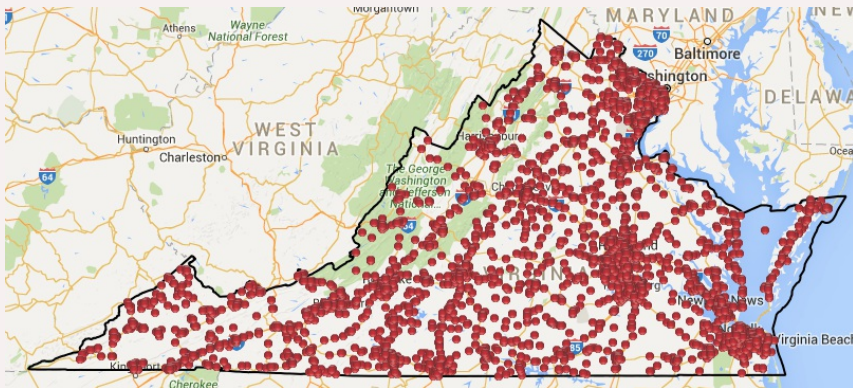


# SYNAR INITIATIVE

DBHDS Department of Behavioral Health Wellness



Each red dot indicates a tobacco retailer



56,416  
MILES DRIVEN TO VERIFY ALL VA  
TOBACCO RETAILERS



7,161  
TOBACCO RETAILERS



301  
STORES ADDED IN THE FIELD



1,646  
NUMBER OF RETAILERS REMOVED FOR  
NOT SELLING TOBACCO PRODUCTS

100% OF RETAILERS WILL RECEIVE MERCHANT EDUCATION IN THE NEXT TWO YEARS



10.4%

2015 RETAILER VIOLATION  
RATE

INCREASE FROM LAST YEAR  
GOAL: 8% OR LESS BY 2018



394

STORES THAT ARE  
VAPOR OR  
TOBACCO  
EXCLUSIVE

**WE DO NOT SELL**

TOBACCO OR NICOTINE VAPOR PRODUCTS  
TO ANY PERSON UNDER 18.

**COUNTER  
ACT**

CONVENIENCE STORE (WITH OR  
WITHOUT GAS): 3,477

GROCERY: 701

GENERAL/MASS MERCHANDISE/  
DISCOUNT STORE: 517

DRUG STORE/PHARMACY: 331

TOBACCO SHOP: 254

VAPE SHOP: 140

OTHER: 1,761

2015 SYNAR INSPECTIONS: 628

TOBACCO AND NICOTINE  
**MERCHANT  
SUPPORT GUIDE**

**COUNTER  
ACT**



THE GOAL OF THE SYNAR  
INITIATIVE IS FOR UNDERAGE  
RETAIL ACCESS TO ALL  
TOBACCO PRODUCTS TO  
DECREASE OVERALL SMOKING  
RATES