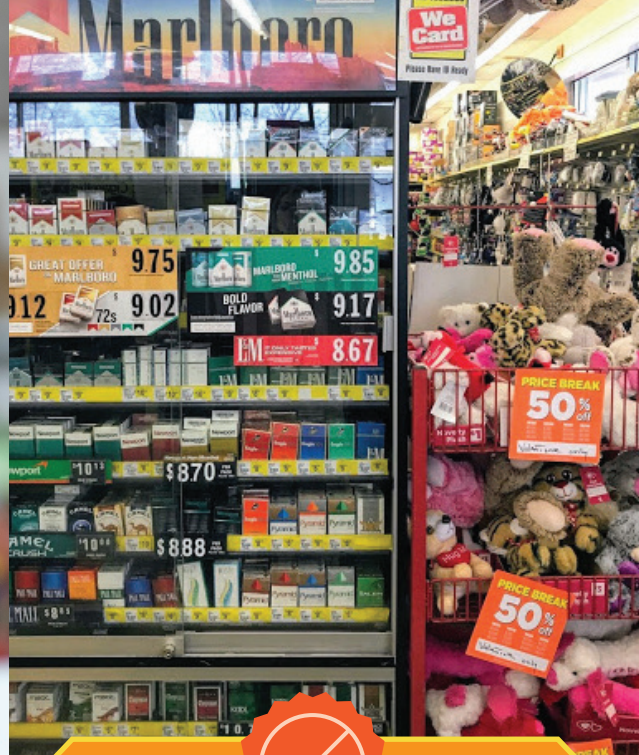




Promoting
**POSITIVE
CHANGE**
In the Retail
Community



TOBACCO



KID'S TOYS

Protect Youth

Every day, nearly 200 youth under 18 years of age become daily cigarette smokers. Some store displays can make tobacco and other nicotine products appealing to underaged kids. There are simple ways to alter these advertisement placements in your store to decrease appeal to kids.

Improve Community

Local stores are the center of a lot of community activity. Tobacco and other nicotine products have signs and promotions that clutter up your property and distract from the other items you can profit from. The placement and amount of these signs may be hurting profits, the safety of your business and our community.

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Get with the
program by
Promoting
Positive Change.

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What's good for the community is also good for your business.

The Metro Omaha Tobacco Action Coalition (MOTAC) provides convenience store owners and managers a way to make a difference without impacting profits.

This brochure is the first step in finding solutions.

There are a few easy, changes you can make to your business that will:

- ☐ Grow sales of all kinds of products that are more appealing to customers of all ages
- ☐ Improve the appearance of your property and neighborhood
- ☐ Increase the safety of employees and customers
- ☐ Build customer loyalty for your business
- ☐ Contribute to the health and wellness the community

Enhance Neighborhoods

You can reduce store vandalism and other crimes by **limiting the amount of promotions on windows and doors to increase visibility.** And, by reducing street-side promotions, you improve the appearance of your property and neighborhood. This will make customers feel safer in your business and keep them returning.



Welcome Families

Tobacco and other nicotine products can lower the quality of life for families who develop health conditions and lose money to medical costs. By focusing on promoting a variety of products in your store, you can **expand your customer base and build goodwill for your business.**

Get Ahead of the Competition

As restrictions tighten around tobacco and other nicotine products, **be one step ahead with your business.** Federal, state and local agencies are continuously putting more demand on retailers who sell these products and increasing penalties.

Contact us for a free business consultation at:

www.MOTAC.org/PromotingPositiveChange



Build the Future

When you reduce tobacco advertisements and promote a healthier retail environment, you contribute to a better future for our community and your business.

MORE ADS



REDUCED ADS

- ☐ Cluttered
- ☐ Uninviting
- ☐ Blocks vision

- ☒ Friendly neighbor
- ☒ Welcoming
- ☒ Less Crime

