

Know a Fake When You See One

By Cheryl Dudley

Facts and Stats

“B-” 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. For MARCH 2009:

- ❖ 366 Vendors were inspected.*
- ❖ 66 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of March 2009 was 82%.

*Inspections where purchase attempts were made.

Prevent the Sale

Go to:

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?"

Spotting Tampered IDs

There are three basic types of ID fraud: Fake, Altered, and Borrowed.

Fake IDs are usually only slightly different from the real thing. For example, the type may be a slightly different size, or the back of the ID may be blurry. Here are some things to check for:

- Size, thickness, and color of the card
- Placement, size, and typeface of the letters and numbers
- Photograph for shading, glare, or "red-eye"
- Sate seal for accuracy
- Blurred or dark images
- Phrases like "for personal use," "office use only," or "not a government document"

Altered IDs often have bumpy or rough places where the laminate has been tampered with. Here are some things to check for:

- Numbers that have been scratched or bleached out and inked over or cut out and reinserted
- Overlapping numbers; the laminate may have been peeled back and replaced
- Cloudy images; a new laminate may cover the old one
- Compare the birth date to the driver's license number because in some states these numbers match
- Rough spots, especially around the edges and over the photo
- State seal for accuracy and completeness; an inserted photograph may cover part of it.

Borrowed IDs: Appearances can change, but you should question even slight differences. Here are some suggestions:

- Compare the photograph and physical identifiers to the cardholder and question discrepancies
- Ask the presenter to verify personal data on the card
- Obtain a signature and compare it to the one on the card
- Watch for expired cards
- Look for signs of duplicate cards, such as "DUPL" stamp

This information was taken from www.preventthesale.com. For examples, suggestions and pointers, on identifying IDs, visit the site.

Pass Inspections Without a Hitch

What can vendors do to improve their chances of a successful inspection? Remember that your employees can only do their job if training procedures and store policies are clear. Your employees need to understand the standards and consequences of selling to minors. As a tobacco vendor, you should be asking the following questions:

- Do I have a store policy?
- Are my employees clear on the consequences of selling to minors?
- Do I train my employees on how to spot minor customers, review IDs, refuse the sale to customers with confidence?
- Do I provide my employees with appropriate tools and aids to make identifying minors and refusing the sale an easier task?

Appropriate tools include cash registers that calculate a customer's age automatically, countertop calendars that specify the year a customer must be born to legally purchase tobacco, and posted signs indicating that your business will not sell to minors.

Tobacco Companies Target Women

Smoking remains the leading cause of preventable death among women, killing more than 170,000 women in the United States each year, according to the report issued by the Campaign for Tobacco-Free Kids, American Cancer Society Cancer Action Network, American Heart Association, American Lung Association and Robert Wood Johnson Foundation. Lung cancer is the leading cause of death from cancer of U.S. women, and deaths are not decreasing among women as they are among men.

Now new tobacco company marketing campaigns that target women and girls are the most aggressive in more than a decade, a new report concludes. Campaigns launched in recent years by the nation's two largest tobacco companies -- Philip Morris USA and R.J. Reynolds -- depict cigarette smoking as feminine and fashionable rather than the harmful and deadly addiction it really is.

Though they're the leading cause of preventable death in the U.S., tobacco products are virtually exempt from regulation. That would change if the FDA gains authority

over tobacco products, said the health coalition, which is urging Congress to empower the FDA to regulate tobacco products to put a stop to the harmful practices of an industry that has had free reign for far too long."

The legislation would:

- Restrict tobacco marketing that appeals to children
- Ban misleading health claims, such as "light" and "low tar" and strictly regulate all health claims about tobacco products
- Require larger, more effective health warnings on tobacco packages and advertising
- Require tobacco companies to disclose the contents of their products
- Grant the FDA authority to require changes in new and existing tobacco products to protect public health, such as the removal or reduction of harmful ingredients.

-- Robert Preidt

SOURCES: Feb. 18, 2009, news release, Tobacco-Free Kids, Washington, D.C.; Bill Phelps, spokesman, Altria, Philip Morris parent company, Richmond, Va

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WHAT'S INSIDE!

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