



# Synar Tobacco Enforcement Partnerships (STEP) 2019

REVISED 7.30.19  
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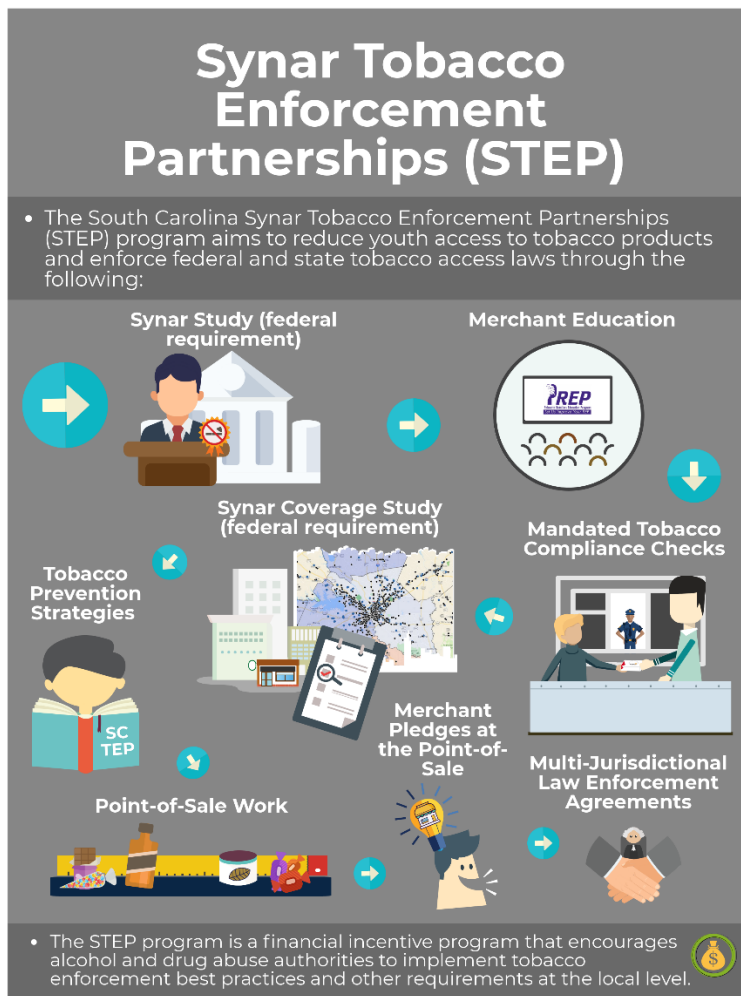
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## SYNAR TOBACCO ENFORCEMENT PARTNERSHIPS (STEP) OVERVIEW

The SC STEP program is an incentives based program that incorporates current aspects of our state’s prevention system, the **Synar study, merchant education,** and mandated **county tobacco compliance checks**, with federal mandates and other tobacco control and enforcement initiatives, the **Synar coverage study (federal requirement)** and **tobacco strategy incentives.** (i.e., Tobacco Education Program, Point-of-Sale work, and Multi-Jurisdictional Law Enforcement Agreements). To view the full list of eligible STEP-approved activities for step incentives, see the STEP Incentive List on the next page.

*The intent is for the STEP program to package tobacco enforcement best practices and requirements and provide financial incentives to encourage the use of best practices at the local level.*

### Poster 1: Synar Tobacco Enforcement Partnerships (STEP)



### **STEP Incentives List**

Each year, a portion of the Substance Abuse Block Grant is divvied up and allocated based on the STEP-approved activities done in each county. The list of approved STEP-related activities are below.

