



## A Newsletter for Idaho Tobacco Retailers Sponsored by Idaho Department of Health & Welfare

Volume 13, Issue 9  
September 2014

Contact us: 208-334-0642

ID Tobacco Project Website: [healthandwelfare.idaho.gov](http://healthandwelfare.idaho.gov)  
Select the "medical" menu and then "Idaho Tobacco Permits"

### Facts and Stats

"A-" average for August

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 August 2014:

- 249 Vendors were inspected.\*
- 18 Vendors sold to the inspecting minor.
- The compliance rate for the month was 92.77%

\*Inspections where purchase attempts were made.

### Prevent the Sale Website

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

- Learn about the law
- Take the tobacco quiz
- See what the IDs look like
- Play the Game "Would You Sell to This Person"

Written by Cheryl Reed

### Smart Phone Apps Help Smokers Quit

#### Smart Phone Apps Can Help Smokers Quit

Using a Smart Phone App to help you quit smoking is taking advantage of a platform at our fingertips. The app LIVESTRONG MyQuit Coach devises a personalized plan to help smokers wean off cigarettes slowly. QuitNow helps smokers track cravings and shows how much money is saved and health is improved. Quit Smoking and Quit It Lite focus on behavior economics by averting negative health impacts and the economic gain of not smoking. Apps like Craving to Quit and Quitter provide inspirational content like pictures of your kids, while others help you set a goal and stick to it.

These apps keep a quitter mindful of their goals and helps them stick to it. A new smoking cessation app that is in the testing phase now captures data on when users have urges to smoke, what the urges are attributed to, and how long it's been since the smoker last smoked. The app then offers interventions like positive messages, photos, and videos, to help the smoker through their difficult periods. Most of these apps also connect smokers with other people trying to quit. This communal support is online without having to attend meetings, which is critical. Support seems to make all the difference in how successful a smoker is in quitting.

#### Australia's Packaging Laws

Australia's plain packaging law, considered a significant tobacco control effort, will soon be in force. Currently Australia's tobacco control laws require that 75 percent of cigarette packages contain warnings. The plain packaging law will require the remaining portion of the pack to be a dull green with only the company name.

#### How to be a Responsible Retailer

Stores that sell tobacco in Idaho are required to post notices that they will not sell tobacco products to minors. Retailers are also required to check the identification of a person who tries to buy tobacco that appears underage.

Thanks to you, Idaho has made great progress in reducing the sale of tobacco to minors through its education and enforcement program. The Idaho State Police and the Idaho Department of Health and Welfare are partners in administering the minors' access law. With your help, we can make a difference in Idaho.

As you know, training clerks is valuable in reducing the sale of tobacco to minors. Here are some suggestions on how to effectively train your employees:

## How to be a Responsible Retailer Cont.

1. Hold a weekly meeting where policies are reinforced and problems addressed. Role-modeling potential scenarios that retailers might encounter can help prepare them to say “no” when they are actually confronted by a minor.
2. Train employees to identify minors without using math. Remember that a green Idaho ID indicates less than 18 years of age while a red ID indicates 18- 21 years of age.
3. Make sure employees understand the consequences of selling tobacco to minors. They should be informed of the inspection teams and the importance of carding underage purchasers. Establish a model of accountability for retailers to ensure that training procedures are being implemented properly.
4. Provide aids for employees that make preventing the sale to minors easy. For example, post the notice that you will not sell tobacco to vendors in a conspicuous place. Provide calendars that specify the year customers must be born in order to buy tobacco. You may also place a reminder that a green ID indicates an underage customer.
5. Visit our website for a trainer refresher course. Remember that training employees on how to identify minors and refuse the sale of tobacco can prevent costly fines to your business.

“Smoking is one of the leading causes of statistics.” ~author unknown



**Contact us: 208-334-0642**

Volume 13, Issue 9  
September 2014

**ID Tobacco Project Website: [healthandwelfare.idaho.gov](http://healthandwelfare.idaho.gov)  
Select the “medical” menu and then “Idaho Tobacco Permits”**

### **What's inside:**

- Smart phone apps help smokers quit
- Australia's packaging laws
- How to be a responsible retailer

**PLEASE DISTRIBUTE TO EMPLOYEES**