

## 2003-A Year in Review

By Jill C. Urie

### The results are in for 2003!

As we head into 2004, you can be proud that most businesses are not selling tobacco to minors. For two years now, the compliance rate has held steady around 85%, meaning, that only about 15% of tobacco vendors in the state of Idaho sold tobacco to a minor during an inspection. Idaho is far within federal guidelines and tobacco vendors are continuing to meet the challenge to prevent the sale to minors.

But, work still needs to be done. Every business that sells tobacco should remain diligent and should know the basics in order to prevent the sale of tobacco to minors. What should you know? Vendors and their employees should know that:

- it is easier than ever to spot underage customers. Since 2002, all Idaho drivers' licenses issued to minors have been in a vertical format and color-coded to allow for simple age identification without using math. Each employee selling tobacco products should remember the rhymes:
  - **"If its' GREEN, STOP the teen!"** A green color-coded ID means that the customer is under 18 and it is illegal from them to purchase tobacco products.
  - **"If its' RED, use your head!"** A red color-coded ID means that the customer is over 18, but under 21 and can purchase tobacco, but not alcohol.



### Preventing the Sale to Minors is within our reach!

- the [www.preventthesale.com](http://www.preventthesale.com) website can be used as a fun way to help you learn the law and identify underage tobacco buyers.
- having trained employees and a clear store policy reduces tobacco sales to minors and reduces fines for the employees and businesses.

Most importantly – vendors and their employees should know that:

- More than 1 million young people continue to become regular smokers.
- Minors will probably never smoke if they can stay smoke-free through high-school, and
- Idaho tobacco vendors and their employees can dramatically affect the lives of kids by refusing to sell tobacco products to them.

## Year in Review! *continued*

### Inspections Continue for 2004

Idaho law requires that any business with a tobacco permit be inspected once each year. Additional inspections are required depending upon the violation rate from the prior year and the number of businesses with permits. For example: If the violation rate for last year was 14.15 percent and there are 1800 permitted businesses in Idaho, the number of inspections would be:  $1,800 \times 10 \times .1415 = 2547$ .

The number of inspections is defined by Idaho Code 29-5710.3.

### Renewed Commitment for 2004

You are continuing to meet the challenge to prevent the sale to minors. But, don't forget, you are Idaho's first line of defense. Being on the frontlines is not always easy, but the benefits are great. You have the power to affect a minor's life – to be the barrier between a teen and tobacco.

With a renewed commitment and diligence to prevent the sale of tobacco to minors, you not only uphold your responsibility to the law, but you can change a teen's life forever.

## Don't forget to Renew Your Permit for 2004

**Go to:**

[www.tobacopermits.com/idaho](http://www.tobacopermits.com/idaho)

Permits for 2003 expired on  
December 31, 2003

If you have not already renewed your permit, renew TODAY – it's FREE!

The online permitting system allows for FAST and convenient renewal

## Factoids and Statistics

### “B+” Average for December

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 December of 2003:

- ◆ 214 Vendors were inspected. \*
- ◆ 25 Vendors sold to the inspecting minor.
- ◆ The compliance rate for the month of December, 2003 was 88%.

\*Inspections where purchase attempts were made.

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### WHAT'S INSIDE!

- ◆ Year in Review
- ◆ Renew Your Permit
- ◆ Factoids and Statistics

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