Show Me Tobacco Retailer Training

2025 Program Evaluation

As of December 2025, 348 individuals have used the Show Me Retailer Training.

access here

The **Missouri Show Me Retailer Training** was developed to provide the information and tools necessary for retailers that sell tobacco and nicotine products to comply with the federal, state, and local laws.

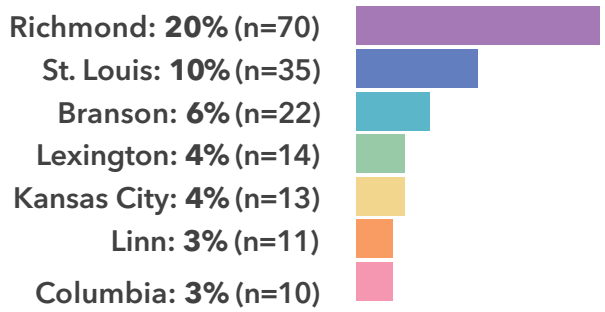
Benefits of the Training

+ Learn the importance of addressing youth tobacco use in the retail environment.
+ Overview of federal, state, and local laws.
+ Understand the various agencies responsible for regulation/enforcement of the tobacco industry.
+ Assistance in the detection of false identification.

Retailer City

63 cities in Missouri are represented by users.

Most users are from...



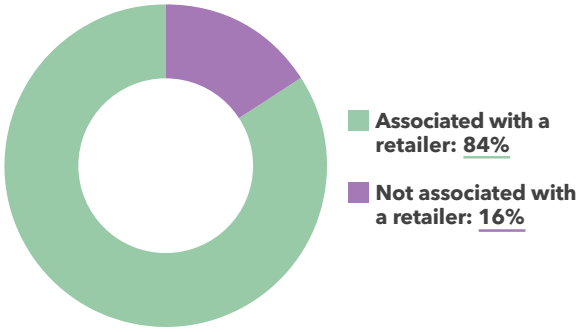
Show Me Tobacco Retailer Training: Progress in Course

300 users have engaged with course content.

51% (n=176) of users completed 100% of the course content.

On average, users completed **64%** of the course.

Users Associated with a Retailer



Most users (**84%**, n=292) are associated with a retailer.

Of retailers that are identified as a gas station or convenience store, **10%** (n=35) specify that they are a smoke/vape shop.

Mandatory Comprehensive Final Exam Outcomes

704 users have attempted the final exam.

Average grade for those who attempted: **77%**

160 users passed the final exam.

Of users who completed 100% of the training (*including module quizzes**), the average grade for those users was: **91%**

*Module quizzes are not required components, but are offered as knowledge checks throughout the training course. Modules include: (1) why to be concerned about the sale of tobacco and nicotine products; (2) the agencies responsible for the regulation and enforcement of the tobacco industry; (3) major provisions of the federal Tobacco Control Act; (4) review of Missouri tobacco laws; (5) local county/municipality ordinances; (6) enforcement protocols; (7) appropriate identification procedures.