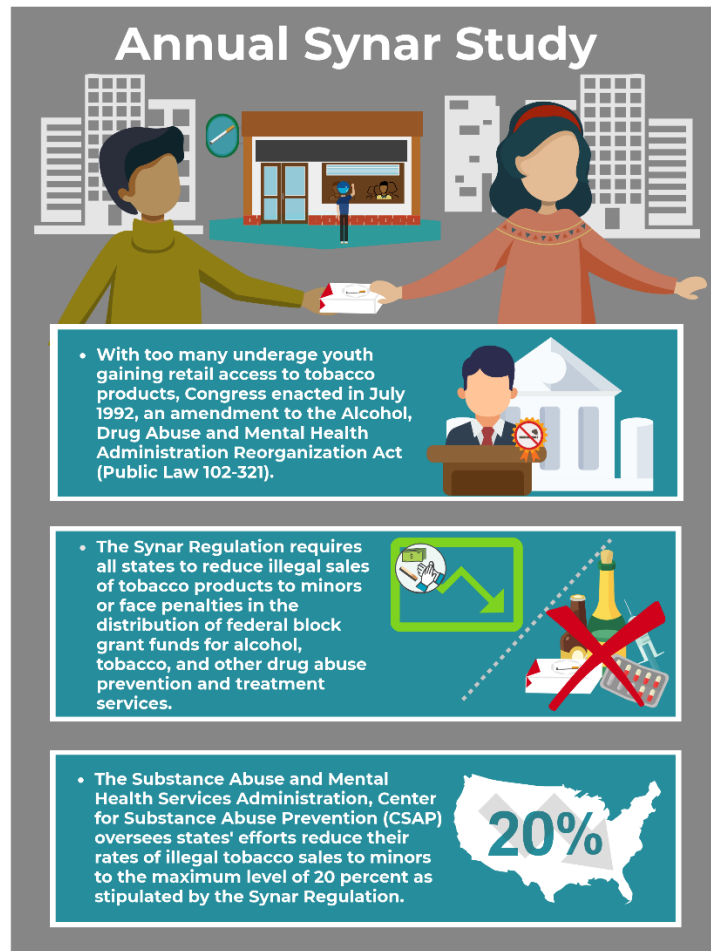
Counties can earn STEP points for some or all of the following efforts:

- Conducting tobacco compliance checks,
- Reporting new tobacco outlets and cleaning their list frame,
- Merchant Education,
- Tobacco Education Program,
- Point-of-Sale Taskforce development,
- Merchant Pledge(s),
- Establishing multi-jurisdictional law enforcement agreements around tobacco.

### **Annual Synar Tobacco Buys (Synar Study)**

According to federal requirements and guidelines, DAODAS annually oversees a study consisting of random, unannounced inspections of known tobacco outlets to see what percentage of them comply with state laws and refuse sales to underage youth. Through this study, local county agencies conduct around 500 randomly selected inspections per year.

## Poster 2: Annual Synar Study



### STEP Change

- The Synar Study will continue to be implemented statewide as it has in the past with the same inspection protocols. However, FFY2021 begins the new implementation timeframe for the Synar Study. Thus, the Synar/Tobacco Prevention Coordinator will give County Authorities advance notice of when they are to complete the mandated Synar Training, implement the study, and return the necessary paperwork in their respective county or counties.

### Periodic Synar Cover Study


SAMHSA has issued a mandate related to the annual Synar study. Every three years, states must do a coverage study to assess the accuracy of their frame list, the list of known tobacco outlets in the state. The term "coverage" indicates how completely the list frame contains all of the eligible outlets in the State for the annual study. SAMHSA recommends a 90% coverage rate. However, as it can be difficult to achieve this level of coverage by a list frame created from commercial sources, SAMHSA requires a coverage rate of at least 80% for the Synar survey.




SAMHSA guidelines will require us to randomly sample 15-20 of the state's 862 census tracts and canvass those areas to locate actual eligible tobacco outlets. We will compare this to our current

Synar outlet list and hope the two lists match above the 80% rate. We expect that it will, particularly if counties are vigilant about informing DAODAS of new outlets opening in their county. PIRE implemented the state's first coverage study in 2006. Since then, DAODAS prevention staff and the local alcohol and other drug authorities have been able to achieve a coverage rate of 86.2% in calendar year 2018.

