

CHAPTER 46
H.P. 408 - L.D. 553

**Resolve, Regarding Responsible Management of Point-of-sale
Marketing Materials for Tobacco Products**

Sec. 1. Responsible management of point-of-sale marketing materials for tobacco products. Resolved: That the Department of Health and Human Services, Bureau of Health shall develop an education and recognition program to encourage tobacco retailers to manage responsibly point-of-sale marketing materials for tobacco products. The bureau shall consult with the Office of the Attorney General to ensure that the program is consistent with state and federal law and to determine whether the program may be included in the "No Buts" program. The bureau shall develop educational materials regarding point-of-sale marketing that can be disseminated through the Healthy Maine Partnerships to local tobacco retailers. The education and recognition program must be developed in consultation with interested parties, including, but not limited to, representatives of convenience stores, large and small retailers and other interested parties. The education and recognition program must be voluntary and may not be punitive or interfere with a retailer's legal right to advertise tobacco products. By February 1, 2006, the bureau shall report to the Joint Standing Committee on Health and Human Services on its plans to implement the education and recognition program.

Effective September 17, 2005.