



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

Contact us: 208-334-0642

ID Tobacco Project Website: healthandwelfare.idaho.gov
Select the "medical" menu and then "Idaho Tobacco Permits"

Volume 14, Issue 2
February 2015

Facts and Stats

"A" average for 2014

According to Idaho Code 39-5701, the Idaho Department of Health and Welfare must inspect each business that sells tobacco to ensure that it does not sell tobacco to minors. In 2014:

- 1798 Vendors were inspected.*
- 135 Vendors sold to the inspecting minor.
- The compliance rate for the month was 92.49%

*Inspections where purchase attempts were made.

Prevent the Sale Website

PreventTheSale.com/Idaho

Coming Soon!

Preventthesale.com will have a new game, additional training and point of sale resources for retailers, and updated ID information. Watch of information about when to expect the new content!

Don't Be Fooled By A Fake ID

By Cheryl Reed

Checking Identifications: FDA Requirements

The FDA requires retailers to verify the age of anyone under the age of 27. Retailers are required to sell cigarettes and smokeless tobacco in a direct, face-to-face exchange. Retailers must see the customer and physically hand the product to him/her. This requirement helps retailers verify the customer's age and helps prevent children from shoplifting these products. (<http://fda.org>)

Do you need help spotting a fake ID? Here are some tips:

1. Watch the person who has the ID for signs of nervousness. Nervous body language such as darting eyes or fidgeting can signify it is fake. Be wary if the person clearly looks young.
2. Compare the person to the picture. Keep in mind hairstyles and colors change, so you should be looking at facial features. The height and weight information is a big help.
3. Look for signs of tampering. Fuzzy numbers or letters, red eye in the photo or bumpy surfaces are good clues. Key information often tampered with is the picture, birth date, height and weight. Numbers or a state seal may not match up after the laminate is put back in place, and the card may have rough edges--especially around the picture.
4. Check the expiration date. A license with an expired date may signify it is a borrowed license as the original license holder may give one away which is no longer needed. In contrast, check for an ID which is marked as a duplicate. This could indicate the original license holder may have requested a second license for someone to use.
5. Get out a recent book of each state's driver license details and compare to the ID. Rules change often, so make sure the copy is up to date. Compare the birth date against the driver's license number as many forgers forget to change this detail. Many states code the license number with the a partial last name, birth date and other identifying data.

6. Ask the person for a second, or even third form of ID if you are still unsure. In the case of a borrowed driver's license where the person looks similar to the original owner of the ID, it is unlikely there will be multiple cards with the same name as the ID. Ask for credit cards.

7. Talk to the person, and insert key questions which are not usually thought of when someone changes the dates on a license. Ask for the person's zodiac sign or high school graduation year. When you believe it is a borrowed ID, ask what the middle initial stands for and see if there is a hesitation before the response. Read more:
http://www.ehow.com/how_2063474_spot-fake-id.html

What to learn more about identifying Fake IDs?

You can also check out helpful PowerPoint at <http://www.wikihow.com/Spot-a-Fake-I.D.>

FDA Retailer Education Resources

The FDA has created retailer education materials for you. You can access these through the following link:
<http://www.fda.gov/TobaccoProducts/ResourcesforYou/Retail/default.htm>



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PLEASE DISTRIBUTE TO EMPLOYEES

What's inside:

- Identify Fake IDs
- FDA Retailer Education Resources