### Poster 3: Periodic Coverage Study

# Periodic Coverage Study



- SAMHSA mandates states to implement the Synar Coverage Study every three years, if the state's tobacco retailer coverage rate is below 90%. 
- SAMHSA requires a coverage rate of 80%
- The term "coverage" refers to how completely the list frame contains all of the eligible tobacco retailers across the state for the Synar Study. Since SC doesn't have a tobacco retail license, this makes it difficult to keep the list frame accurate. 
- SAMHSA guidelines require DAODAS prevention staff to randomly sample 15-25 of the state's 862 census tracts and canvass those areas to locate actual eligible tobacco outlets. We compare this to our Synar list frame and compare to determine our coverage rate. 

## **STEP Change**

- To ensure that the state of South Carolina has the most accurate list frame of tobacco retailers, there will be added list cleaning opportunities for STEP Points.

### **DAODAS Role**

- Upon request, the DAODAS Synar Coordinator will provide the county with several lists (e.g., ReferenceUSA, Counter Tools – SC Store Mapper list, and/or Synar list frame) to compare the accuracy and completeness of the tobacco retailers found on these lists.

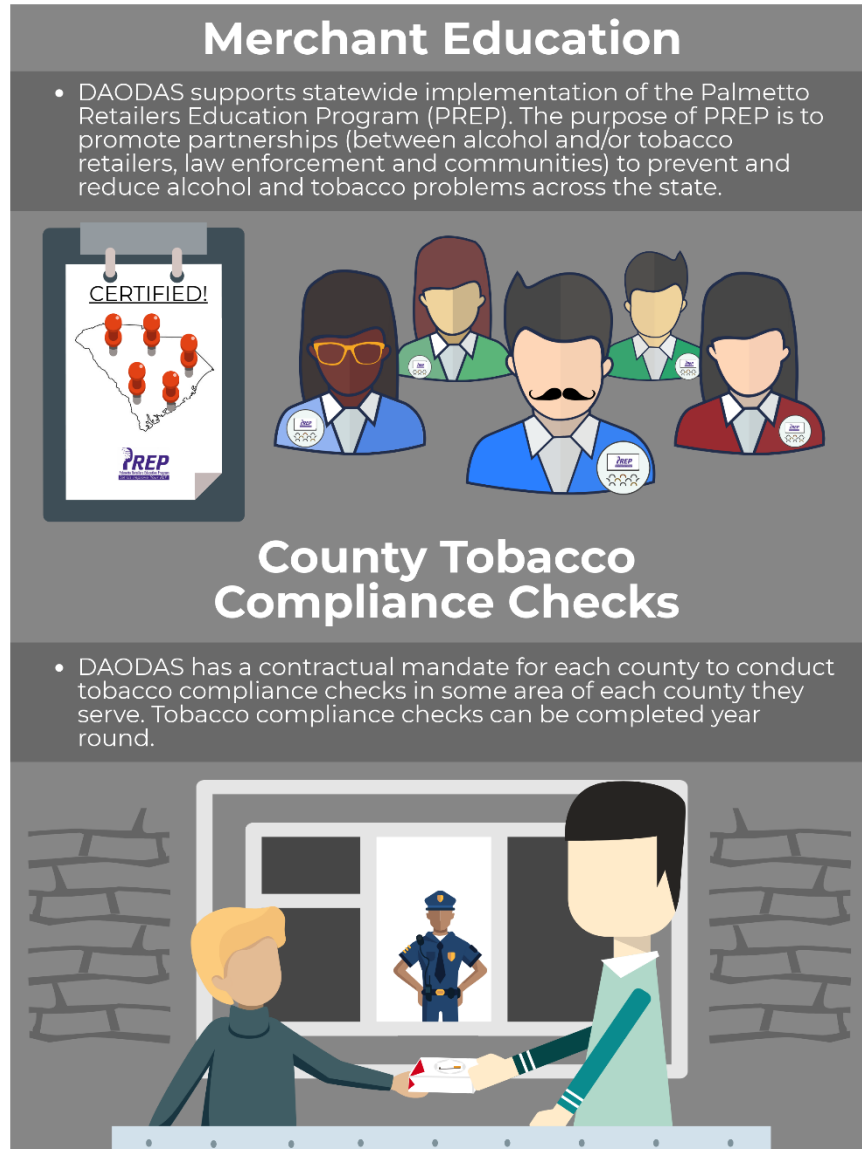
### **County Role**

- Following the request for the specified county or counties tobacco retailer lists, the local alcohol and drug abuse authority prevention staff (responsible for conducting the Synar Study) will review the tobacco retailer lists, provided by the DAODAS Synar Coordinator, and update the tobacco retailer list accordingly.
  - The Synar/Tobacco Prevention Coordinator will send the County Authority their ReferenceUSA list, FDA, and Synar list frame to verify how tobacco products are sold (i.e. Over The Counter (OTC) or by Vending Machine (VM)).
    - County Authority personnel will verify if the business is open, closed, changed name(s) and/or address.
    - Verify which tobacco products or alternative tobacco products are sold
  - Once the list is updated, the county coordinator will email the updated list to following email address: [daodas.stepprogram@daodas.sc.gov](mailto:daodas.stepprogram@daodas.sc.gov)

### **County Tobacco Compliance Checks**

DAODAS has a contractual mandate for each county to conduct tobacco compliance checks in some area of each county they serve. DAODAS does not make funds available directly for this activity.

