

ASKING IS NOT ENOUGH ...

By Jill C. Urie

Most people who sell tobacco to minors have asked for and received the minor's ID before the sale. Of the Idaho clerks that sold to inspecting minors last year, approximately 92 percent had first checked the minors ID.

WHY DO CLERKS SELL AFTER GETTING ID'S?

We may never know why clerks sell, but observations of sales suggest two possible explanations: 1) assuming too much and 2) math.

- Some employees believe the minor is old enough because she has presented ID. After all, "if the teen was too young, she wouldn't give me her ID."
- Many employees try to calculate age by subtracting the teen's birth date from the current date. This is a hard task. Even in the best conditions with the brightest people.

Remember - - Asking is Not Enough!

- Just asking to see ID is not enough. Even if you receive ID from a customer, that customer can still be too young!
- Don't calculate age mathematically!

NO MATH NEEDED!

There are different types of Idaho Drivers' License. The most recent do not require math for calculating age.

Current Idaho Driver's Licenses:

The latest Idaho ID's are simple to inspect. Since 2002, all minors ID's are vertical in shape. The only decision is whether the customer is over the age of 18:

- If the minor is under 18, the license will have a **green** border around the picture that says "Under 18." If you see an ID with green color-coding be sure to refuse the sale!
- If a minor is over the age of 18 the license will have a **red** border around the picture that says "Under 21."



Fig. 1. Vertical format card Under 18



Fig. 2. Vertical format card Under 21

2001 Idaho Driver's Licenses:

Idaho driver's licenses issued in 2001 follow the same color-coding system as the current ID's, but do not have the vertical shape. "Under 18" color-coded in **green**, or, "Under 21" color-coded in **red** will outline the edge of the ID's.

Asking is NOT Enough! *continued*

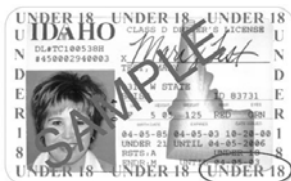


Fig 3. Idaho issued 2001 ID - Under 18

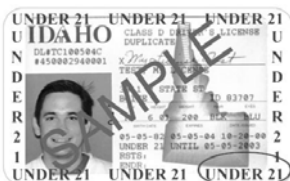


Fig 4. Idaho issued 2001 - Under 21

Remember the Rhyme:

“If it’s GREEN, STOP the teen!” – A green color-coded ID means that the customer is under 18 and it is illegal for them to purchase tobacco.

“If it’s RED, use your head!” – A red color-coded ID means that the customer is over 18, but under 21 and can purchase tobacco, but not alcohol.

Idaho ID’s Issued before 2001:

For Idaho ID’s issued before 2001, inspect the lower right-hand corner of the ID for the “Under 18” or “Under 21” stamp. These ID’s also provide a date when the individual will turn 18 or 21 for your convenience.

To prevent the sale of tobacco products to minors, always remember to:

- Ask for the customer’s ID
- Inspect that ID for its shape and color-coding
- If it’s GREEN, STOP the teen
- If it’s RED, use your head
- For older ID’s check the lower right-hand corner
- MATH IS NOT NEEDED – All you need is provided on the ID.

Factoids and Statistics

“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 of 2003:

- ◆ 592 Vendors were inspected. *
- ◆ 94 Vendors sold to the inspecting minor.
- ◆ The compliance rate for the month of March 2003 was 84.12%.

*Inspections where purchase attempts were made.

VOLUME 02. NUMBER 3 APRIL. 2003



WHAT’S INSIDE!

- ◆ Asking is Not Enough
- ◆ No Need for Math
- ◆ Factoids and Statistics

◆ PLEASE DISTRIBUTE TO EMPLOYEES

NON-PROFIT
ORGANIZATION
US POSTAGE
PAID
PERMIT NO. XXX
Boise, ID