



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 7
July 2025

Facts and Stats

What was the Compliance Grade for June 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 June 2025?

- 238 Permitted Retailers were inspected. *
- 21 Permitted Retailers sold to the underage inspector.
- The compliance rate for June 2025 was:

90.76%
Good Job!

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

Local Data, Real Impact

How Project Filter and Retailers Work Together

Project Filter, Idaho's statewide tobacco prevention and control program, plays a vital role in reducing youth access to nicotine products. Administered by the Idaho Department of Health and Welfare, the program focuses on education, cessation support, and retail compliance to protect public health—especially among young people.

When retailers follow ID laws and refuse sales to underage buyers, they actively contribute to Project Filter's mission: **preventing early nicotine exposure and reducing long-term addiction risk**. Research shows that limiting retail access significantly lowers youth use rates, and **local youth surveys confirm that communities with strong retail compliance report lower rates of tobacco and vape use among teens**.

Project Filter also supports statewide awareness campaigns—in schools, online, and in health care settings—educating youth and families about the risks of nicotine. But prevention isn't possible without the commitment of Idaho's licensed retailers.

Your store is a critical part of this public health effort. And the data proves it:

- In **February 2025**, Idaho retailers achieved a **96.35% compliance rate** — only **7 violations** out of **192 inspections** statewide.
- In national data, youth e-cigarette use dropped from **7.7% in 2023** to **5.9% in 2024**, a trend strongly tied to retail enforcement and education.

Every time you check an ID, post the required signage, or train your clerks, you're not just following policy — you're helping reduce youth tobacco and vape use in Idaho.

Learn more or request educational materials at www.projectfilter.org.

Tip Feature: Three Ways Retailers Make a Difference

✓ Tip

1. **Follow the "Under 30, Check It" rule:** Ask for ID from anyone who looks under 30. ID refusal remains one of the strongest deterrents against underage sales.

2. **Schedule regular clerk refresher training:** Brief, monthly quizzes or scenario drills help staff stay sharp and aware of evolving products.

3. **Display required signage clearly and visibly:** Ensure "Sales Prohibited to Under-21" signs are current, in good condition, and placed near checkout.

Why It Matters

Even experienced clerks can misjudge a customer's age based on appearance alone—especially when teens attempt to "blend in" or shop with older friends. Asking for ID consistently reinforces a zero-tolerance message, deters future attempts, and protects your team from making costly mistakes. It's a simple, fast habit that prevents legal issues and helps maintain a safe store environment.

Consistent training aligns with best practice guidance from federal and state tobacco enforcement programs.

Proper signage is part of Idaho retailer licensing rules and complements clerk diligence in preventing sales to minors.

This Month's Health Highlight: Why Compliance Is Protection

Flavors Are Not Harmless: Why Youth Are Drawn In

- Flavored vape products may seem harmless, but they play a major role in youth nicotine addiction. According to the FDA, over 85% of youth who use e-cigarettes report using flavored varieties, like fruit, mint, and candy.
- Flavors mask the harshness of nicotine, making it easier for teens to start and harder to quit. Many flavored products still contain nicotine, ultrafine particles, and toxic metals, putting young lungs and brains at risk.
- Every ID check helps break the cycle. When access is denied early, youth are less likely to start — and more likely to stay nicotine-free.

Source: [FDA Youth Tobacco Use – 2023](#)

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.



Contact IDHW's Idaho Tobacco Project at: 877-641-4468

Volume 24, Issue 7
July 2025

ID Tobacco Project Website: <https://healthandwelfare.idaho.gov/providers>*

*Scroll down to the topic "Retailers" then select "Idaho Tobacco Project."

What's inside?

- Facts & Stats
- How Project Filter & Retailers Work Together
- Tip Feature: Three Ways Retailers Make a Difference
- Monthly Health Highlight
- Prevent-The-Sale Resources

PLEASE DISTRIBUTE TO EMPLOYEE