

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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DHW Tobacco Project Website: <http://www.healthandwelfare.idaho.gov/>

Idaho Tobacco Project page can be found by selecting the "Medical" menu and then "Idaho Tobacco Permits"

Phone: 208-334-6542

### How to Detect a Fake ID

By Cheryl Reed

#### Facts and Stats

##### "A" Average for MARCH

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 March, 2012:

- 411 Vendors were inspected.\*
- 29 Vendors sold to the inspecting minor.
- The compliance rate for the month was 92.94%

\*Inspections where purchase attempts were made.

#### Prevent the Sale Website

<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?"

#### Is it False, Borrowed, or Altered?

A new publication for law enforcement officials provides an overview of some of the most common types of false IDs and their typical sources.

False IDs come in three categories: fake, altered, or borrowed. Young people have numerous sources for acquiring high-quality and hard-to-detect false IDs. Retailers need to know what to look for if they suspect an ID has been faked, altered, or borrowed.

The most powerful tools for retailers to use for preventing the sale of tobacco to minors require a commitment by management to establish strict policies and communicating these policies to staff.

Management should demand identification from young-looking customers consistently and conscientiously. Retailers should check the birth date to make sure the customer is of age. A surprising number of sales are made to customers who present IDs that clearly indicate they are underage.

If the retailer suspects the ID is fake, they should ask for a second ID, preferably with a photograph. Sometimes even a simple question can reveal frauds, such as asking for a middle name or zip code. If still in doubt, the retailer can refuse service. Most states can protect sellers who refuse service to someone they think may be underage.

Idaho recently created a new drivers license design and security features to protect against theft and fraud. The new lamination contains the word "Idaho" and the shape of the state is printed with a tri-color optical variable design that glows green under UV light. There are also fine lines and microprinting through the background, photo, and ghost image. A vertical format for minors under 21 provides quick reference. Two barcodes on the back of the card provide card-specific manufacturing numbers.

#### Telltale Signs of a False Identification

- Picture does not resemble bearer
- Bearer cannot quickly state birth date or address
- Bearer's signature does not match signature on identification
- Driver's license does not match a legitimate sample (Compare to the one in your own wallet)
- Lamination seems too thick or has cuts or overlays
- Lamination has air bubbles, peeled back corner, or faulty re-sealing
- Quality of print is poor or indistinct
- Holograms or ghost images do not appear to be high quality
- Magnetic strips is covered by plastic laminate
- State seal or camera number is partially covered by photo or has been altered.
- Lettering does not match or appears altered
- ID is expired
- Check for numbers that have been scratched, bleached out and inked over, or cut out and reinserted.

**Tobacco use usually begins in early adolescence, most often by the age of 16.**

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## No New Taxes on Cigarettes

The House Revenue and Taxation Committee rejected a \$1.25 increase in the Idaho state cigarette tax in March. Tobacco companies have fought the cigarette tax increase for the same reason health leaders have supported it: Because they know it will reduce smoking, especially among kids. This vote ignores the irrefutable evidence, reaffirmed in a U.S. Surgeon General's report released just last week, that increasing the cigarette tax is one of the most effective ways to keep kids from smoking.

A higher cigarette tax would reduce tobacco-related health care costs, which total \$319 million a year in Idaho, including \$83 million paid by the state Medicaid program. Government expenditures related to tobacco amount to a hidden tax of \$530 each year on every Idaho household.

The U.S. Surgeon General's report released last week, Preventing Tobacco Use Among Youth and Young Adults, leaves no doubt that increasing the price of cigarettes through higher tobacco taxes is highly effective at reducing smoking, especially among youth. Based on an exhaustive review of the scientific evidence, the report concluded, "The evidence is sufficient to conclude that increases in cigarette price reduce the initiation, prevalence, and intensity of smoking among youth and young adults."

Studies show that every 10 percent increase in the price of cigarettes reduces youth smoking by about 7 percent and overall cigarette consumption by about 4 percent. Idaho could have expected a \$1.25 cigarette tax increase to prevent 12,400 Idaho kids from becoming smokers; spurred 9,400 current adult smokers to quit; saved more than 6,400 Idaho residents from smoking-caused deaths; saved more than \$400 million in long-term health care costs; and raised about \$47.3 million a year in new state revenue.

Tobacco use is the leading preventable cause of death and disease in Idaho, claiming 1,500 lives each year. While Idaho has made significant progress in reducing youth smoking, 14.5 percent of Idaho high school students smoke and 1,300 more kids become regular smokers every year.

### According to the Surgeon's General, teenagers who smoke are:

- **3 times more likely to use alcohol**
- **8 times are likely to smoke marijuana**
- **22 times more likely to use Cocaine**

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#### What's Inside?

- Detecting Fake, Altered, Borrowed IDs
- Signs of False IDs
- No New Taxes on Cigarettes

**PLEASE DISTRIBUTE TO EMPLOYEES**