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 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 holder of retail licenses should take the training. However, anyone who is interested may take the training free of charge.

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.