



## 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 8  
August 2025

### Facts and Stats

**What was the Compliance Grade for July 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 July 2025?

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

**90.14%**

**Stay Vigilant!**

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

### Protecting Youth, One Sale at a Time

#### What Retailers Should Know About Shared Use and Exposure

Retailers often focus on preventing direct sales to minors — and that's essential. But there's another layer to youth tobacco and vape exposure that often goes unnoticed: **shared use and environmental harm**.

Even when young people don't purchase products themselves, they may still be exposed through others who do — whether it's a sibling, friend, or adult at home.

Vape aerosol isn't just "harmless vapor." It contains **nicotine, ultrafine particles, heavy metals, and volatile organic compounds**, all of which can affect bystanders, including young children and teens.

Retailers can help stop this chain reaction at the source by:

- **Denying sales to those under 21**
- Being alert to "**social sourcing**" attempts (older customers buying for younger ones)
- **Refusing to sell** when there's reasonable suspicion of a "straw" purchase (*someone buying for a person under 21*).

**Your role goes beyond checking IDs.** It's about protecting everyone in the household or school setting who might breathe in someone else's vape use. The ripple effects of a single responsible sale decision can reach far beyond the checkout counter — reducing exposure, preventing addiction, and reinforcing community health norms.

Even in cases where a sale appears legal, your discretion matters. A polite but firm refusal when something feels off can stop youth access before it starts. These moments of judgment and awareness reflect professionalism — and build public trust in your business.

Retailers are often the last barrier between a dangerous product and an underage user. When clerks are trained, aware, and empowered to say no, they help prevent harm that might otherwise go unseen.

Source: [CDC – E-Cigarette Aerosol and Lung Health](#)

## Know the Pattern: When Sales Look Suspicious

It only takes one overlooked sale to put your store — and your customers — at risk. That's why identifying **purchase patterns that seem suspicious** is a key part of smart, proactive retail compliance.

Young people often rely on friends, siblings, or strangers to make purchases for them — a tactic known as “**social sourcing**.” While it's not always obvious, there are subtle signs that can raise red flags for attentive clerks.

Watch for patterns like:

- A group of teens enters, but only one person approaches the counter
- A customer who appears of age nervously buys multiple flavored products
- Someone waits outside while a buyer goes in, then quickly receives the item
- A minor handles a product, then hands it to an older individual to purchase

Even if the buyer is technically over 21, if the sale appears intended for someone underage, you're within your rights to refuse. Idaho law supports retailer discretion — and encourages clerks to err on the side of caution.

**Social sourcing** can be difficult to prove, but when your team is trained to notice these behaviors, you reduce risk — not just for your store's compliance record, but for the broader health of your community.

## This Month's Health Highlight: Why Compliance Is Protection

### Where Youth Vape Matters

- Most youth who vape are doing so **at home, at school, or with friends** — not in isolation.
- According to the CDC, over **1 in 5 high school e-cigarette users** report vaping **20 or more days a month**, indicating habitual use.
- Regular exposure increases the risk of secondhand aerosol in shared environments — including bedrooms, bathrooms, school restrooms, and cars.
- Limiting youth access at the point of sale reduces this daily exposure risk and helps prevent vaping from becoming a normalized behavior in social spaces.

**Source:** [CDC – Youth and E-cigarettes: Fast Facts](#)

## 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 8  
August 2025

ID Tobacco Project Website: [https://healthandwelfare.idaho.gov/providers\\*](https://healthandwelfare.idaho.gov/providers*)

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

### What's inside?

- Facts & Stats
- What Retailers Need to Know about Shared Use and Exposure
- Know the Pattern: When Sales Look Suspicious
- Monthly Health Highlight
- Prevent-The-Sale Resources

**PLEASE DISTRIBUTE TO EMPLOYEE**