



Contact IDHW's Idaho Tobacco Project at: 877-641-4468  
ID Tobacco Project Website: [https://healthandwelfare.idaho.gov/providers\\*](https://healthandwelfare.idaho.gov/providers*)  
\*Scroll down to the topic "Retailers" then select "Idaho Tobacco Project."

### Facts and Stats

#### What was the Compliance Grade for 2024's state tobacco and electronic smoking device inspections?

Grade **A**

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 customers under the age of 21.

How well did these Permitted Retailers comply with the law in 2024?

- 2566 Permitted Retailers were inspected. \*
- 232 Permitted Retailers sold to the underage inspector.
- The compliance rate for 2024 was:

**93.45%**  
**WELL DONE!**

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

### Idaho's Retailers: Building on Success in 2025

#### Reflecting on Success and Continuing Progress

In 2024, Idaho made meaningful strides in reducing tobacco use among its residents. Of the 2,798 inspections conducted involving underage purchase attempts, only 6.55% of retailers sold tobacco products or electronic smoking devices to underage inspectors. This means 93.45% of retailers complied with the law, showcasing Idaho retailers' dedication to protecting public health and preventing youth access to harmful products.

Despite this progress, challenges persist, particularly concerning youth e-cigarette use. Here's the current landscape:

#### Youth Tobacco Use

- **High School Students Who Smoke Cigarettes:** 3.8% (approximately 4,500 students)
- **High School Students Who Use E-Cigarettes:** 17.9%
- **Male High School Students Who Smoke Cigars:** 1.3%

#### Initiation and Mortality

- **Kids (Under 18) Trying Cigarettes for the First Time Each Year:** 2,600
- **Annual Deaths Attributable to Smoking:** 1,800 adults

#### Economic Impact

- **Annual Health Care Costs Directly Caused by Smoking:** \$590 million
- **Medicaid Costs Due to Smoking:** \$108 million
- **Residents' State & Federal Tax Burden from Smoking-Caused Government Expenditures:** \$794 per household
- **Smoking-Caused Productivity Losses:** \$1.1 billion

#### Tobacco Industry Influence

- **Annual Tobacco Industry Marketing Expenditures Nationwide:** \$8.6 billion
- **Estimated Portion Spent on Marketing in Idaho:** \$47.7 million

These figures highlight the critical need for ongoing efforts to reduce tobacco use and its associated health and economic consequences. While Idaho has successfully reduced cigarette smoking among high school students, the high rate of e-cigarette use among youth remains a significant concern.

(Source: <https://www.tobaccofreekids.org/problem/toll-us/idaho>)

#### Strengthening Efforts in 2025

As we move into 2025, the Idaho Department of Health and Welfare (DHW) remains committed to partnering with retailers to prevent underage sales of tobacco and electronic smoking devices. Together, we can ensure compliance with state laws and readiness for inspections.

## Staying Compliant with Idaho Laws

Under [Idaho Code 39-5710](#), all tobacco and electronic smoking device retailers are subject to yearly inspections. These inspections are random and unannounced, with additional inspections based on state violation rates.

### Retailers and clerks should note the following:

- Consequences of Non-Compliance: Clerks selling to underage inspectors face a \$100 fine, while retailers are fined according to a graduated schedule outlined in [Idaho Code 39-5708](#).
- Vendor-Assisted Sales: Tobacco and electronic smoking devices must be sold through vendor assistance unless exempt under [Idaho Code 39-5706](#). Items must remain out of customer reach, prohibiting self-service displays or vending machines.
- Packaging and Promotions: Products must be sold in original packaging and at lawful prices, as required by [Idaho Code 39-5707](#). Open packages, samples, and discounts are prohibited.

## Empowering Retail Staff

Training staff is crucial to maintaining compliance. DHW encourages retailers to:

- Share updated training materials regularly.
- Display key compliance reminders in employee areas.

Clerks should always verify ID for anyone appearing under 30, as customers must be 21 or older to purchase tobacco or electronic smoking devices. Staff should confidently refuse sales to underage customers, familiarize themselves with Idaho's vertically oriented IDs for those under 21, and remain alert for fake, borrowed, or altered IDs. Leveraging tools like bar code scanners and age-verifying registers can help ensure compliance.

Documenting all training is vital. Retailers are encouraged to use DHW's Employee Training form to maintain proper training records.

## Commitment to Success

Idaho's retailers play an essential role in protecting public health by preventing youth access to tobacco and electronic smoking devices. Through understanding the law and empowering staff with training, we can build on the progress made in 2024. Thank you for your continued dedication. Let's make 2025 another successful year!

## Prevent-The-Sale!

Idaho Tobacco Retailers have two resources for Prevent-The-Sale content: Visit Idaho's Department of Health and Welfare's official [Idaho Tobacco Project-Prevent The Sale](#) webpage for statewide information.

Visit Idaho Tobacco Projects interactive website [Preventthesale.com](#) for interactive and evolving content, including newsletter archives, information on IDs, and downloadable resources and documents.



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### What's inside?

- Reflecting on Success and Understanding Challenges
- Strengthening Efforts by Staying Compliant with the Law
- Commitment to Success
- Prevent-The-Sale Resources

**PLEASE DISTRIBUTE TO EMPLOYEE**