

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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### The Ongoing Tobacco Battle

By Cheryl Dudley

#### Facts and Stats

##### “B” Average for SEPTEMBER

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. In SEPTEMBER 2008

- ❖ 169 Vendors were inspected.\*
- ❖ 26 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of September 2008 was 85%

\*Inspections where purchase attempts were made.

#### Prevent the Sale Web site

[www.preventthesale.com/idaho](http://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?"

#### The Great Tobacco Battle

Tobacco use usually begins before the age of 18. The World Health Organization estimates that about one third of the population aged 15 years and older smokes. That's about 1.1 billion smokers.

In the United States, about 80% of smokers started smoking before the age of 18. This is a shocking reflection on the ease of teens' access to tobacco products.

Idaho has been working hard for several years to prevent the sale of tobacco products to minors. One of the most effective methods has been random inspections of tobacco vendors and increasing the tax on tobacco.

States receive money from cigarette taxes as well as from cigarette manufacturers. Part of these funds is used to implement programs that will prevent youth from smoking.

The money states receive from cigarette manufacturers is the result of the states agreeing not to sue. Although these funds have been huge—to the tune of about \$53 billion, the Center for Disease Control estimates that the healthcare and lost productivity costs due to smoking was as much as \$12 per pack of cigarettes sold in 2007. At that rate, state and local taxpayers continue to subsidize the cigarette industry.

Tobacco addiction is devastating. Of the 1.1 billion smokers, it's estimated that 500 million will die prematurely, and half of those will die at middle age, losing 20-25 years of life.

#### What Can You Do?

As a tobacco vendor, you may not realize the importance of your job in preventing the sale of tobacco products to minors. Of all the preventative measures the state of Idaho takes, preventing the

sale is highly effective.

In essence, tobacco vendors are assigned an important job that no one else can do. And although it may not always be easy to say "NO," you can rest assured that your hard work is making a difference.

So keep up the good work, and don't be afraid to tell a minor "no." Practice, role-play, and get comfortable holding your ground when minors become confrontational (which they will). Not only will you avoid costly fines at inspection time, the bottom line is you're helping to improve the health of our state.

#### Spotting a Fake ID

If you've been in the vending business for long, you may have already seen a fake driver's license. But if you're new to the business, you may need some tips on what exactly to look for.

Because of technology, fake IDs are harder to detect these days. There are websites where people can purchase authentic-looking driver's licenses. Here's some things you can look for:

The person may be nervous. Nervous body language, like darting eyes and fidgeting can be a sign of guilt. If the person clearly looks too young, this is a good signifier.

Look closely at the picture. Hairstyles and colors change, so pay close attention to facial features, height and weight.

Look for signs for signs of tampering, such as bumpy surfaces and rough edges. Numbers or the state seal might not match up after the laminate is replaced. Key information: picture, birth date, height and weight are often tampered with. Look closely.

Check the expiration date. A license that is expired may signify that the owner has given it away. In this case, ask for a second or third piece of ID.

Ask some specific questions while holding the ID, such as birth date, middle initial, zodiac sign or high school graduate year. If the ID is fake, the person may not be able to tell you.

## A Tough Quiz

This quiz was printed several months ago in our newsletter. See if you can remember the answers!

1. Fine-ground snuff has been found beneficial for:

- a. headaches
- b. arthritis
- c. hay fever

2. Chewing tobacco comes in 3 forms. They are:

- a. twist, plug, scrap
- b. chew, scrap, looseleaf
- c. scrap, pencil, sheet

3. Chew tobacco is sometimes flavored with:

- a. salsa
- b. molasses or fruit
- c. avocado

4. Creamy snuff is used for:

- a. deodorant
- b. moisturizer
- c. oral hygiene

5. Tobacco paste is used for:

- a. treating cuts and scrapes
- b. easing insect stings
- c. smoking

## CSI Goes Smoke Free

Beginning last August, no smoking is allowed on the College of Southern Idaho campus. The Board of Trustees unanimously made the decision that smoking will not be allowed anywhere on campus—inside or out. That includes the sidewalks. Smokers need to cross the street to smoke.

A few students led the recent effort to make CSI smoke-free. They issued an on-line survey that was filled out by 960 people. Sixty seven percent of the respondents said that campus smoking was problematic.

They said smokers are good people with a bad habit and public health is their main concern.

## Give Yourself a Pat

Idaho has the third lowest smoking rate in the nation. While the national average of high school students who smoke is 23 percent, Idaho is only 15.8 percent.

Answers to quiz

- 1. c
- 2. a
- 3. b
- 4. c
- 5. b

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