

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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It's a New Year: Finding the Right Resolution

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Facts and Stats

"B" Average for December 2007

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 2007:

- ❖ 24 Vendors were inspected.*
- ❖ 3 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of December 2007 was 87.50%

*Inspections where purchase attempts were made.

Prevent the Sale Website

www.preventthesale.com/idaho

- Learn about the law
- Take the tobacco quiz
- See what the ID's look like
- Play the Game "Would You Sell to This Person?"

New Years Resolutions

Here we are again just over the threshold of 2008, hoping that it will be a good year and vowing to make some much-needed changes to improve our health, relationships, financial situations and time management.

You are probably not surprised that quitting smoking is one of the top ten New Years resolutions that people make. It comes in at number four on the list, behind spending more time with family, getting fit, and losing weight.

On average, smokers try four times before they finally kick the habit for good. So, if you've already tried unsuccessfully three times, this could be your lucky year.

There is a lot of support for smokers who vow to quit, from nicotine patches to support hotlines. But the real fortitude has to come from within.

Knowing how difficult it is to quit smoking, and all the health risks associated with the habit, perhaps you can make a New Years Resolution this year to help a minor understand that risk.

Many people enjoy jumping on bandwagons and fighting for a cause. Preventing teens from taking up the habit smoking is definitely a worthy cause. As a tobacco vendor, make sure you always say "No" to minors who try to buy tobacco this year.

Want to know what the other six New Years Resolutions are? You won't be surprised, I'm sure. They're: Enjoy life more, quit drinking, get out of debt, learn something new, help others, and get organized.

Good luck with those resolutions, and have a fabulous 2008!

Solving Problems

"Life is a series of problems." This is one of the first sentences in the book "The Road Less Traveled" that I read years ago. I've never forgotten it. Of course, it depends on how you want to look at life as to whether or not you define it as a series of mountains or a series of valleys.

Given that we'll all encounter problems along the road of life, several wise philosophers offer some words for us. Here are just a few:

"The problem is not that there are problems. The problem is expecting otherwise and thinking that having problems is a problem." Theodore Rubin

"The measure of success is not whether you have a tough problem to deal with, but whether it's the same problem you had last year." John Foster Dulles

"Everything that irritates us about others can lead us to an understanding of ourselves". Carl Jung

"Many attempts to communicate are nullified by saying too much." Robert Greenleaf

"If we could sell our experiences for what they cost us, we'd all be millionaires." Abigail Van Buren

"I am grateful for all my problems. I became stronger and more able to meet those that were still to come." J.C. Penney

"Success is going from failure to failure without a loss of enthusiasm."

Winston Churchill

"You can't live a perfect day without doing something for someone who will never be able to repay you." John Wooden

"The sole meaning of life is to serve humanity." Leo Tolstoy

Can our own problems be solved by helping someone else? Maybe we should resolve to give it a try this year and see what happens.

Five Tips for Passing a Compliance Check

When minors walk in your store, you can never be sure if they're there for a compliance check. Minors who work with a compliance check team are trained to act unsuspecting and to dress normally, so don't count on your intuition to make the judgment call.

But whether the minor is part of compliance check or not, your reaction should be the same, and your answer should be: NO!

Just in case you feel uncertain about your ability to say "no" to a minor, here's 6 tips to empower you in the process and to keep you from paying a hefty fine by selling tobacco products to a minor.

1. Train yourself to identify a fraudulent identification.
2. Play-practice with co-workers on how to say "no" effectively and firmly. Have a co-worker challenge you and work on your responses under difficult circumstances.
3. Remember that minors who are part of a compliance check are trained to be courteous and to answer questions honestly. So, always be sure to ask for ID. And, ask questions like: "are you 18 years old?" If the minor says, "no," your job is easy. If she says yes and you suspect she isn't 18, you need to be able to tell if the ID is real.

4. Don't try and calculate a customer's age using math. Don't worry about when their birthday is. Idaho state ID is designed to do the work for you. NO MATH NEEDED! When looking at the ID, remember there are three clues that tell you a customer is under 18:

- the ID is vertical not horizontal,
- "under 18" is displayed above and below the minor's picture in a green border (only minors under 18 have IDs that are color coded in green), and
- the ID provides a "not 18 until" date

5. Remember that compliance checks have been proven highly successful in reducing the sale of tobacco to minors. Even if you aren't guilty of selling to minors, be glad that someone cares enough to pay attention.

6. Also remember that even if the minor is your friend, selling to him or her tobacco is no favor. The majority of children who start smoking never stop. There's a good chance that their lives will be cut short because of their smoking habit – that you contributed to. Practice saying "no," even to your friends.

Are You Prepared?

Employees should be seasoned for the task of refusing the sale of tobacco to minors. This preparation is the employer's responsibility, and should include regular training, practice sessions, and reminders. Helpful tips can be found on the Prevent The Sale web site.

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