## Poster 4: Merchant Education



The poster is titled "Merchant Education" and is divided into three horizontal sections. The top section features a bullet point: "DAODAS supports statewide implementation of the Palmetto Retailers Education Program (PREP). The purpose of PREP is to promote partnerships (between alcohol and/or tobacco retailers, law enforcement and communities) to prevent and reduce alcohol and tobacco problems across the state." Below this text is an illustration of a clipboard with a map of South Carolina, several red pushpins, and the word "CERTIFIED!". To the right of the clipboard are five stylized human figures representing diverse individuals, each wearing a PREP badge. The middle section is titled "County Tobacco Compliance Checks" and contains a bullet point: "DAODAS has a contractual mandate for each county to conduct tobacco compliance checks in some area of each county they serve. Tobacco compliance checks can be completed year round." The bottom section shows an illustration of a person in a uniform (likely a law enforcement officer) standing behind a counter, interacting with two other people. One person is handing a document to the other.

### Merchant Education

- DAODAS supports statewide implementation of the Palmetto Retailers Education Program (PREP). The purpose of PREP is to promote partnerships (between alcohol and/or tobacco retailers, law enforcement and communities) to prevent and reduce alcohol and tobacco problems across the state.

### County Tobacco Compliance Checks

- DAODAS has a contractual mandate for each county to conduct tobacco compliance checks in some area of each county they serve. Tobacco compliance checks can be completed year round.

### **Merchant Education – Palmetto Retailer Education Program**

DAODAS supports statewide implementation of the Palmetto Retailer Education Program (PREP), a Department of Revenue (DOR) - approved program. Under this joint effort of DAODAS and the county authorities, the number of merchants served through PREP has jumped considerably each year.

### **STEP Change**

- None



# Additional STEP Tobacco Prevention Strategies

- There are numerous tobacco enforcement prevention strategies that fall under STEP, such as the Tobacco Education Program, Point-of-Sale initiatives, merchant pledges, and multi-jurisdictional agreements.

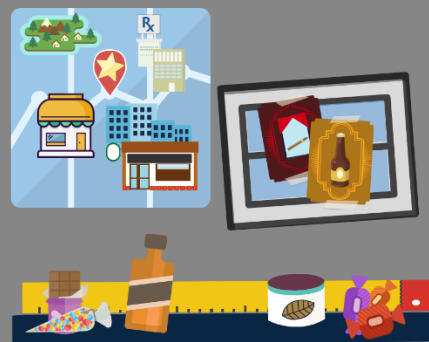
## SC Tobacco Education Program

- TEP is offered as an alternative to students who face suspension for violation of school tobacco-use policy or break the law.



