



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"

### Facts and Stats

#### "A" average for April

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 April 2018:

- 189 Vendors were inspected.\*
- 15 Vendors sold to the inspecting minor.
- The compliance rate for the month was 92.03%

\*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!

## Summer Challenge—are you ready?

By Cheryl Reed

### Gear up with your training

Youth have more free time in the summer, and may be more active in retail stores that sell tobacco products. This is a good time to make sure you are properly trained for those extra attempts by youth to purchase tobacco. With the extra traffic in your store and long lines at the counter, you might become distracted and forget to check identifications. We have a few suggestions on how you can prepare yourself for this challenge.

1. Role play with other employees in the store, as if one is a minor attempting to purchase tobacco and one is the store clerk who must refuse the sale. Be creative!
2. Remind yourself of the potential fines that might be imposed, if the youth attempting to purchase tobacco is actually working for an inspection team.
3. Visit [preventthesale.com](http://preventthesale.com) and take advantage of the resources that are there to help you follow the law.
4. Read up on some of the latest tobacco research to remind yourself of the devastating health effects of tobacco.
5. Remember that most addicted smokers start their habit before age 18, and that refusing a sale to a minor could be saving a life.

### Physical Barriers

Remember that cigarette products must be displayed behind a counter or in a location where customers do not have direct access to them. A physical barrier must exist between the customer and the tobacco products. It is never okay to display tobacco samples within reach of customers, or to offer tobacco products in unopened packages.

As a matter of fact, customers are not allowed to handle tobacco products BEFORE purchasing; for example, the clerk cannot hand cigarettes to a customer prior to purchasing and have the customer carry them to a different cashier to pay. Customers must ask the clerk for the product they wish to purchase, and purchase it directly from that clerk.

---

## A New Focus for the Food and Drug Administration

In 2016, the FDA decided to consider taking a new approach to the tobacco problem in the U.S. Realizing that nicotine is highly addictive, they began taking some preliminary steps that could require companies to reduce the amount of nicotine in tobacco products—particularly cigarettes. They have been studying all of the current scientific studies on nicotine and have been seeking input from the public on their consideration to create a **nicotine standard** with a focus on the death and disease caused by cigarettes.

“Despite years of aggressive efforts to tackle the leading cause of preventable disease and death in the United States, tobacco use – largely cigarette smoking – still kills more than 480,000 Americans every single year,” FDA Commissioner Scott Gottlieb, MD, said in an online statement on March 15, 2018.

Gottlieb also noted that cigarettes, when used as intended, are the only legal consumer product that eventually kills half of all long-term users. He said that one study recently published in the New England Journal of Medicine estimated that a nicotine standard that required companies to reduce the amount of nicotine in cigarettes could help 5 million addicted adult smokers quit smoking within the first year.

Although there has been progress in reducing tobacco usage, it continues to be a major health risk. This new, novel approach to reduce nicotine and the addiction to cigarettes could be key to protecting the health of Americans.

And there are other possible regulations on the horizon as well, that could affect retailers. Gottlieb says later in his article, “... we plan to take vigorous enforcement steps to make sure that tobacco products aren’t being marketed to kids, including e-cigarettes,” says Gottlieb. “No youth should use a tobacco product.”

If you want to read the entire statement by Dr. Gottlieb, check out the link.

<https://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm601039.htm>.



**Contact us: 208-334-0642**

Volume 18, Issue 5

May 2018

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

**Select the “medical” menu and then “Idaho Tobacco Permits”**

### What's inside?

- Gear up with your training
- Physical barriers
- A new focus for the FDA

**PLEASE DISTRIBUTE TO EMPLOYEES**