

THREE STEPS TO PREVENTING THE SALE!

By Jill C. Urie

Renew Your Tobacco Permit Today!

Don't forget! It is time to renew your tobacco permit. Tobacco permits will be expiring at year end 2003. To prevent your business from having an expired license, be sure to renew your permit or get a new permit by December 31, 2003!

A simple, fast, and free renewal process is available on the Idaho Tobacco Project website. To get or renew a tobacco permit simply log on to the Idaho tobacco website at:

www.tobaccopermits.com/Idaho/

Easy and Effective Steps to Preventing the Sale!

There are easy and effective steps Idaho businesses and their employees can take to prevent the sale of tobacco to minors. Are you and your employees armed with the tools needed to avoid costly fines? So far this year, \$42,300 fines have been levied on tobacco vendors and their employees. How can you avoid such fines? Consider these easy and effective steps:

Step One: Provide Training for Employees.

The first defense a business has is to insure that each employee has adequate training. All employees should know and understand Idaho law regarding tobacco sales to minors. Employees should understand that it is illegal

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

to sell tobacco products to minors and the consequences for selling to minors. Each employee should have the ability to recognize the various forms of Idaho driver's licenses and ID cards. The employees should be trained to quickly identify the age of a customer without using math.

Training should be provided to employees upon employment with frequent refreshers. You can use www.preventthesale.com as a refresher to employee training.

Step Two: Clear Store Policy

Be sure your employee training is effective by first establishing a clear store policy. Without a policy, employees will be unclear as to the store standards and consequences of selling to minors.

Three Steps *continued*

For example, carding policies can be established. Setting a clear cut-off age would require employees to card everyone who appeared under a certain age, say 35.

Your store policy should also outline any other store procedure and the consequences for selling to minors. By doing this, you can avoid costly confusion and frustration when employees are confronted with minors who wish to buy tobacco.

Step Three: Have Job Aids and Other Items on Hand

There are many items available that can help your employees not sell tobacco to minors. Some aids assist employees in calculating the age of customers and some help customers know the policies of the store.

These items include: cash registers that calculate a customer's age automatically, counter top calendars that specify the year customers must be born to legally purchase tobacco, and various cards and posters that notify customers that your business monitors the sale of tobacco products.

In addition, Idaho ID's are color-coded to help identify minors. Be sure to teach your employees the rhymes: "***when it's green, stop the teen***" (when the ID is green the

minor is under 18), and "***when it's red, use your head***" (when the ID is red the minor is over 18 but under 21).

These various aids can help your employees execute sales efficiently and correctly, as well as, help to defend their decision to not sell to minors.

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Your business and your employees can be armed with the knowledge necessary to prevent the sale to minors and avoid costly fines. Identify what areas your business could improve upon and implement these three steps today.

Factoids and Statistics

"A-" Average for October

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 October of 2003:

- ❖ 239 Vendors were inspected. *
- ❖ 24 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of October 2003 was 89.96%.

*Inspections where purchase attempts were made.

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