

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

VOLUME 01, NUMBER 2

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## Look Ma, No Math!

By Chelan M. Pedrow

### Facts and Stats

#### B+ Average for the Month of June

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 June of 2002

- ◆ 1123 vendors were inspected.
- ◆ 138 vendors sold to the inspecting minor.
- ◆ The compliance rate for the month of June 2002 was 87.7%

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

#### Idaho Department of Health and Welfare

Ross Mason  
PO Box 83720  
Boise, ID 83720-0036  
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The new Idaho driver's license is no longer modeled after a pop math quiz. Never again will you have to subtract years, add weeks and juggle dates to figure out if you can sell tobacco (or alcohol) to customers. The color, words and shape found on the ID cards provide all you need to know.

#### Idaho's Latest

Landscape oriented cards are issued to drivers and people over 21 years of age. You may sell tobacco to any cardholder with a landscape-oriented card; the way licenses have always been printed.

Be careful when you have a vertically formatted card (Figs. 1 and 2) in your hands. These cards are issued to drivers under 21 and under 18. A quick glance at the red or green border around the picture will answer the ultimate question, "Can I sell?"

#### The color scheme

"If it's green, stop the teen." The cardholder is a minor, and by law they cannot buy tobacco or alcohol (Fig.1).

"If it's red, use your head." Red means the cardholder is between 18 and 21 years of age. The law allows them to buy tobacco, but not alcohol (Fig. 2).

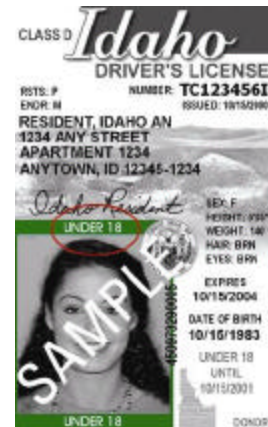


Fig. 1. Vertical format card Under 18



Fig. 2. Vertical format card Under 21

## Look Ma, No Math! continued

### Last year

In 2001, Idaho issued laminated driver's licenses that highlighted the age of the cardholder in a marquee around the border of the card. The color scheme holds true with these, too. Cardholders under 18 have a green border (Fig. 3); while cardholders under 21 have a red border (Fig 4).

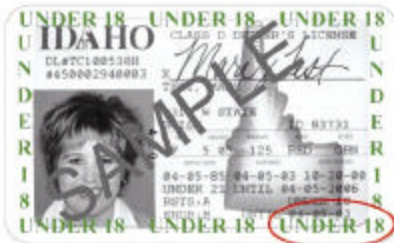


Fig 3. Idaho issued 2001  
Under 18



Fig 4. Idaho issued 2001  
Under 21

Licenses issued before 2001, should have "Under 21" stamped on the front (Fig 5). When you receive one of these cards, remember to look at the lower right hand corner. The text in the circled in Fig. 5 tells you the date the cardholder turns 18 or 21.



Fig 5. Idaho issued before 2001

As time passes Idaho's new format will become the prevalent form of ID. Until then, all three forms are acceptable. So, when you see colors, put you calculators and fingers down. The red and green is your guide to sell or refuse. Remember the rhyme and reason, and the colors will not lead you astray. ♦

**If it's green, stop the teen!**  
**If it's red, use your head.**

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