

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

VOLUME 11, NUMBER 11

NOVEMBER 2012

DHW Tobacco Project Website: <http://www.healthandwelfare.idaho.gov/>

Idaho Tobacco Project page can be found by selecting the "Medical" menu and then "Idaho Tobacco Permits"

Phone: 208-334-6542

Time to Renew Permits

By Cheryl Reed

Facts and Stats

"A" Average for OCTOBER

According to Idaho Code 39-5701, the Idaho Department of Health and Welfare must inspect each business that sells tobacco to ensure that it does not sell tobacco to minors. In OCTOBER, 2012:

- 202 Vendors were inspected.*
- 11 Vendors sold to the inspecting minor.
- The compliance rate for the month was 94.55%

*Inspections where purchase attempts were made.

Prevent the Sale Website

<http://www.preventthesale.com/Idaho>

- Learn about the law
- Take the tobacco quiz
- See what the IDs look like
- Play the Game "Would You Sell to This Person?"

Renew Permits Now!

Your tobacco permit will expire on December 31, 2012. Beginning Oct 1, 2012, you can renew your permits online for free at: tobaccopermits.com/Idaho

Be sure to renew your permit before it expires to avoid penalties.

Why Do You Need a Tobacco Permit?

Because it's against the law to sell, distribute, or offer tobacco products without having a tobacco permit from the Idaho Department of Health and Welfare in accordance with Idaho Code 39-5704. There are stiff penalties for selling or distributing tobacco products in Idaho without a permit (Idaho Code 39-5709).

Be a Responsible Retailer

Stores that sell tobacco in Idaho are required to post notices that they will not sell to minors. Vendors are also required to check the identification of a person who tries to buy tobacco that appears underage.

Thanks to you, Idaho has made great progress in reducing the sale of tobacco to minors through its education and enforcement program. The Idaho State Police and the Idaho Department of Health and Welfare are partners in administering the minors' access law. With your help, we can make a difference in Idaho.

As you know, training clerks is valuable in reducing the sale of tobacco to minors. Here are some suggestions on how to effectively train your employees:

1. Hold a weekly meeting where policies are reinforced and problems addressed.
2. Role-modeling potential scenarios that retailers might encounter can help prepare them to say "no" when they are actually confronted by a minor.

3. Train employees to identify minors without using math. Remember that a green Idaho ID indicates less than 18 years of age while a red ID indicates 18- 21 years of age.

4. Make sure employees understand the consequences of selling tobacco to minors. They should be informed of the inspection teams and the importance of carding underage purchasers. Establish a model of accountability for retailers to ensure that training procedures are being implemented properly.

5. Provide aids for employees that make preventing the sale to minors easy. For example, post the notice that you will not sell tobacco to vendors in a conspicuous place. Provide calendars that specify the year customers must be born in order to buy tobacco. You may also place a reminder that a green ID indicates an underage customer.

6. Visit our website for a trainer refresher course. Remember that training employees on how to identify minors and refuse the sale of tobacco can prevent costly fines to your business.

Physical Barriers Required

Remember that cigarettes products must be displayed behind a counter where customers don't have direct access to them. A physical barrier must exist between the customer and the tobacco products.

Customers are not allowed to handle unpurchased tobacco products; in other words, the clerk cannot hand unpurchased cigarettes to a customer and have the customer carry them to a different cashier to pay.

Cigarettes remain one of the heaviest marketed products in the U.S. The influence of these efforts shapes knowledge, opinions, attitudes and behaviors towards tobacco.

It Takes a Community

Everyone can play a part in helping youth avoid tobacco products. Parents, teachers, coaches, school administrators, city officials, and tobacco vendors together can make a difference.

Here are a few ways that everyone can help:

- Teach young people that tobacco puts them at risk for serious health problems and addiction.
- Limit the number of tobacco ads in stores, remove self-service displays, and comply with the law by checking IDs and refusing to sell tobacco to minors.
- Speak at meetings or submit letters to local newspapers that discuss limiting young people's access to tobacco products.
- Encourage coordination between school and community programs to prevent tobacco use and addiction.

Cigarettes are Made for Addiction

The design and contents of tobacco products make them addictive? As a matter of fact, cigarettes deliver more nicotine and deliver it quicker than ever before. Not only that, filtered and low-tar cigarettes are every bit as addictive and no safer than any other cigarette. Nicotine is the drug that addicts, and like heroine and cocaine, it changes the way the brain works and causes smokers to crave it more and more.

Many teens who try cigarettes don't know how easily they can become addicted. Like methamphetamines, the slogan for tobacco should also be, "Not Even Once." But if you or someone you know is trying to quit, don't give up! There are plenty of resources, like smokefree.gov.

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PLEASE DISTRIBUTE TO EMPLOYEES