

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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Gearing Up for 2009

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Facts and Stats

“B+” Average for DECEMBER

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 DECEMBER 2008

- ❖ 87 Vendors were inspected.*
- ❖ 9 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of December 2008 was 89%

*Inspections where purchase attempts were made.

Prevent the Sale Web site

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?"

Top 10 New Year's Resolutions

It's a new beginning, marked by the numbers on our calendars. Many people take this time to reflect on how they might live their lives better. Here are the top 10 most common New Year's resolutions:

1. Spend more time with family and friends
2. Get fit
3. Lose weight
4. Quit smoking
5. Enjoy life more
6. Quit drinking
7. Get out of debt
8. Learn something new
9. Help others
10. Get organized

Tobacco vendors can add one more to their list:

11. Don't sell tobacco to minors

Be Ready for Compliance Checks!

Tobacco sales are a big part of your work as an employee. Idaho has a minimum age law prohibiting tobacco sales to anyone under age 18. And there are strict penalties for selling tobacco products to minors. Violating the law is not only illegal, it also reflects badly on you as an employee and on your store. It is important for you to understand the law, the penalties, and your responsibility to ask for ID and to refuse underage sales.

The law requires that at least one random compliance check take place per vendor per year in the state of Idaho plus additional checks based on the non-compliance rate for the previous year. The total number of inspections that the law requires is equal to the number of permitted businesses multiplied by the percentage of the previous years'

violations multiplied by ten. Sound complicated?

All you need to remember is that each vendor should expect to be inspected at least twice a year no sooner than 30 days apart. If the business fails the inspection, the clerk is cited on the spot and the vendor notified by mail of the violation. If the clerk refuses to sell tobacco to the minor, the minor leaves the establishment without further incident.

Remember that the violation takes place at the point of sale. In other words, the business will fail the inspection at the moment the tobacco is sold to the minor. The clerk or vendor is not allowed to try and retrieve the tobacco, confiscate the minor's ID, or detain the minor in any way. After the minor has left the establishment, the inspector will identify himself/herself and issue the citation.

It is important to commit your business to preventing the sale of tobacco to minors. Compliance checks are an inevitable part of selling tobacco. Fewer non-compliance violations will reduce the number of compliance checks next year. But most importantly, it will reduce the number of Idaho kids who have access to tobacco.

What is Nicotine Addiction?

Nicotine is the tobacco plant's natural protection from being eaten by insects. It is a super toxin that, drop for drop, is more lethal than strychnine or diamondback rattlesnake poison or arsenic. Yet this natural insecticide's chemical structure is so similar to the human brain's neurotransmitter acetylcholine that once inside the brain it controls the flow of more than 200 neurochemicals.

Within eight seconds of that first inhaled puff, though dizzy, coughing and six shades of green, nicotine arrives at the brain's reward pathways where it generates an unearned flood of dopamine, resulting in an immediate yet possibly unrecognized "aaahhh" reward sensation. Nicotine also unlocks the gates releasing a host of neurochemicals that impact mood.

How to Spot a Fake ID

Here are some of the common ways people tamper with IDs. There are basically three basic types of ID fraud: Fake, Altered and Borrowed. Here are some of the ways you can spot problems:

Fake IDs

Fake IDs are often slightly different from the real thing. For example, the type may be a slightly different size. Often the back of a fake ID is just a blurry photocopy.

Altered IDs □

These IDs often have bumpy or rough places where the laminate has been tampered with.

Borrowed IDs □

Appearances can change, but you should question even slight differences.

For more detailed information on how to spot a fake ID,

How to Refuse a Sale

When refusing a sale, your tone of voice, body language and word choice can either start or prevent a confrontation with a customer.

Follow these guidelines:

- Remain calm.
- If the product is on the counter, remove it.
- Be polite. Apologize. Maintain a customer service attitude.
- Remember that refusing a sale is not your choice; it is the law.

Using the right words can help defuse a difficult situation. Try using the following statements:

- “I’m sorry. It’s against the law.”
- “I can be fined and even lose my job.”
- “Is there anything else I can get you?”
- “I’d be happy to hold this for you while you go get your ID.”

Confrontational customers may be a challenging part of your job, but you have the responsibility to refuse underage sales. Don’t let an abusive customer discourage you from carding in the future.

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What's Inside:

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