

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

VOLUME 09, NUMBER 05 OCTOBER 2010

### Time to Renew Your Tobacco Permits

By Cheryl Dudley

#### Facts and Stats

##### “A” Average for SEPTEMBER

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

September 2010

- ❖ 177 Vendors were inspected.\*
- ❖ 12 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of September 2010 was 93.22%

\*Inspections where purchase attempts were made.

#### Prevent the Sale Web site

[www.preventthesale.com/Idaho](http://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?"

#### Permit Renewal STARTS NOW

Your tobacco permit will expire on December 31, 2010. Starting Oct 1, 2010, you can renew your permits online and for free at:

<http://www.tobacopermits.com/Idaho>

Be sure to renew your permit before it expires to avoid penalties.

#### Why Do You Need a Tobacco Permit?

Because it's against the law to sell, distribute, or offer tobacco products without having a tobacco permit from the Idaho Department of Health and Welfare in accordance with Idaho Code 39-5704. There are stiff criminal penalties for selling or distributing tobacco products in Idaho without a permit (Idaho Code 39-5709).

#### Be a Responsible Retailer

Stores that sell tobacco in Idaho are required to post notices that they will not sell to minors. Vendors are also required to check the identification of a person who tries to buy tobacco that appears underage.

Thanks to you, Idaho has made great progress in reducing the sale of tobacco to minors through its education and enforcement program. The Idaho State Police and the Idaho Department of Health and Welfare are partners in administering the minors' access law. With your help, we can make a difference in Idaho.

As you know, training clerks is valuable in reducing the sale of tobacco to minors. Here are some suggestions on how to effectively train your employees:

1. Hold a weekly meeting where policies

are reinforced and problems addressed. Role-modeling potential scenarios that retailers might encounter can help prepare them to say "no" when they are actually confronted by a minor.

2. Train employees to identify minors without using math. Remember that a vertical green colored Idaho ID indicates less than 18 years of age while a vertical red colored ID indicates 18-21 years of age.

3. Make sure employees understand the consequences of selling tobacco to minors. They should be informed of the inspection teams and the importance of carding underage purchasers. Establish a model of accountability for retailers to ensure that training procedures are being implemented properly.

4. Provide aids for employees that make preventing the sale to minors easy. For example, post the notice that you will not sell tobacco to vendors in a conspicuous place. Provide calendars that specify the year customers must be born in order to buy tobacco. You may also place a reminder that a vertical green colored ID indicates an underage customer.

5. Visit our website, [www.preventthesale.com](http://www.preventthesale.com) for a trainer refresher course. Remember that training employees on how to identify minors and refuse the sale of tobacco can prevent costly fines to your business.

*How far you go in life depends on your being tender with the young, compassionate with the aged, sympathetic with the striving and tolerant of the weak and strong. Because someday in your life you will have been all of these.*

George Washington Carver

## Anti-Tobacco Activists Seek Tax Increase

A dollar per pack increase in taxes would generate about \$47 million in additional state revenue, which is a powerful incentive at a time when state agencies are faced with austere budgets, anti-tobacco activists say.

The increase would have other benefits as well, including cutting tobacco use among youths and adults and reducing health care costs for smoking-related illnesses, said Jodi Radke, Rocky Mountain regional director for the Campaign for Tobacco Free Kids.

"States that have increased the cigarette tax always see more revenue, lower use and lower costs," Radke said. Idaho has a lower cigarette tax than any of its neighbors at 57 cents per pack, Radke said. Wyoming charges 60 cents per pack, Nevada 80 cents, Oregon \$1.18, and Montana and Utah \$1.70. Washington just raised its tax by \$1, to \$3.02. The nationwide average in states that don't grow tobacco is \$1.54.

Rep. Dennis Lake, chairman of the House Revenue and Taxation Committee, said he expects lawmakers to take a close look at the idea.

"Nobody can refute the fact that, even though they pay a high tax, smokers in Idaho don't pay all the social costs of tobacco use," Lake said. "The cost of Medicaid treatment for smoking-related illnesses is more than the tax brings in. For that reason alone, (the proposal) will get a reception."

Heidi Low, Idaho director of government relations for the American Cancer Society Cancer Action Network, suggested that some of the tax increase be dedicated to tobacco prevention and control programs. Idaho spends about \$2.3 million per year on tobacco prevention - less than a quarter the amount recommended by the Centers for Disease Control.

(William Spence, Lewiston Tribune)

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### What's Inside:

- **Renew Tobacco Permits Now**
- **Be a Responsible Retailer**
- **Anti-Tobacco Activists Seek Tax Increase**

**PLEASE DISTRIBUTE TO EMPLOYEES**