



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

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FACTS AND STATS

What was the Compliance Grade for February 2024's state tobacco and electronic smoking device inspections?

Grade A

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 customers under the age of 21.

How well did these Permitted Retailers comply with the law in February 2024?

- 512 Permitted Retailers were inspected.*
- 30 Permitted Retailers sold to the underage inspector.
- The compliance rate for February 2024 was:

94.14%

GREAT WORK!

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

A Retailers Guide to Effective Age Verification

Idaho's tobacco and electronic smoking device retailers, as the first line of defense, play a significant role in preventing underage sales of tobacco and vape products. Due to this unique position, it is crucial for Idaho retailers to establish effective age verification policies to ensure success. Here are some of the best strategies for age verification:

- **Government-Issued ID Requirement:** We recommend that retailers require all customers under the age of 30 be required to present a valid government-issued photo identification card for age verification to the clerk. This typically includes driver's licenses but can also include passports or state identification cards.
- **Scrutinize IDs Closely:** Train employees to scrutinize IDs closely for signs of tampering or falsification. Look for security features such as holograms, watermarks, and microprinting, and ensure that the ID appears genuine. Clerks should be forewarned that advances in technology have made it easier for individuals to create convincing counterfeit IDs, including sophisticated printing techniques and access to high-quality materials. Furthermore, the prevalence of online marketplaces and underground networks makes it relatively simple for individuals to obtain fake IDs.
- **Check the Date of Birth:** Verify that the customer's date of birth on the ID meets the legal age requirement (must be 21 years of age or older) for purchasing tobacco and vape products. In Idaho, a legitimate ID for a customer under 21 will be vertical and a red-lined box will be drawn around the date of birth section on the ID. In addition, the words "Under 21 until..." will be displayed.
- **Verify Photo Match:** Compare the photo on the ID with the customer presenting it. Look for similarities in facial features, hair color, and other identifying characteristics.
- **Ask Questions:** Engage the customer in conversation and ask questions to confirm their identity and age. This can include asking for their address or zodiac sign, which should match the information on the ID.

- **Use Technology:** Invest in ID scanning technology or apps that can quickly and accurately verify the authenticity of IDs. These systems can scan and verify IDs electronically, reducing the risk of human error and detecting fake IDs more effectively.
- **Train Employees:** Provide comprehensive training to employees on how to properly verify the age of customers and identify fake IDs. Offer refresher training sessions regularly to ensure that employees stay informed about the latest identification verification techniques.
- **Be Vigilant:** Encourage employees to remain vigilant and trust their instincts. If something feels off about a transaction or the customer's behavior, it's better to err on the side of caution and refuse the sale.
- **Continuous Improvement:** Regularly review and update your age verification procedures to incorporate best practices and address any emerging challenges or threats. Solicit feedback from employees and customers to identify areas for improvement.

By implementing these strategies and fostering a culture of compliance within your business, you can help ensure effective age verification and prevent the sale of age-restricted products to all customers under the age of 21.

Resources offered by the Idaho Office of Drug Policy

The [Idaho Office of Drug Policy](#) provides valuable insights into the concerns surrounding e-cigarettes and vaping, particularly among Idaho's youth. It's crucial to prioritize preventing youth usage of these products for the long-term health and well-being of Idaho's young population. That's why we depend on the collaboration of our state's tobacco and electronic smoking device retailers as allies in this prevention endeavor.

Explore the resources offered by the Idaho Office of Drug Policy on this topic, which cover health implications, links to statistics and third-party reports, youth access information, legal requirements for retailers, and prevention strategies for retailers and community members. These materials can assist you and your staff in efforts to curb the sale of tobacco and vape products.

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.



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What's inside?

- Best Strategies for Effective Age Verification
- Resources offered by the Idaho Office of Drug Policy
- Prevent-The-Sale Resources

PLEASE DISTRIBUTE TO EMPLOYEES