

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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### Know the Law, Avoid the Fine, Pass the Inspection

By Cheryl Dudley

#### Facts and Stats

##### "A" Average for JUNE

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 JUNE 2008

- ❖ 254 Vendors were inspected.\*
- ❖ 41 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of June 2008 was 90.16%

\*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

#### Movies and Smoking

A new study shows that young adults who watch movie stars smoke on screen are more likely to take up the habit themselves. While previous studies have shown that on-screen smoking can influence adolescents, it was just recently discovered that it influences young adults as well.

Movies create the illusion that everything will turn out okay. When young adults view the positive outcomes of smoking on the screen, and if they have friends or relatives who smoke, there are encouraged to experiment.

#### Midlife Memory Problems

If you're finding it hard to think or learn, perhaps you should quit smoking. Smoking during midlife can damage blood vessels in the brain, resulting in a loss of memory. Scientists recently concluded that smoking is also a risk factor for dementia.

While ex-smokers tested better than smokers on cognitive tests, smokers often underestimate their risk of death and memory deficit.

#### Have you Passed Inspection?

If you're worried about passing Idaho's state tobacco inspections this year, there are a number of ways to put your mind at ease.

Preventthesale.com is intended to help tobacco retailers and clerks arm themselves with information and tools to know Idaho's tobacco laws and gain the confidence to say "no" to minors. There are a number of effective tools on the site, like viewing what a fake identification could look like, and practicing your skills for identifying a minor trying to purchase tobacco. Be sure to take advantage of this valuable information, for your sake, and for the sake of Idaho's youth.

#### Have you taken the Quiz?

In case you've never taken the quiz on our Prevent The Sale web site, here's a sample of some of the questions. See how much you really know about Idaho's efforts to prevent the sale of tobacco to minors. See page 2 for answers.

1. State law mandates that all employees who sell tobacco products must know the law concerning tobacco and minors.

- True
- False

2. State law allows inspections to ensure that stores comply with the law. When can these inspections occur?

- Within a week after the store receives written notice
- Anytime, without prior notice
- Once a year on a date agreed upon with the store

3. State law requires that tobacco product sales be vendor assisted. What does that mean?

- Tobacco must be locked up or out of reach of all customers
- Tobacco must be sold in vending machines
- Tobacco must be in easy reach only for those over 18

4. Which of the following are not considered tobacco products by law?

- Pipes
- Smokeless tobacco
- Tobacco papers
- Cigars
- Snuff
- All of the above are considered tobacco products

5. Which of the following is prohibited by law?

- Selling an open, partial pack of cigarettes
- Selling single cigarettes
- Giving away single cigarettes as a

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## Fine Structure for Clerks

Clerks get fined each and every time they are caught selling tobacco to minors. Clerks are not given warnings – they are cited every time including the first violation! A citation is issued directly to the individual who sold the tobacco, meaning that it is the responsibility of the clerk or individual who made the sale and **not** the business to pay the fine. The fine for each violation is **\$100.00**

Tobacco fines are easily avoided. Be sure to check your customer's identification, understand the law, and know your store policies. By preventing the sale of tobacco to minors, you will not only be following the law and avoiding costly fines, but you can have a part in ensuring a happy and healthy future for Idaho's youth.

## Spotting Fake IDs

**Borrowed IDs** are easily spotted by making a quick comparison of the cardholder to the card's stats. If you think the ID does not belong to the customer, ask the person simple questions from the card, such as their date of birth or home address. It's a good idea to learn your store's policy when dealing with these situations, so when they face you, your response is automatic and firm.

**Fake IDs** may be missing signatures, seals or other emblems of authority. Look closely to the card's fonts; unique lettering is a sign of forgery. Also, remember to check the quality of the back of the card, a place that is often neglected.

**Altered cards** will often bear traces where there have been alterations. Look at the quality of the lamination; bubbles and cloudy areas are telltale signs that the plastic has been separated. Check for alterations such as scratches, punctures or burns around facts such as date of birth and driver's license number. Also, official DMV pictures show no "red-eye."

Answers to quiz on page 1:

1. True
2. Anytime, without prior notice
3. Tobacco must be locked up or out of reach of everyone (vending machines are illegal)
4. All of the above
5. All of the above

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### What's Inside:

- \* **Movies and Smoking**
- \* **Midlife Memory**
- \* **Take the Quiz**
- \* **Passing Inspection: Spot Fake IDs**

**PLEASE DISTRIBUTE TO EMPLOYEES**