



Contact IDHW's Idaho Tobacco Project at: 877-641-4468  
ID Tobacco Project Website: <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.

## Avoid Illegal Sales! Ensure Your Team Recognizes Idaho ID's

### Guide to Spotting Fake, Borrowed, or Altered IDs

Federal law mandates that retailers verify the age of anyone under 30 before selling tobacco or electronic smoking devices. As counterfeit ID technology advances, even scannable fakes can appear legitimate. However, by combining careful observation with proven verification techniques, retailers can effectively prevent illegal sales and avoid legal consequences. This guide provides clear, actionable steps to ensure proper age verification. Stay vigilant and follow these best practices to ensure compliance with federal regulations.

### Understanding a Valid Idaho Driver's License

The first step in spotting a fake ID is knowing what a valid one looks like. In Idaho:

- Individuals over 21 have a horizontal ID.
- Individuals under 21 have a vertical ID.

For sample images of valid licenses, visit [PreventTheSale.com](http://PreventTheSale.com) and the [DMV website](http://DMV website).

### Reminder of Updated Idaho Driver's License Design

As a reminder, the Idaho Division of Motor Vehicles (DMV) introduced a new driver's license and ID card design in April 2023. The updated design enhances security while incorporating elements that reflect Idaho's natural beauty and heritage. As retailers responsible for verifying customer age, it is essential to familiarize yourself with these updates to ensure compliance with tobacco and vape sales regulations.

#### Key Features of the Updated Design:

- **State Symbolism** – The redesigned cards prominently feature Idaho's state bird, the mountain bluebird, along with the Sawtooth Mountains and the Idaho Statehouse.
- **Enhanced Security** – The redesign includes updated security features to deter counterfeiting and fraud, helping retailers verify valid IDs more effectively.
- **Periodic Updates** – Idaho updates its ID design periodically, with the previous version introduced in 2016.
- **Transition Period** – Existing licenses remain valid until their expiration dates. Renewals and newly issued IDs will follow the updated design, meaning retailers should be prepared to see both old and new versions in circulation.
- **Applicability** – The redesign applies to all state-issued identification, including driver's licenses, instruction permits, and concealed weapons cards.

For more details, visit the Idaho DMV website: [itd.idaho.gov](http://itd.idaho.gov). Stay informed and ensure your staff is trained on the latest ID format!

## 10 Key Steps to Detecting a Fake ID

### 1. Always Check ID for Anyone Under 30

Do not assume based on appearance—always ask for identification.

### 2. Observe Customer Behavior

Signs of nervousness, such as darting eyes, excessive fidgeting, or hesitation, may indicate a fake ID.

### 3. Compare the ID Photo to the Customer

While hair color and style can change, key features like facial structure, eye shape, and skin tone should match.

### 4. Verify Height and Weight

The height and weight on the ID should reasonably match the customer. While weight fluctuates, height remains consistent in adults.

### 5. Ask Basic Verification Questions

A valid ID holder should easily answer simple questions such as:

"What is the house number on your ID?" "What's your date of birth?"

"What does your middle initial stand for?"

"What's your zodiac sign?" Hesitation or incorrect answers may indicate a fake ID.

### 6. Examine Holograms and Overlays

Modern IDs contain security features like holograms and overlays. If these elements are missing or appear tampered with, the ID may be fake.

### 7. Check for Signs of Alteration

Be on the lookout for:

Fuzzy letters or numbers; Red-eye in the photo; Bubbles under the surface; Rough or uneven edges;

Thinner or thicker material than a valid ID; Mismatched information between sections

### 8. Verify the Expiration Date

Expired IDs may indicate that the original owner gave the card away. Also, check if the ID is marked as a duplicate or has a hole punch, which renders it invalid.

### 9. Check Out-of-State IDs

If presented with an out-of-state ID, compare it to samples in a current ID verification guide or visit [PreventTheSale.com](http://PreventTheSale.com) for some historical state-specific license formats.

### 10. Ask for a Secondary Form of ID

Most individuals with a legitimate ID will have a backup form of identification, such as a school ID or debit card. A person using a fake ID likely won't.

## 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](http://Idaho Tobacco Project-Prevent The Sale) webpage for statewide information.

Visit Idaho Tobacco Projects interactive website [Preventthesale.com](http://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?

- Guide to Spotting Fake, Borrowed, or Altered IDs
- Understanding Valid Idaho Driver's Licenses and Updated Design
- 10 Key Steps to Detecting a Fake ID
- Prevent-The-Sale Resources

**PLEASE DISTRIBUTE TO EMPLOYEE**