## Point-of-Sale (POS) Work

- The Counter Tools POS project involves POS assessments, formation of POS policy goals, and advocating for positive changes in the retail environment.



## Merchant Pledges

- Through PREP and POS efforts, prevention staff can work with merchants to make positive changes to the retail environment through pledge(s) - removing advertising, posting official stickers stating what constitutes illegal sales, training employees to detect fake IDs, etc.



## Multi-Jurisdictional Law Enforcement (MJLE) Agreements

- MJLE Agreements formalize law enforcement entities' work with local alcohol and other drug abuse authority staff to ensure that youth access tobacco laws are followed, and these partnerships enhance compliance work across the state.



### **Tobacco Education Program (TEP)**

TEP is offered as an alternative for students who face suspension or for youth who violate youth access laws. The TEP curriculum was updated during the summer of 2019, and it aims to educate youth on the dangers of tobacco use, alternative nicotine products, and/or electronic nicotine delivery systems; address possible motivations for considering quitting using any nicotine-containing products; and introduce the participants to cessation resources. The curriculum contains 85% of the Stanford Tobacco Prevention Toolkit material from the following units: Two Truths and a Myth, A Little History to Set the Stage, E-Cigarettes and Vape Pens, What's in E-Cigarettes and Vape Pens, Pod-Based Systems, and Unit 1-Brain 1.

### **Point-of-Sale (POS) Taskforce**

As of July 31, 2019, 33 counties have been involved with assessing the retail environment through the POS pilot project. The POS pilot project is intended for local alcohol and drug abuse staff to advocate for evidence-based alcohol and tobacco policies to minimize youth access. Additionally, this work involves identifying one or more POS policy goals to work toward, which may or may not require the help of local coalitions or other entities. Thus, POS Task Forces may be advantage for the POS site's staff to continue and sustain their policy change efforts.

### **Template: Point-of-Sale (POS) Task Force Charge Template**

### Point-of-Sale (POS) Task Force Charge Template

**Charge: The POS Task Group is charged to:**

[Place here a list of the work that is expected and desired outcome(s)]

**Time Frame:**

Delivery of charge, chair(s) and membership to Policy Committee

Date of preliminary report:

Date of final report:

Date of final report to Policy Committee or to Steering Committee:

Date of final determination:

**Status:** Provide the status of the report after each reporting period.

**Chain of Reporting:** Name of POS body to which the group reports.

**Task Group Members:**

### STEP/PREP – Merchant Pledge(s)

Through the partnerships built through PREP, local alcohol and drug abuse authority staff and local tobacco retailers can ensure compliance with state laws and positive changes to the retail environment through merchant pledges. There are a wide array of pledges that are related to compliance with state law and other issues at the POS. It is encouraged to highlight local merchants who opt to promote the health of the community by making any of the changes listed on the STEP/PREP Merchant Pledge Form below.

## STEP/PREP Merchant Pledge Form

STEP/PREP Merchant Pledge Form	
<p>As a merchant and concerned community member, I am dedicated to protecting our children's health. I understand that in joining _____ County's campaign, I must be committed to reducing the amount of tobacco advertising in my store, and be in full compliance with all federal, state, and local laws pertaining to tobacco sales to minors. Therefore, I agree to implement the following policies in my store:</p>	
<input type="checkbox"/>	Check I.D. of anyone purchasing tobacco who appears to be under 25 years old.
<input type="checkbox"/>	Eliminate all tobacco self-service displays (including chew tobacco, cigars, and vape products).
<input type="checkbox"/>	Remove tobacco advertising from places below three feet.
<input type="checkbox"/>	Remove tobacco advertising close to candy displays.
<input type="checkbox"/>	Remove tobacco advertising from counter tops and the surrounding areas.
<input type="checkbox"/>	Post an official DAODAS/local alcohol and drug authority sticker at each cash register stating the sale of tobacco to minors is illegal, as required by
<input type="checkbox"/>	Reduce overall tobacco advertising in my store by _____ number of
<input type="checkbox"/>	Thoroughly train my employees to ask customers for I.D. and regularly remind them to do so.
<input type="checkbox"/>	Thoroughly train my employees to detect fake I.D.s and give them regular updates on changes to government issued I.D.s.
<input type="checkbox"/>	Other: _____


