



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."

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Facts and Stats

What was the Compliance Grade for April 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 April 2025?

- 159 Permitted Retailers were inspected. *
- 10 Permitted Retailers sold to the underage inspector.
- The compliance rate for April 2025 was:

93.71%
Keep It Up!

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

The Retailer's Role in Idaho's Public Health: The Final Line of Defense

As a tobacco or electronic smoking device retailer in Idaho, you're not just selling products — you're part of a statewide mission. You are the final line of defense in the fight to keep these products out of the hands of underage individuals. Each time a clerk refuses a sale to someone under 21, they're not just following the law — they're protecting the future health of Idaho's youth.

Ask yourself and your team:

- Is our store perceived as a responsible partner in public health — or an easy target for underage buyers?
- Do our store policies reflect our commitment to the law and community wellbeing?
- Have our employees received meaningful, hands-on training to handle real-world scenarios and compliance checks?

Empowering Staff Through Practical, Ongoing Training

Training isn't just a legal requirement — it's your best protection against costly fines, failed compliance checks, and reputational damage.

Key Training Focus Areas:

- **Policy Familiarity**
Ensure every employee understands store policy regarding tobacco and vaping product sales. Provide written policies, have employees sign off on training completion, and revisit procedures regularly.
- **Refusing a Sale with Confidence**
Train clerks to confidently say "No" to any underage customer. Role-playing can be especially effective here. Practice builds confidence — especially for younger clerks facing peer pressure or familiar faces attempting to buy unlawfully.
- **Prepare for Unannounced Compliance Checks**
Clerks should assume that every transaction involving a customer under 30 might be part of a compliance check. Vigilance helps avoid penalties and keeps your store in good standing.
- **Security & Storage Requirements**
Keep tobacco products and electronic smoking devices secured according to Idaho law. Familiarize staff with FDA regulations on labeling and advertising. Learn more at: <https://healthandwelfare.idaho.gov/providers/idaho-tobacco-project/prevent-sale-law>
FDA Overview: <https://www.fda.gov/tobacco-products>

Mastering ID Verification: No Math Required

Checking ID is non-negotiable — but it doesn't have to be complicated. Idaho IDs are designed with built-in age indicators:

- **Color-coded designs** tell you immediately if a customer is under 21.
- **Pre-printed birthdate cutoffs** mean clerks don't have to do math on the fly.
- **Layout cues** help your team become familiar with authentic formats and spot fake IDs quickly.

Make ID checks mandatory for every tobacco or vape purchase. Over time, this will create second-nature habits and help clerks easily identify legal buyers.

Stay Informed & Up-to-Date: Compliance Resources at Your Fingertips

Use these trusted tools to stay current with Idaho and federal compliance standards:

- **Prevent the Sale – Idaho Law & Tools:** <https://healthandwelfare.idaho.gov/providers/idaho-tobacco-project/prevent-sale-law>
- **FDA's Center for Tobacco Products (CPT):** <https://www.fda.gov/tobacco-products>
- **FDA Compliance Webinars:** <https://www.fda.gov/tobacco-products/compliance-enforcement-training/fda-tobacco-compliance-webinars>

These resources offer videos, updates, and legal tools to keep your staff informed and your business compliant.

Final Thought: Your Commitment Matters

You are Idaho's partner in tobacco and vaping control. Your store's attitude, policies, and employee training can make the difference in preventing underage nicotine addiction. Whether you manage one store or many, your efforts count. Be vigilant. Be confident. Be prepared.

This Month's Health Highlight: Why Compliance Is Protection

Youth Brain Development and Nicotine

- **Nicotine harms the developing brain.** According to the Centers for Disease Control and Prevention (CDC), nicotine exposure during adolescence affects brain areas responsible for attention, learning, mood, and impulse control.
- **Youth brains are especially vulnerable** until around age 25, making underage tobacco and vape prevention critically important.
- **Retailer action matters.** Refusing sales to underage buyers helps reduce early exposure and the lifelong risks associated with addiction.
- **Source:** https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html

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](https://healthandwelfare.idaho.gov/providers/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?

- Facts & Stats
- Retailer's Role in Idaho's Public Health
 - Empowering Staff through Training
 - Mastering ID Verification
 - Staying Informed and In Compliance
- Monthly Health Highlight
- Prevent-The-Sale Resources

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