



April 29, 2005

Dear Retailer:

On Tuesday, April 26, the NC Division of Alcohol Law Enforcement, the Division of Mental Health, Developmental Disabilities and Substance Abuse Services and the NC Health and Wellness Trust Fund (HWTF) partnered together to launch the Red Flag Tobacco Enforcement Campaign.

The Red Flag campaign is designed to educate the retail community on North Carolina's color coded driver's license format (red on the license means the holder is underage) in order to promote compliance with prohibitions on selling tobacco to minors. This new initiative will be rolled out over three years, with year one focusing on bringing down tobacco sale non-compliance rates in ALE districts 1, 8, and 9. Your county falls in one of these districts.

Enclosed please find a poster, an informational brochure, and Red Flag branded stickers. We also have Red Flag buttons, which can be obtained by contacting ALE directly (see contact information below). This campaign collateral will be supplied to all retail outlets in the targeted districts who sell tobacco products. We are encouraging store managers to use the Red Flag materials when training store clerks, and we suggest placing the materials in visible locations behind the counter, in clear view for your clerks. ALE can also assist store managers in the training of their employees through ALE's "Be A Responsible Seller/Server" (BARS) free training program.

If you have additional questions about the Red Flag campaign or the BARS training program, please contact Carol Morris, Tobacco Coordinator with ALE: 919.715.1415 or [cmorris@ncale.org](mailto:cmorris@ncale.org) or Margaret Brake with the Division of Mental Health, Developmental Disabilities and Substance Abuse Services: 919.715.8296 or [Margaret.Brake@ncmail.net](mailto:Margaret.Brake@ncmail.net).

Thank you for your time and commitment.

Sincerely,

Michael Robertson  
Director, Alcohol Law Enforcement  
NC Department of Crime Control and Public Safety