



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

Contact us: 208-334-0642

ID Tobacco Project Website: [healthandwelfare.idaho.gov](http://healthandwelfare.idaho.gov)

Select the "medical" menu and then "Idaho Tobacco Permits"

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### Facts and Stats

"A" average for 2017

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 2017:

- 1709 Vendors were inspected.\*
- 146 Vendors sold to the inspecting minor.
- The compliance rate for the month was 91.46%

\*Non-minor Exempt Inspections where purchase attempts were made.

### Prevent the Sale Website

A training resource provided to you by the Idaho Department of Health & Welfare.

[Preventthesale.com/  
Idaho](http://Preventthesale.com/Idaho)

Visit our website and get valuable retailer education and training support on all aspects of Idaho's Prevention of Minors' Access to Tobacco law!

## This is Our Watch

By Cheryl Reed

### New Resources for Tobacco Retailers

On November 1, the Federal Drug Administration (FDA) began a new retailer education program titled, "This Is Our Watch." The program provides tools and resources to tobacco retailers to help them fulfill the federal law that makes it illegal to sell tobacco products to minors. The agency is offering updated messages and an expanded list of materials that reflect today's tobacco retail laws and the modern retail environment.

Since tobacco retailers play an important role in reducing the overall health burden of tobacco products and in protecting youth in their community from tobacco use, the FDA has created a free set of resources for them that includes a letter to retailers, a poster, register signs, regulation fact sheets, an age verification calendar, and instructions for use. Mailings to retailers with the complete set of materials is underway, and retailers should expect to receive their set within a few weeks. If retailers would like more copies of the materials, they can be ordered at no cost through the [CTP Exchange Lab](http://CTP Exchange Lab). ([https://digitalmedia.hhs.gov/tobacco/print\\_materials/search?tag=This+Is+Our+Watch](https://digitalmedia.hhs.gov/tobacco/print_materials/search?tag=This+Is+Our+Watch)).

The FDA has also started a voluntary smartphone application called, "FDA Age Calculator," designed to help tobacco retailers follow age restriction laws. While not directly tied to the educational program, the application complements these new resources and is available on both the [Google Play](https://play.google.com/store/apps/details?id=fda.fdaagecalculator) and [iTunes](https://itunes.apple.com/us/app/fda-age-calculator/id1088888888) app stores. [Learn more about "This is Our Watch"](https://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/Retail/ucm237741.htm?utm_source=CTPEblast&utm_medium=email&utm_term=stratout&utm_campaign=ctp-thisisourwatch). ([https://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/Retail/ucm237741.htm?utm\\_source=CTPEblast&utm\\_medium=email&utm\\_term=stratout&utm\\_campaign=ctp-thisisourwatch](https://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/Retail/ucm237741.htm?utm_source=CTPEblast&utm_medium=email&utm_term=stratout&utm_campaign=ctp-thisisourwatch))

### The Real Cost—a way to reach youth

In 2014, the FDA began a new national public education campaign called "The Real Cost" to prevent youth tobacco use. The campaign has been very successful, reaching about 86 percent of the youth in its targeted age range since it began.

In 2017, a look at the results of the campaign showed that it had helped more than 345,000 U.S. youth from smoking between 2014 and 2016. The FDA refreshes the campaign every year to keep their message new. The campaign actually won a 2016 Shorty Award for Best Overall Tumblr Presence for being one of the best social media influences.

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## Tips for spotting a fake ID card

Retailers are required to verify the age of anyone under 27 years old by checking their identification card, so it's important to know how to tell a fake ID card when you see one. The first step in identifying a fake card is to know what to look for by studying Idaho's driver's licenses at [preventthesale.com/idaho/ids.htm](http://preventthesale.com/idaho/ids.htm)—but there are some other signs that might give you a clue as to whether your customer is a minor.

1. Watch the person for signs of nervousness, such as darting eyes or squirming. Watch if the person clearly looks very young.
2. Compare the person's face in the photo on the ID to the actual person. Don't pay attention to hair styles, but height and weight can be helpful clues.
3. Look at the identification card for signs of damage or altering, like fuzzy numbers or letters, red eye in the photo, or bubbles on the surface. Information that is often monkeyed with on an ID card is birth date, height, and weight, so make sure those numbers match up. Also make sure that the card does not have rough edges, something that often happens during tampering.
4. Check the date of the ID. Sometimes an expired license on a card means that the original owner may have given it away. You can also check an ID that is marked as a duplicate, which means the original owner may have requested a second license for someone else to use.
5. If the ID is out of state, you can look at a recent book of each state's driver's license details and compare the ID, or look at <http://www.preventthesale.com/idaho/otherids.htm> for other nearby state IDs samples. Pay close attention to the numbers for the birth date and the driver's license number because some forgers forget to change these details. Many states code their license numbers with part of a last name, birth date, and other data.
6. Ask the person for another form of identification if you are still unsure. It is unlikely that the customer will have other cards with a fake identification.
7. Ask the customer some direct questions about the information on the card, such as what the middle initial of their name stands for or what the zodiac sign is for his/her birthday.

Want to know more to be well-prepared? Visit <http://www.wikihow.com/Spot-a-Fake-I.D.>

Happy 2018!



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### What's inside?

- This is our watch
- The real cost
- Tips for spotting a fake ID

**PLEASE DISTRIBUTE TO EMPLOYEES**