



Contact IDHW's Idaho Tobacco Project at: 877-641-4468  
ID Tobacco Project Website: [healthandwelfare.idaho.gov/providers](http://healthandwelfare.idaho.gov/providers)  
Select the topic "Retailers" then "Idaho Tobacco Project."

Volume 22, Issue 10  
October 2023

### 2023 FACTS AND STATS

**What was the Compliance Grade for state tobacco and electronic smoking device inspections?**

**Grade A  
for  
September 2023**

According to Idaho Code 39-5701, the Idaho Department of Health and Welfare must inspect each Permitted Retailer that sells tobacco and electronic smoking devices to ensure that it does not sell these products to minors.

How well did these Permitted Retailers comply with the law in September 2023?

- 191 Permitted Retailers were inspected. \*
- 17 Permitted Retailers sold to the inspecting minor.
- The compliance rate for September 2023 was:

**96.34%**

#### KEEP IT UP!

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

### REMINDER: Time to Renew Permits!

Renew your Idaho Tobacco and Electronic Smoking Device Permits before they expire on **December 31, 2023**. Permit renewal can be done online for free on the ITP homepage at [TobaccoPermits.com](http://TobaccoPermits.com) or renew by phone at **877-641-4468**. We are here to help you! Reach out by phone or through the "[Contact Us](#)" feature on the ITP homepage for assistance or questions.

#### No longer need a permit?

Send us an email via the "[Contact Us](#)" feature on the ITP homepage and request your permit be inactivated or give us a call at **877-641-4468**. Please provide one of the following reasons:

- Change of Ownership
- No longer selling tobacco or e-device products
- Retail location is on an Indian Reservation
- Out of Business, or
- Other – Please specify.

#### Permits are Not Transferrable

Remember that if you sell your retail location, your permit is NOT transferrable. The new owner must get their own permit ID.

### Role-Playing Is an Effective Training Tool

We encourage Idaho Tobacco and Electronic Smoking Device Retailers to train all new staff and to conduct annual refresher training for all existing staff.

While it can be easy to get complacent, having a quality training program can help all staff handle the various aspects of their job. It is crucial for training to include teaching staff about the various local, state, and federal requirements for selling products like tobacco and electronic smoking devices. Training can also prepare staff for stressful circumstances that pop up throughout their day. For example, when underage customers want to purchase tobacco or electronic smoking devices. Here are some ideas about how to implement one of the best training methods at your retail location: **Role-Playing**.

## Tips for Role-playing

Role-playing difficult situations is an excellent way for staff to become comfortable in most any situation. Role-playing, whether viewed online or practiced in person, can provide staff the confidence to resist peer pressure and make the right decisions, particularly for younger staff who may have underage friends or acquaintances that attempt to purchase tobacco or electronic smoking devices.

When refusing a sale to an underage customer, tone of voice, body language and word choice can either start or prevent a confrontation with that customer. If any clerk or staff feel uncomfortable refusing the sale, try following these guidelines:

- Remain calm.
- If the product is on the counter, remove it.
- Be polite. Apologize. Maintain a customer service attitude.
- Remember that refusing the sale of tobacco or electronic smoking devices to an underage customer is not a choice; it is the law.
- Use the right words to defuse difficult situations. Try having clerks use the following statements:
  - “I’m sorry. It’s against the law.”
  - “I can be fined and even lose my job.”
  - “Is there anything else I can get you, instead?”
  - “I’d be happy to hold this for you while you go get your ID.”

Confrontational customers may be a challenging part of the business, but don’t let an abusive customer discourage clerks from carding, asking questions, and refusing the sale of tobacco and electronic smoking devices to any underage customer.

In addition to role-playing, don’t forget that all Idaho Tobacco and Electronic Smoking Device Retailer’s should have written store policies that clearly outline each staff member’s responsibilities. These written policies should include both state and federal laws regarding the lawful sale of tobacco and electronic smoking devices and document the consequences for violating these laws.

## Prevent-The-Sale!

Idaho Tobacco Retailers have two resources for Prevent-The-Sale content: Visit Idaho’s Department of Health and Welfare’s official [Idaho Tobacco Project-Prevent The Sale](#) webpage for statewide information. Visit Idaho Tobacco Projects interactive website [Preventthesale.com](#) for interactive and evolving content, including newsletter archives, information on IDs, and downloadable resources and documents. This site has new material available for download!



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**PLEASE DISTRIBUTE TO EMPLOYEES**