



Contact us: 208-334-0642

ID Tobacco Project Website: healthandwelfare.idaho.gov
Select the "medical" menu and then "Idaho Tobacco Permits"

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2021 FACTS AND STATS

What was the Compliance Grade for February 2022?

Grade A
for
February 2022

According to Idaho Code 39-5701, the Idaho Department of Health and Welfare must inspect each Permitted Retailer that sells tobacco and electronic smoking devices to ensure that it does not sell these products to minors.

How well did these Permitted Retailers comply with the law in February 2022?

- 223 Permitted Retailers were inspected.*
- 6 Permitted Retailers sold to the inspecting minor.
- The compliance rate for February 2022 was

97.31%
FANTASTIC!

*Non-minor Exempt Inspections where purchase attempts were made.

Role-Playing: A Key Step in Clerk Training

Running a retail establishment is not simple. Clerks can often have very busy and stressful days, and Retailers often face high staff turn-over causing numerous training and staffing challenges. While it can be difficult to keep up with training, we encourage Idaho Tobacco Retailers to provide complete and consistent training for their staff. Quality training can help clerks handle all aspects of their job, including, how to deal with the stressful circumstances that pop up when underage customers want to purchase tobacco or electronic smoking devices.

Tips for Role-Playing

One of the best ways to train new clerks and provide refresher training to existing clerks, is by role-playing. Role-playing difficult situations is an excellent way for staff to become comfortable in most any situation. Role-playing, whether viewed online or practiced in person, can provide staff the confidence to resist peer pressure and make the right decisions, particularly for younger staff who may have underage friends or acquaintances that attempt to purchase tobacco or electronic smoking devices. When refusing a sale to an underage customer, tone of voice, body language and word choice can either start or prevent a confrontation with that customer.

If any clerk or staff feel uncomfortable refusing the sale, try following these guidelines:

- Remain calm.
- If the product is on the counter, remove it.
- Be polite. Apologize. Maintain a customer service attitude.
- Remember that refusing the sale of tobacco or electronic smoking devices to an underage customer is not a choice; it is the law.

Using the right words can help defuse a difficult situation. Try having clerks use 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, instead?"
- "I'd be happy to hold this for you while you go get your ID."

Confrontational customers may be a challenging part of the business, but don't let an abusive customer discourage clerks from carding, asking questions, and refusing the sale of tobacco and electronic smoking devices to any underage customer.

In addition to role-playing, don't forget that all Idaho Tobacco Retailer's should have written store policies that clearly outline each staff member's responsibilities. These written policies should include both state and federal laws regarding the lawful sale of tobacco and electronic smoking devices and document the consequences for violating these laws. Be sure to have staff read and sign an acknowledgement of the store's policies, and schedule refresher trainings for existing staff annually.

Physical Barriers and Vendor Assisted Sales

Tobacco and electronic smoking device products must be displayed behind a counter or in a location where customers do not have direct access to them. The only Idaho Tobacco Retailers exempt from this requirement are those that meet the Vendor Assisted Exemption conditions outlined in [Idaho Code 39-5706](#). The majority of Idaho Tobacco Retailers are NOT exempt and must follow the requirements for Vendor Assisted sales.

A physical barrier must exist between the customer and the tobacco or electronic smoking device products. It is never okay to display samples within reach of customers, or to offer tobacco and electronic smoking device products in unopened packages. As a matter of fact, customers (regardless of their age) are not allowed to handle tobacco or electronic smoking device products BEFORE purchasing their product.

For example, the clerk cannot hand a tobacco or electronic smoking device product to a customer prior to purchasing the product, and then have the customer carry it to a different cashier to pay. Instead, customers must ask the clerk for the product they wish to purchase and purchase it directly from that clerk. If the product must be transferred to a different register, it must be carried by the clerk or store staff.

REMEMBER, unless your retail location is exempt, a customer cannot be in possession of a tobacco or electronic smoking device product until the sale of that product has been completed.

Prevent-The-Sale!

Visit the [Idaho Tobacco Project-Prevent The Sale](#) page to learn more and find additional resources.



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What's inside?

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- Tips for Training Using Role-Playing
- Physical Barriers and Vendor Assisted Sales
- Prevent The Sale Resources

PLEASE DISTRIBUTE TO EMPLOYEES