** Are there any exemptions in the proposed regulations?

**A:** No, there are no exemptions. If you are a retailer and you sell any type of tobacco product, you are required to display the sign at any point of sale. The proposed regulations apply equally to retailers selling other tobacco products that are not cigarettes. The proposed regulations would also apply to newsstands.

---

**Q:** How big will the signs be?

**A:** The signs will be approximately 256 square inches.

---

**Q:** Where will my business have to post signs?

**A:** Signs would have to be posted at the point where tobacco products are sold. This means the area where a consumer pays for tobacco products. The sign, including all

content on the sign, must be clearly visible at **any** point of sale. This means that if there are multiple points of sale (for example, different check-out lines), a tobacco retailer may have to post a sign at each point of sale so that the content of the sign is visible at each point of sale. If all points of sale are close enough together so that one sign can be seen by customers at any point of sale, only one sign would need to be posted.

Businesses that sell tobacco products with the expectation of lawful consumption or use on the premises may post 1 sign at each entrance in lieu of the point of sale requirements specified above.

---

Q: When will retailers be required to post these signs?

A: Tobacco retailers will be required to post the signs beginning July 1, 2012.

---

Q: How will my business be able to get a sign?

A: Tobacco retailers would be required to notify PDPH that signs are needed for the establishment. PDPH would then send the signs over to the tobacco retailer. PDPH would design and produce the signs at no cost to retailers. More information will be provided about obtaining a sign if the Board of Health adopts the proposed regulations.

---

Q: I am concerned about how graphic the images might be. What will the pictures look like on the signs?

A: PDPH will collaborate with public health experts to design signs that effectively convey the adverse health consequences of tobacco use. At this time, there are no specifics about the exact content of these signs. Some individuals may find disease and adverse health consequences of tobacco use difficult to look at, but in all instances pictures or graphics used will represent accurate depictions of the adverse health consequences of tobacco use.

---

Q: How will these new regulations be enforced?

A: These new regulations will be enforced by the Department of Public Health's Division of Environmental Health Services (EHS). EHS regularly inspects businesses for compliance with food safety rules. EHS may incorporate enforcement of these regulations with its food safety inspections because there is significant overlap between businesses that sell food and those that sell tobacco products.

Q: What will the penalty be for non-compliance?

A: The penalty for each violation will be \$250. Each day of non-compliance will constitute a separate violation.

\* \* \*