



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

Contact IDHW's Idaho Tobacco Project at: 877-641-4468  
ID Tobacco Project Website: <https://healthandwelfare.idaho.gov/providers>\*  
\*Scroll down to the topic "Retailers" then select "Idaho Tobacco Project."

Volume 24, Issue 3  
March 2025

### Facts and Stats

#### What was the Compliance Grade for February 2025'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 2025?

- 192 Permitted Retailers were inspected. \*
- 7 Permitted Retailers sold to the underage inspector.
- The compliance rate for February 2025 was:

**96.35%**  
**WELL DONE!**

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

### Retailer Compliance Alert: Inspections & Penalties Explained

#### Stay Prepared for Compliance Inspections

State inspections to enforce Idaho's tobacco and electronic smoking device regulations are actively underway! Every permitted retailer in Idaho can expect at least two inspections annually, with a minimum 30-day gap between visits in most cases. Additionally, the FDA conducts its own separate inspections with different guidelines. For questions about federal compliance, reach out to the FDA's Center for Tobacco Products (CTP) at 1-877-CTP-1373 or visit the [FDA website](https://www.fda.gov/tobacco) for valuable resources.

#### What Happens During an Inspection?

During an inspection of a retailer, an underage inspector (aged 16-20) will attempt to purchase tobacco or electronic smoking devices. Here's what to expect:

✓ **Passed Inspection:** If the clerk refuses the sale, the inspector will leave, and the retailer will receive a letter confirming compliance—congratulations on a job well done!

✗ **Failed Inspection:** If the clerk completes the sale, the adult inspector issues an immediate fine to the clerk of \$100. The retailer will also receive a mailed violation notice and could face additional fines depending on prior violations by that retail location within the last 24 months.

#### Penalties for Non-Compliance

##### For Clerks:

- No warnings—fines apply to every violation.
- A citation is issued immediately after an unlawful sale.
- The fine is **\$100 per violation**, payable by the clerk, not the business.
- Employers may enforce additional disciplinary actions, including termination based upon their businesses policies.

##### For Retail Owners:

In addition to a Sales to a Minor violation, Retailers can also be cited for:

- Self-service displays (except where exemptions apply).
- Unauthorized vending machine sales (vending machines are illegal in Idaho).
- Offering tobacco samples or open product packages.
- Non-vendor-assisted sales (except where exemptions apply).

Violations accumulate over a 24-month period, meaning multiple infractions can lead to higher fines, permit suspension, or even revocation. For full details on Idaho's compliance rules and penalties, refer to [Idaho Code 39-5705 to 39-5708](#).

### Best Practices to Avoid Violations

- Always check ID for customers appearing under 30.
- Train staff regularly on compliance and age verification techniques.
- Stay informed on state and federal regulations to prevent costly mistakes.

By staying vigilant, you can ensure your business remains compliant while preventing underage sales. Let's work together to maintain responsible retailing!

### FDA Report: Youth E-Cigarette Prevention Success

A new [FDA study](#) highlights the success of [The Real Cost](#) campaign in preventing youth e-cigarette use. Between 2023 and 2024, the campaign prevented an estimated 444,252 youth, ages 11 to 17, from initiating e-cigarette use. The study, published in the *American Journal of Preventive Medicine*, credits the campaign's targeted messaging for contributing to a nearly **70% decline** in youth vaping since 2019.

According to the National Youth Tobacco Survey, youth e-cigarette use has dropped from 5.38 million in 2019 to 1.63 million in 2024—the lowest level in a decade. The report underscores the importance of prevention efforts, particularly since most adult tobacco users start in their teenage years. In addition to reducing youth vaping, *The Real Cost* campaign has proven to be a cost-effective strategy, saving public health costs associated with smoking-related illnesses. Previous studies found that for every dollar spent on the campaign, \$180 was saved in reduced medical expenses, lost wages, and productivity costs.

With the success of *The Real Cost*, the FDA reaffirms its commitment to reducing youth tobacco use through education, regulation, and enforcement actions across the industry. These findings highlight the importance of continued investment in prevention efforts to ensure that youth remain tobacco-free and protected from the dangers of nicotine addiction.

### 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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**PLEASE DISTRIBUTE TO EMPLOYEE**