

Protect Your Business: Know the Law

- It's illegal to sell vape or nicotine products to anyone under 21.
- Check ID every time. If they look under 30, ask for a valid photo ID.
- Expired or altered IDs cannot be accepted. Staff have the right to refuse any suspicious sale.
- Selling vapes to adults who intend to give products to minors is illegal.
- Nicotine products must be behind the counter and not accessible to customers without staff assistance
- Compliance is good for business, as it prevents costly fines and license loss
- Responsible retailers play a key role in protecting youth from nicotine addictions.

Responsible retailers protect their business, their customers, and their community.

18% of retailers across Central Virginia failed their nicotine compliance checks. (Synar, 2024)

29% of Lynchburg youth report having used vaping products. (LYS, 2024)



Be the Adult Who Protects, Not Provides

- Providing vapes or nicotine to anyone under 21 is illegal and can lead to trouble
- Protection starts with caring adults. Refusing to buy or share vapes protects young people
- Adults set the standard. Providing vapes to youth sends the message that nicotine use is acceptable.
- "Just one time" still matters. A single vape purchase can start a lifelong habit.
- Lock up vapes and keep them out of reach. Limiting access helps prevent experimentation.
- Support our youth in making healthy choices.

4.1% stated that they were able to access vaping products by stealing from stores/persons. (LYS, 2024)

Protect Our Youth: Vaping & Youth Nicotine Harms

- Youth brains are still developing until about age 25.
- Youth vaping and nicotine use can negatively impact attention, memory, mood, learning, impulse control, athletic performance, and physical health.
- Vaping and nicotine addiction can increase stress and intensify symptoms of depression and anxiety
- Early vape and nicotine use increases the likelihood of lifelong addictions and using other dangerous substances

Preventing youth access helps protect lifelong goals and health outcomes.



Resources and Sources:

Lynchburg Youth Surveys 2024, Annual SYNAR Report 2024, Campaign for Tobacco Free Kids, Surgeon General's Advisory on E-Cigarette Use Among Youth 2018, Virginia Department of Behavioral Health and Developmental Services.