



Contact us: 208-334-0642

ID Tobacco Project Website: healthandwelfare.idaho.gov

Select the "medical" menu and then "Idaho Tobacco Permits"

Facts and Stats

"A" average for July

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 **July 2017**:

- 33 Vendors were inspected.*
- 2 Vendors sold to the inspecting minor.
- The compliance rate for the month was 93.94%

*Non-minor Exempt Inspections where purchase attempts were made.

Prevent the Sale Website,

A training resource provided to you by the Idaho Department of Health & Welfare.

Visit our website and get valuable retailer education and training support on all aspects of Idaho's "Prevention of Minors' Access to Tobacco" law!

Preventthesale.com/Idaho

The Value of Knowing

By Cheryl Reed

Are you providing sufficient training?

Staff should have the right training to know how to deal with stressful situations throughout the day in regard to selling tobacco products to underage minors. Role-playing difficult situations is an excellent way for staff to become comfortable in most any situation. Role-playing, whether viewed online or practiced in person, can provide staff the confidence to resist peer pressure and make the right decisions, particularly for younger staff who may have underage friends or acquaintances who try to purchase tobacco.

Training can include written store policies that the employee must read and sign before selling tobacco products. Our website, <http://preventthesale.com>, contains useful training resources for employees including downloadable presentations, posters, and brochures. The FDA also has a number of compliance webinars where you can sign up to receive updates about new trainings. The website for the webinar series is <https://www.fda.gov/tobaccoproducts/guidancecomplianceregulatoryinformation/ucm220111.htm>.

Understanding and following state and federal laws regarding the sale of tobacco is paramount, but creating your own lawful store policies that enforce prevention policies is acceptable as well. Training employees to follow all policies requires concerted effort, but is well worth it for the health and safety of our youth.

What information should training include?

In addition to training about state and federal laws and regulations prohibiting the sale of tobacco products to minors and how to verify the age of customers, training can also cover:

- Applicable laws and penalties regarding the advertising and promotion of tobacco products,
- The negative health and economic effects of tobacco use, such as the Surgeon General's Report and other authoritative scientific studies.

Our Ultimate Training Goal: Improve Public Health

It's estimated that every day about 2,500 youth under the age of 18 smoke their first cigarette. Because nearly nine out of 10 adult smokers began smoking by the age of 18, we work hard to reduce the exposure of tobacco products to vulnerable minors. If you have ever questioned the reasons why the U.S. has created such thoughtful approaches to ending the negative health effects of tobacco use and prevent the sale of tobacco to minors, keep in mind that each year about 480,000 people in the U.S. die prematurely from diseases caused by cigarette smoking or secondhand smoke exposure. The goals of preventing minors from starting to use tobacco products, encouraging tobacco users to quit, and reducing the harm caused by tobacco, all work together to protect the public's health. Your role in preventing the sale of tobacco to minors is significant in accomplishing these goals.

Educating yourself on new research, new regulations, and new products on the market can equip you to better understand the landscape of your challenge. To stay on top of new information, consider signing up to receive email updates and newsletters from the FDA's Center for Tobacco Products (CTP) at <https://www.fda.gov/TobaccoProducts/NewsEvents/default.htm>. The August newsletter announces the FDA's new plan for tobacco and nicotine regulations aimed at better protecting kids. And don't forget to visit our preventthesale.com/Idaho website for valuable resources and info.

Required Signage

The FDA requires retailers that sell tobacco to post very specific signage about tobacco-selling policies. Failure to post the correct signage can result in penalties up to \$250 for a third offense. The bottom line is that customers should have no doubt what your company policy is regarding the sale of tobacco. Following are the specifics for signage:

- Contain red lettering at least ½ inch high on a white background
- Include a pack of cigarettes at least 2 inches high defaced by a red diagonal of a surrounding red circle and the words "Under 18".



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Volume 17, Issue 8
August 2017

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What's inside?

- Are you providing sufficient training?
- Required signage
- Our ultimate goal: To improve public health

PLEASE DISTRIBUTE TO EMPLOYEES