

AVC Field Inspection Form Instructions

The Tobacco Assurances of Voluntary Compliance (“AVCs”) are agreements between various states’ Attorneys General (“AGs”) and major tobacco retailers. These agreements reflect efforts by the signatory companies to commit to responsible marketing of tobacco products by implementing enhanced tobacco retailing practices that are designed to prevent the sale of tobacco to minors and to reduce the appeal of tobacco products and tobacco product advertising to minors.

Each AVC is a unique, negotiated agreement. The AVC Field Inspection Form contains questions that may not apply to every AVC or to every individual location affiliated with an AVC company. For this reason, some concerns raised during these inspections will not in fact be violations of the applicable AVC. However, all of the information gathered is valuable and will be shared with the appropriate company. For example, a certain AVC may not contain the provision prohibiting the sale of look-alike products. However, the AVC contact person can inform the company that a certain product has been pulled from a competitor’s shelves due to public health concerns.

This form is intended to gather information about AVC compliance so that both the AG Offices and the AVC companies can monitor and improve compliance with the AVC terms.¹ In recent years, cooperation between public health practitioners and AG Offices has led to look-alike products being removed from shelves and websites, advertising with youth appeal being removed from store displays, and AVC retailing provisions being voluntarily applied to e-cigarettes and related products. With further collaboration we can continue to improve the retail environment and minimize both youth access to tobacco products and the youth appeal of tobacco advertising.

Once you have completed the AVC Field Inspection Form, you may email, fax, or mail the results to:

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For current users of Counter Tools, this form may be available in an electronic format from Counter Tools in 2017.

For more information about the AVCs please see:

<http://publichealthlawcenter.org/sites/default/files/resources/tclc-fs-AVCs-tobacco-2015.pdf>

Full text of the AVCs is available here:|

<http://oag.ca.gov/tobacco/highlights#assurances>

For legal questions related to the AVCs, contact your state’s Tobacco Attorney General Contact. If you need assistance in identifying that person, contact Erika Mansur. For all other inquires feel free to contact either Erika or Nicholas.

¹ As of April 2016, none of the AVCs include provisions relating to electronic cigarettes or related products. Several companies have voluntarily applied some or all of the AVC provisions to these products. The inspection form includes a few questions about the retailing practices for electronic cigarettes for information-gathering only.

Applicable AVC Reference

BP Products (BP, AMOCO, ARCO AM/PM)

Chevron (Chevron, Caltex, Texaco)

Circle K (Circle K, Mac's Convenience Stores)

Conoco-Philips (Phillips 66, Conoco, 76, Union 76)

Corner Store (Corner Store, CST)

CVS

Exxon (Exxon, Mobil, Esso)

Kroger (Kroger, Ralph's, King Soopers, CityMarket, Dillon's, Smith's, Fry's, QFC, Baker's, Owen's, Jay C, Hilander, Gerbes, PayLess Super Markets, Scott's, Food 4 Less, Fry's Marketplace, Foods Co., Fred Meyer, Turkey Hill, Kwik Shop, Loaf n Jug, Quik Stop, Tom Thumb, Smith's Express)

Rite Aid

Safeway (Safeway, Vons, Pavilions, Pak n' Save, Albertson's)

Shell

7-Eleven

Valero (Valero, Diamond Shamrock, Shamrock, Ultramar, Beacon)

Walgreens

Walmart (Walmart, Wal-Mart, Wal-Mart Neighborhood Market, Sam's Club, Marketside)