PLEDGE

I-PLEDGE ONLINE TOBACCO, ALTERNATIVE NICOTINE & VAPOR PRODUCTS TRAINING

Civil & Criminal Penalties
Violations for illegal sales of tobacco, alternative nicotine and vapor products to minors include a $100 criminal fine to the clerk as well as a $300 civil fine to the retail establishment for the first violation. Subsequent violations can result in higher fines, license suspension or even revocation.

Why should you participate in I-PLEDGE?

The overall goal of I-PLEDGE is an increase of voluntary compliance with the state's tobacco, alternative nicotine and vapor products laws through education and enforcement. The core objective of the program is to prevent illegal sales of tobacco, alternative nicotine and vapor products by educating retailers and increasing awareness of changes in Iowa's tobacco, alternative nicotine and vapor products laws.

What will you learn from I-PLEDGE?

While enforcement of Iowa's tobacco, alternative nicotine and vapor product laws is an important goal of I-PLEDGE, education of both law enforcement and the state's retailers is the primary focus of the program. The content focuses on key identifying elements of the latest format of Iowa driver's licenses, but also includes information on the previous version of licenses and identification cards. I-PLEDGE covers valid forms of identification and how to spot altered and fake IDs.
The program focuses on preventing underage sales and when not to make a sale. Participants will learn techniques for refusing the sale of tobacco, alternative nicotine and vapor products with minimal confrontation and how to legally confiscate an altered or fake ID.

Who should take the I-PLEDGE?

All individuals who sell tobacco, alternative nicotine and vapor products as well as holders of retail licenses should take the training. However, anyone who is interested may take the training free of charge.

MAKE A PLEDGE

The program asks:

- Iowa's kids to pledge not to use tobacco, alternative nicotine and vapor products
- Iowa's retailers to pledge not to sell tobacco, alternative nicotine and vapor products to kids
- Iowa's law enforcement to pledge to enforce tobacco, alternative nicotine and vapor products laws in the state

CIVIL & CRIMINAL PENALTIES

Violations for illegal sales of tobacco, alternative nicotine and vapor products to minors include a $100 criminal fine to the clerk as well as a $300 civil fine to the retail establishment for the first violation. Subsequent violations result in higher fines, license suspension or even revocation.

CERTIFICATION

After successfully passing the final test, participants will receive a printable certificate of completion. The certification is valid for a period of two years. However, if an individual is cited for a sale-to-minor, the certification is revoked. The training may be taken again for recertification.

ALCOHOLIC BEVERAGES DIVISION
State of Iowa

Stephen Larson, Administrator

Find more information at
IowaABD.com

AFFIRMATIVE DEFENSE

Establishments choosing to participate in I-PLEDGE training are granted an affirmative defense, which may be used once in a four-year period. A business may avoid civil prosecution if a tobacco, alternative nicotine or vapor product sale-to-minor violation occurs in their establishment. In order for the business to take advantage of the affirmative defense, the employee guilty of the violation must have been I-PLEDGE certified prior to the time the offense occurred. Only the business is eligible to avoid a civil penalty; the guilty employee will still be subject to a fine and his/her I-PLEDGE certification will be revoked.