



Contact us: 208-334-0642
ID Tobacco Project Website: healthandwelfare.idaho.gov
Select the "medical" menu and then "Idaho Tobacco Permits"

2019 Facts and Stats

May's Compliance Grade:
A

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 May:

- 147 Vendors were inspected.*
- 14 Vendors sold to the inspecting minor.
- The compliance rate for the month was 90.48%

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

Prevent the Sale Website

[Preventthesale.com/
Idaho](http://Preventthesale.com/Idaho)

Check out our game, additional training and point-of-sale resources for retailers, and updated ID information!

THE FIRST LINE OF DEFENSE

As Idaho Tobacco Retailers, you are the *first line of defense* to keep tobacco products out of the hands of our young people. If you have read some of our other newsletters, you've heard us say this before.

The "**FIRST LINE OF DEFENSE**"....

What does that mean? Of course, we know that it means that without your commitment to follow with the law, and dedication to saying "NO" when an underage customer wants to purchase a tobacco product, Idaho's young people would be gaining easier access to tobacco and would start smoking at a younger age. Nearly 9 out of 10 cigarette smokers first try cigarettes by the age of 18. So, preventing tobacco product use among our youth is critical to ending the tobacco epidemic here in Idaho and in the United States.

Over the last 20 years, Idaho tobacco retailers have made amazing strides toward this effort. When this initiative first started, Idaho reported its first baseline retailer violation rate in 1997 at 56.2%. That means Idaho tobacco retailers were selling tobacco to minors over half of the time a young customer asked to purchase tobacco. However, in 2018, that rate was an amazing 4.5%, which is well below the current national average of 9.6%.

As your partner in this effort, we could not be prouder of your continued commitment to our state's young people. This commitment has far reaching effects on the overall health and quality of life of our youth. But the work isn't done. As our *first line of defense*,

WE STILL NEED YOU!

The use of e-cigarettes is up among middle and high school students which has caused an overall increase in the use of tobacco products among our nation's youth. According to the CDC, the number of middle and high school students using e-cigarettes rose from 2.1 million in 2017 to 3.6 million in 2018 – a difference in about 1.5 million youth! This is an alarming trend that we want to keep from happening here in Idaho.

CONTINUE THE GOOD WORK!

As Idaho Tobacco Retailers, you can help us prevent Idaho from joining the rest of the nation as more and more young people are trying e-cigarettes and other tobacco. You can *continue the good work* by ensuring you are ready to refuse the sale of tobacco to any underage customer that comes into your store.

Ask yourself:

- Do I have a store policy against selling tobacco to minors?
- Are my employees clear on how to spot customers who might be minors?
- Do my employees know how to review IDs?
- Are my employees confident enough to refuse the sale of tobacco to minors?
- Have we practiced role-plays or created easy to remember “refusal statements” to make it easier for employees to say “No” to minors trying to purchase tobacco products?
- Do I train my employees on these procedures often?
- Do I provide my employees with tools and aids to make their refusing the sale an easier task?

If you find as a retailer that you say “no” to these questions more than you say “yes,” now is the time to do something about it. Visit our Idaho tobacco retailer education and training website, [Preventthesale.com](http://preventthesale.com) for information and resources to help you in your efforts. You can also find out more about the alarming effects of tobacco use and how Idaho is doing in its efforts to keep tobacco out of the hands of its youth by visiting the Centers for Disease Control and Prevention (CDC) and Substance Abuse and Mental Health Services Administration (SAMHSA). Details on Idaho’s and other states retailer violation rates are also provided through SAMHSA.

Source to PreventtheSale.com: <http://preventthesale.com/Idaho/index.htm>

Source to CDC: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm

Source to SAMHSA: <https://www.samhsa.gov/synar>

Source to RVRs: https://www.samhsa.gov/sites/default/files/synar_program_rvr_table_1997-2018_dec_11_2018.pdf



Do you know someone who wants to quit smoking? Maybe have your own quit story you want to share? Idaho has a free tobacco prevention and cessation program. This program works to educate Idahoans about the damaging health effects of tobacco and provides resources to help individuals quit using tobacco. Visit Project Filter (<https://projectfilter.org/>) today for more information or call 1-800-QUITNOW.



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PLEASE DISTRIBUTE TO EMPLOYEES