

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

Newsletter for Idaho Tobacco Retailers Sponsored by Idaho Department of Health & Welfare

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Contact us: 208-334-6542

ID 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"

Tobacco's Dark History: From Painkillers to Oreos

Facts and Stats

"A" Average for February

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 February 2013:

- 131 Vendors were inspected.*
- 4 Vendors sold to the inspecting minor.
- The compliance rate for the month was 96.95%

*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?"

Written by
Cheryl Reed

Tobacco is a native plant in North and South America and is in the same family as the potato and pepper. One ounce of tobacco seeds equals about 300,000 seeds. At one time, the plant was believed to be a cure-all; it was used to dress wounds, as a pain killer, and was supposed to relieve tooth ache.

When Christopher Columbus visited American in 1492, the American Indians offered him dried tobacco as a gift.

During the 1600s, tobacco was so popular that it was considered as good as gold in financial transactions.

In 1760 Pierre Lorillard established a company to process tobacco, cigars, and snuff. Today it is the oldest tobacco company in the U.S.

Tobacco helped finance the revolution by serving as collateral for loans.

Gradually, scientists began to understand the chemicals in tobacco and their health effects. In 1826 nicotine was discovered and concluded to be a dangerous poison.

Cigarette use exploded during World War I, and by 1923, Camel controlled 45% of the U.S. Market. During World War II, cigarette sales were at an all-time high.

In 1964 the Surgeon General's report came out and the health hazards of tobacco became widely publicized. In 1971, television ads for cigarettes were finally taken off the air.

In 1987, smoking was banned from all airline flights lasting less than 2 hours, and in 1990 smoking was banned on all domestic flights

To diversity its products, tobacco giant Phillip Morris bought General Foods Corporation and Kraft in 1985. The R. J. Reynolds Company bought Nabisco, becoming the owner of the famous Oreo cookie.

In 1990, Ben & Jerry's Ice Cream boycotted RJR/Nabisco and dropped Oreos from its ice cream products.

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.

Preventthesale.com

Our website is your training resource, where you can find out all about your responsibilities as a tobacco retailer, including Idaho law and some tips that can help you. Questions? Visit preventthesale.com.

Environmentally Conscious?

Imagine 1.69 billion pounds of cigarette butts – a toxic, enormous, environmental hazard. That's about how many are discarded each year worldwide, causing a monumental environmental hazard.

How to 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 who 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.

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. Role-modeling potential scenarios that retailers might encounter can help prepare them say "no" when they are actually confronted by a minor.

2. 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.

3. 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.

4. Provide aids for employees that make preventing the sale to minors easy. For example, post the notice that you will not sell tobacco to minors 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.

5. 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.

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PLEASE DISTRIBUTE TO EMPLOYEES