**Why are Compliant Surveys Important?**

**Compliance surveys are important to the community for the following reasons:**

* They help the community understand the attitude and practices of retailers, parties tracking enforcement, and residents.
* They help identify educational opportunities.
* Reinforce community standards, reducing “risky” behaviors associated with tobacco products.
* Key component to supporting local and state enforcement efforts.
* Reduces the amount of times tobacco is sold illegally, which limits youth access to it.

**Do these things sound appealing and healthy for your community?**

** **

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