

Training Employees to Pass Compliance Checks

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 2005:

- ❖ 105 Vendors were inspected.*
- ❖ 15 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of MARCH 2005 was 85.71

*Inspections where purchase

Prevent the Sale Website

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?"

What can Vendors do to Improve Compliance Check Violations?

In order to avoid a violation of Idaho law, vendors need to continually evaluate their employee training and effectiveness. Employees can do their job well only if store policies and procedures and the standards and consequences of selling to minors is clear.

Vendors should ask themselves the following questions to help identify areas of their business that could be improved:

- Do I have a store policy for 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?
- Do I train my employees on these procedures?
- Do I provide my employees with tools and aids to make their refusing the sale an easier task?

On-going employee training and assistance is important to passing compliance checks and avoiding violation of the law. By asking these questions, vendors may be able to identify a need for change in their employee training procedures.



Training Employees Reduces Compliance Check Violations

In addition to the cost of violations, repeat violators of compliance checks risk the chance of not having their tobacco licenses renewed.

While unannounced retailer inspections have decreased the sale of tobacco to minors from 45% to 10.5% since 1997, there is still room for improvement.

Questions?

Do you know what other factor besides compliance checks have significantly reduced the sale of tobacco to minors?

Do you know who is responsible in the state of Idaho for the administration and enforcement of the minors' access law?

See Page 2.

IN THE NEWS...

Are You A Passive Tobacco Supporter?

Lewis Clark State College and the University of Idaho have teamed up to conduct a four-year tobacco study aimed at decreasing tobacco use by 18-24 year olds.

Funded by the National Cancer Institute, the study, called Campus Health Action on Tobacco, has a total of 30 participating colleges across Washington, Oregon and Idaho. The most recent presentation on campus focused on creating awareness of our passive support of big tobacco companies.

According to an article posted on the tobaccco.org website, written by Erinn Nickels and Greg Meyer, profits from Kraft, Nabisco, and Maxwell House—all companies owned by Phillip Morris, the maker of Marlboro—go to the parent tobacco company.

“So, that money,” according to the speaker, “is used for tobacco advertising, which goes to the youth and college students, the age groups that we’re targeting.”

The Growth of Internet Tobacco Sales

There are several hundred Internet sites that sell tobacco, a huge increase from the 1990s when only a handful could be found. There is little effort made on most sites to verify the age of the purchaser, making it easy for minors to buy tobacco products on-line. According to a 2003

article in the Journal of the American Medical Association, kids as young as 11 years old were successful in purchasing cigarettes on-line 90 percent of the time. Furthermore, three-fourths of Internet tobacco retailers refuse to report sales to tax collectors, reducing tax income to some states as much as \$200 million.

Legislature is in the works that would require Internet retailers to report income. Also, the public health community is supporting legislature that would require effective age verification at the point of the tobacco sale and at the point of delivery.

Answers to questions on page 1

- *An increase in cigarette taxes* has also significantly reduced the sale of tobacco to minors.
- *The Department of Health and Welfare and the Idaho State Police* are responsible for the administration and enforcement of the minors’ access law. Idaho has made great progress in the last few years in the area of enforcement, partly because it has been adequately funded.

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**Prevent
the Sale!**

Newsletter for Idaho
Tobacco Retailers

What's Inside:

- ◆ Training Employees to pass compliance checks
- ◆ Are you a passive tobacco supporter?
- ◆ Internet Tobacco Sales
- ◆ Facts and Stats
- ◆ Prevent the Sale

◆ PLEASE DISTRIBUTE TO EMPLOYEES

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