### Incentive Funding Methodology

Counties receive a portion of the STEP incentive funds based on their total number of points as a percentage of the total points in the state. (Example: If a county has 17 points and there were 528 points in the state that year, they would receive 3.2% of STEP funds because  $17/528 = .032$ ) These incentive funds are for the county prevention department to use, which could include providing training for law enforcement, purchasing educational materials related to tobacco, supplies/materials for information dissemination or merchant education activities related to tobacco, etc. **STEP incentives will be calculated annually based on the period between June 1 and May 1, and STEP incentives would be received early in the following fiscal year.**

Poster 6: STEP Rewards and How It Works

## Synar Tobacco Enforcement Partnerships (STEP) Rewards

- STEP is a financial incentive program, meaning you receive points for each STEP-approved activity that you implement at the local level.
- At the end of each fiscal year, a portion of the Substance Abuse Block Grant is taken and divided up according to the point totals per county.



The poster features a central grid of eight activities, each marked with a yellow star and accompanied by an icon. The activities are: Tobacco Retail List Cleaning (checklist icon), Multi-Jurisdictional Law Enforcement Agreements (handshake icon), County Tobacco Compliance Checks (two people at a desk icon), SC Tobacco Education Program (teacher at a board icon), Merchant Education (audience icon), Merchant Pledges (person with lightbulb icon), and Point-of-Sale Work (storefront icon). A central circular logo for 'PREP' is also present. Green dollar bills and gold coins are scattered around the grid. At the bottom, a large green bag of money and gold coins are shown next to a concluding statement.

- **Therefore, if you do more STEP approved activities you earn more financial rewards!**

**Overview of STEP Points Available By Program Component and County Size**

<b>STEP Component</b>	<b>Small County Points Per Occurrence (county has &lt;100 tobacco retailers)</b>		<b>Large County Points Per Occurrence (county has ≥100 tobacco retailers)</b>		<b>Maximum Points Per Year</b>
<b>Tobacco Compliance Checks (CCs)</b>	4 pts / for 10% of CC = to 10% of tobacco outlets		4 pts / set of 10 CC		16 pts/year
<b>SCS - List Cleaning</b>	1 pt for every new tobacco outlet reported	3.5 pts for cleaning the list (i.e., identifying if TRs are open, closed, sell OTC/VM, and verify what products are sold)	1 pt for every new tobacco outlet reported	5 pts for cleaning the list (i.e., identifying if TRs are open, closed, sell OTC/VM, and verify what products are sold)	12 pts/year
<b>Tobacco Education Program</b>	0.5 pt for every TEP class taught		0.25 pt for every TEP class taught		3 pts/year
<b>POS Taskforce</b>	2 pts if the county provides documentation of a POS policy goal, charge, list of members, and any meeting agendas/draft reports.		2 pts if the county provides documentation of a POS policy goal, charge, list of members, and any meeting agendas/draft reports.		2 pts/year
<b>Merchant Pledge</b>	0.1 pt for each pledge		0.1 pt for each pledge		2 pts/year
<b>Merchant Education</b>	1 pt for every 5 merchants taught		1 pt / every 10 merchants taught		8 pts/year
<b>Multi-jurisdictional Agreements</b>	7 pts if the county provides an updated copy of the MJ agreement that includes specific tobacco enforcement. <i>*The agreement must be renewed every two years. Beginning in calendar year 2020, agreement(s) must be refiled for credit.</i>		7 pts if the county provides an updated copy of the MJ agreement that includes specific tobacco enforcement. <i>*The agreement must be renewed every two years. Beginning in calendar year 2020, agreement(s) must be refiled for credit.</i>		7 pts/year
<b>(Tabled) Mini Grant Piece</b>	N/A		N/A		N/A - 4 pts/year

