

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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New ID's Heat Up the Dance

By Chelan M. Pedrow

Facts and Stats

C+ Average for the Month of May

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. For May of 2002

- ◆ 156 Vendors were inspected.
- ◆ 35 vendors sold to the hired minor.
- ◆ The compliance rate for the month of May 2002 is 77.1%

Any questions about Idaho Law concerning tobacco products and minors can be directed to:

Idaho Department of Health and Welfare

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(208) 334-0693

The tango between minors and store clerks will heat up this summer with the introduction of Idaho's new driver's licenses. The traditional rose for this lively dance is a pack of Marlboro's, Camels, or a tin of Copenhagen--**tobacco products**. The tempo of the tango might speed up this summer, but remember, the steps are the same.

Studies show the number of Idaho tobacco sales to minors is falling. Increasingly, clerks are carding and refusing to sell if no ID is offered or the teen is underage. Results from the mid 90's found minors succeeded in buying tobacco over half the time. In 2001, less than one out of five teens were successful.

With schools out on summer break, many children find themselves with more free time. Most use this time to earn some cash, perfect their swing, or beat their last Nintendo score. But, a few will spend their hours creating the "realist" fake ID on the market. Forged identification cards and fake driver's licenses remain as problems for store clerks.

According to the Alcohol and Tobacco Enforcement Section of the Wisconsin Department of the Department of Revenue there are three popular ways to forge an identification card: create a fake ID, alter an existing ID, or borrow an ID.

The surest way of spotting fakes is to know the standard size, thickness, and appearance of state issued ID's and driver's licenses. The new Idaho license with its age-specific format and credit-card appearance will soon be the main form of ID.

For a few years, though, both the laminate and the card will be acceptable--know both forms of identification. ◆

Spotting the Fakes

Fake IDs may be missing signatures, seals or other emblems of authority. Look closely to the card's fonts; unique lettering is a sign of forgery. Also, remember to check the quality of the back of the card, a place that is often neglected.

Altered cards will often bear traces where there have been alterations. Look at the quality of the lamination; bubbles and cloudy areas are telltale signs that the plastic has been separated. Check for alterations such as scratches, punctures or burns around facts such as date of birth and driver's license number. Also, official DMV pictures show no "red-eye."

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Spotting the Fakes *continued*

Borrowed ID's are easily spotted if a quick comparison of the cardholder and the card's stats is made. If you think the ID does not belong to the customer, ask the person simple questions from the card such as their date of birth or home address.

Suggestions found at
<http://www.fbi.gov/publications/feb/1997/feb972.htm>



What Can I Do When? . . . I am faced with a possible fake ID?

You're holding the license looking at the pinhole through the cardholder's date of birth. The check out line is long, the customer looks of age, and the pressure is mounting. Your surest protection is to simply refuse the sale. Refer to the "We Card" signs or the other tobacco posters around your booth if an explanation is needed. Also, learn your store's policy dealing with these situations, so when you are faced with a situation such as this your response is automatic and firm.

Prevent the Sale: Web-based training for Idaho Tobacco Retailers:

Keep watching for the Prevent the Sale web based
Game!

Coming soon to
www2.state.id.us/dhw/tobacco/

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Health & Welfare

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