



## News Release

### FOR IMMEDIATE RELEASE

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### Tobacco Compliance Check Failure Rate is Up

(Omaha, NE) – To help keep tobacco products out of the hands of minors, the Metro Omaha Tobacco Action Coalition (MOTAC) collaborates with the Omaha Police Department and the Nebraska State Patrol to conduct compliance checks of Douglas County tobacco retailers. The most recent round of checks was completed in December 2009. Of 521 retail businesses checked, 31 sold tobacco to minors, representing a failure rate of 5.9%. The previous quarter's failure rate was 4.7%.

“In communities with regular compliance checks, minors are less likely to obtain and use tobacco,” said Mary Crosby, Tobacco Prevention Specialist, PRIDE-Omaha, Inc. “MOTAC knows this process is critical in keeping youth from starting to smoke and chew.”

Since 2002, Douglas County officials have teamed up on a quarterly basis to check all tobacco license holders in Douglas County. Minors assist in the effort using their own identification and make no attempt to look over the legal purchase age.

PRIDE-Omaha, Inc. helps coordinate Douglas County compliance checks in collaboration with MOTAC. MOTAC is comprised of over 50 health related individuals, organizations, and educational groups working to strengthen tobacco control and prevention efforts in the metro Omaha area since 1992. Its mission is to prevent and reduce use and the accompanying health and economic consequences via prevention through public policy and education. For more information, visit [www.motac.org](http://www.motac.org).

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