## STEP Change Point Structure with Examples

### Tobacco Compliance Checks (CC)

- For counties with more than 100 outlets
  - 4 points for every 10 compliance checks conducted
  - Maximum 16 points/year
  - Example: 42 compliance checks completed would earn 16 points (4 points for each set of 10 checks)
- For counties with less than 100 outlets
  - 4 points for # of compliance checks equal to 10% of tobacco outlets
  - Maximum: 16 points/year
  - Example: A county w/ 50 outlets would receive 16 points for 20 compliance checks ( $20/50 = 40\% = 16$  points)
- Counties must email their circuit's Environmental Prevention Strategies Reporting (EPS) system report for tobacco compliance checks to [daodas.stepprogram@daodas.sc.gov](mailto:daodas.stepprogram@daodas.sc.gov). In the email, the county needs to highlight the date(s) of the compliance checks and when the report was pulled. This report is due by May 1 of each fiscal year.

### SCS – List Cleaning (and New Tobacco Outlets)

- 1 point for every new tobacco outlet reported and
- 3.5 points for smaller counties or 5 points for larger counties for cleaning the local alcohol and drug authority list (identifying if the entire county's or counties' list of tobacco retailers and specifying if the retailer are open, closed, sell products over-the-counter (OTC)/vending machine (VM), and verify what products are sold).
  - Maximum: 12 points/year
  - Example: A smaller county identified five new tobacco outlets and cleaned their county's tobacco retailer list, which would result in 8.5 points.
- Purpose: To ensure that the state has all existing outlets in our list so our accuracy remains high for future coverage studies
- Counties must provide the name of the outlet, the address, and a phone number if possible. Other information that will help locate the store more easily would also be appreciated. Must be emailed with the new STEP Points Submission Cover Sheet to [daodas.stepprogram@daodas.sc.gov](mailto:daodas.stepprogram@daodas.sc.gov).

### Tobacco Education Program (TEP)

- For counties with more than 100 outlets
  - 0.25 point for every TEP class taught
  - Maximum: 3 points/year
  - Example: 7 TEP classes taught would result in 1.75 points
- For counties with less than 100 outlets
  - 0.5 points for every TEP class taught
  - Maximum: 3 points/year
  - Example: 8 TEP classes taught would result in 3 points
- Counties must email the Single Services by Program Impact report or the Recurring Services by Program Impact report to indicate how the Tobacco Education Program was implemented,

along with the new STEP Points Submission Cover Sheet to [daodas.stepprogram@daodas.sc.gov](mailto:daodas.stepprogram@daodas.sc.gov).

### **Point-of-Sale (POS) Taskforce**

- 2 points if the county provides documentation of a POS policy goal, charge, list of members, any meeting agendas/draft reports.
- Documentation of the POS Taskforce must include any of the documents in the previous bullet and the new STEP Points Submission Cover Sheet and emailed to [daodas.stepprogram@daodas.sc.gov](mailto:daodas.stepprogram@daodas.sc.gov).
- Documents are due May 1 of each fiscal year.

### **POS – Merchant Pledge**

- 0.1 point for each pledge
- Documentation of the pledge (i.e., signature of the merchant, date, and description of the pledge) must be captured in writing and have a picture to verify a change to a store's retail landscape or posting of signage, etc. Counties must email documentation and the new STEP Points Submission Cover Sheet to [daodas.stepprogram@daodas.sc.gov](mailto:daodas.stepprogram@daodas.sc.gov).
- Documents are due May 1 of each fiscal year.

