

Jackson's Food Stores A Tobacco-Compliance Winning Team

By Michael Slagel

It is a sad fact that many minors within the State of Idaho are able to purchase tobacco. Store clerks are the last line of defense between a store's tobacco products and underage customers. Think of clerks as the equivalent of defensive linemen on a tobacco-selling football team. Likewise, think of an underage teen as the running-back for the rival tobacco-buying football team, who just received the football as a handoff. The teen has her sights set on the end zone, full of cigarettes, cigars, and smokeless tobacco. If the teen can just break through the clerk's defense and get to the tobacco products she can score a touchdown. The penalties for selling tobacco can be stiff. Coaches (owners/managers) need to train their defense to prevent teens from purchasing tobacco. This can be a challenge. In this issue we present a successful training strategy that has helped one business reduce sales of tobacco to minors.

Training the Jackson's Food Store Way

Jackson's has a superb record for not selling tobacco to minors. Andrea Jackson, the Vice-President and Chief Operating Officer of Jackson's, shared their strategy for success. According to Mrs. Jackson, Jackson's has a three-day classroom training program for all new hires, part of which includes a two-hour section on restricted sales.

New employees are given written materials, instructions, a questionnaire, and restricted

Prevent the Sale Website

- ❖ **Know the law:** Learn the Idaho State law concerning tobacco and minors.
- ❖ **The tobacco quiz:** Test your knowledge of Idaho's minors and tobacco law.
- ❖ **See what the ID's look like:** Check out the new Idaho drivers' licenses, review those from nearby states, and learn how to spot frauds.
- ❖ **Play the Game "Would You Sell to This Person?"** Try your hand at spotting the minor and watch out for the state inspector!
- ❖ **For more information go to:** www.preventthesale.com

sales practice on the cash register. Following the classroom training, new hires receive up to five additional days of training within the actual store, including more practice on restricted sales.

Jackson's also uses the "We Card" policy. They card any customer buying restricted products, who appears younger than 30. The customer's birth date is also entered into the clerk's register, and if they are not old enough to buy, the register flashes a message blocking the sale. This eliminates guesswork and mental math.

Rewards for Clerks AND Customers

Jackson's has an internal audit program where they use their own minors to conduct tobacco inspections. Results are sent to the main office. Commendations and rewards are given for successes, and discipline, up to and including discharge, for failures. Jackson's coaches train their defensive line, so they are primed and ready for the rushing teens.

Rewards aren't limited to employees. Jackson's has recently begun the "We Card or We Pay" program. If a customer under 30 buys a restricted product and is not carded, Jackson's pays that customer one dollar. A report of the payment and failure to card is then sent to the main office

Is Your Business a Winning Team?

Most employees want to comply with the tobacco law. Good training and follow-up will help them avoid mistakes and prevent the sale. With the right training and supervision, you can make your business a winning team!



Factoids and Statistics

"A" Average for the Month of August

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 August of 2002

- ◆ 737 Vendors were inspected*.
- ◆ 71 vendors sold to the inspecting minor.
- ◆ The compliance rate for the month of August 2002 was 9.6%

*Inspections where purchase attempt was made.

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WHAT'S INSIDE!

- ◆ Jackson's Food Store training program
- ◆ Prevent The Sale web site

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