### **Merchant Education**

- For counties with more than 100 outlets
  - 1 point for every 10 merchants taught
  - Maximum 8 points/year
  - Example: A large county who educated 42 merchants would earn 4.2 points (1 point for each set of 10 checks)
- For counties with less than 100 outlets
  - 1 point for every 5 merchants taught
  - Maximum 8 points/year
  - Example: A small county who educated 32 merchants would earn 6.4 points (1 point for each set of 5 checks)
- Counties must submit PREP sign-in sheets and a fidelity checklist for each class attempted along with the new STEP Points Submission Cover Sheet to [daodas.stepprogram@daodas.sc.gov](mailto:daodas.stepprogram@daodas.sc.gov) by May 1 of each fiscal year.

### **Multi-jurisdictional Agreements**

- 7 points if county provides a copy of a multi-jurisdictional law enforcement agreement that includes tobacco enforcement specifically
- Maximum: 7 points/year
- The agreement must state cooperation and document that cross-jurisdictional details have been addressed
- There is no specific deadline for this submission, but no points will be awarded without a copy being provided to DAODAS. Should be sent with a STEP Cover Sheet.
- One agreement can receive 7 points each year, without resubmission, as long as (1) some level of enforcement continues and (2) the signatories maintain their positions of having proper authority to carry out the agreement.



- Existing agreements must be renewed every two years. If no new agreements were formed, then the renewal of the any agreement will allow the county to receive 7 points for that year.

## Sample Multijurisdictional Law Enforcement Agreement

### **MULTIJURISDICTIONAL LAW ENFORCEMENT AGREEMENT ON UNDERAGE TOBACCO SALES ENFORCEMENT**

This agreement is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, (year), by the following parties: (LIST ALL LAW ENFORCEMENT AGENCIES).

WHEREAS, it is the desire and intent of the parties to evidence their joint undertaking for the provision of mutual assistance investigating and prosecuting criminal activities involving tobacco;

WHEREAS, each of the parties provide law enforcement for some portion of (name county or counties);

WHEREAS, the parties as set out above, by and through their representatives affixing their signatures below, consent and agree to span the geopolitical boundaries of all areas of (county or counties) to the fullest extent allowed under South Carolina law for the express purpose of investigating and prosecuting criminal activities involving tobacco;

WHEREAS, South Carolina Code Ann. § 17-13-45 provides that when a law enforcement officer responds to a distress call or a request for assistance in an adjacent jurisdiction, the authority, rights, privileges, and immunities, including the workers' compensation laws, and tort liability coverage obtained pursuant to the provisions of Chapter 78 of Title 15, that are applicable to an officer within the jurisdiction in which he is employed are extended to and include the adjacent jurisdiction;

WHEREAS, South Carolina Code Ann. § 23-1-215 for agreements between multiple law enforcement agencies for the purpose of investigating crimes involving multiple jurisdictions; and

WHEREAS, Article VIII, Section 13 of the South Carolina Constitution authorizes counties and municipalities to provide agreement for the joint administration of any function, the exercise of powers, and the sharing of the costs thereof;

NOW, THEREFORE, it is the intent of the parties to share jurisdiction under this written agreement to the fullest extent permitted under South Carolina law and it is further agreed as follows:

#### 1. SCOPE OF SERVICES

It is agreed that parties shall assign, on a temporary basis, officers to participate in multi-jurisdictional tobacco enforcement efforts to investigate and prosecute criminal activities involving tobacco as well as other collateral criminal offenses which may become

apparent to officers assigned under this agreement which occur within the whole of (name county or counties) for the duration of the agreement or until this agreement is rescinded as set forth herein. When implementing planned activities, such as tobacco compliance checks, the officers operating under this agreement will use an agreed upon protocol, which is incorporated by reference into this agreement.

**Contact Information**

Please use the following designated STEP email address to ask DAODAS questions regarding STEP: [daodas.stepprogram@daodas.sc.gov](mailto:daodas.stepprogram@daodas.sc.gov). Additionally, all templates, forms, and the new STEP Cover Sheet will be uploaded to the [SC Documents webpage](#). If you have trouble locating a particular resource, email [daodas.stepprogram@daodas.sc.gov](mailto:daodas.stepprogram@daodas.sc.gov) for assistance.