

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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DHW Tobacco Project Website: <http://www.healthandwelfare.idaho.gov/>

Idaho Tobacco Project page can be found by selecting the "Medical" menu and then "Idaho Tobacco Permits"

Phone: 208-334-6542

### What's in Your Toolkit?

By Cheryl Reed

#### Facts and Stats

##### "B+" Average for AUGUST

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. In AUGUST, 2012:

- 181 Vendors were inspected.\*
- 11 Vendors sold to the inspecting minor.
- The compliance rate for the month was 89%

\*Inspections where purchase attempts were made.

#### Prevent the Sale Website

<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?"

#### A Toolkit Filled with Strategies

The National Conference on Tobacco or Health in August showcased the work of the largest national public health foundation dedicated to keeping teens from smoking. Called "Legacy," the foundation has worked since the 1990s to help reduce the harmful effects of tobacco in local communities and is dedicated to building a next generation of advocates to fight the tobacco battle.

Legacy released a new toolkit meant to engage young adults, and includes:

- Comprehensive information on the tobacco industry and its marketing tactics
- Breakdown of current laws that regulate tobacco
- Action guide for high school, college, and community-based activism
- Case studies from youth initiatives around the nation.

Armed with useful resources, young adult activists are working to eradicate commercial tobacco in their schools and communities.

#### How Much Weight Might You Gain?

It's well known that many people gain weight when they quit smoking. While your heart and lungs might thank you for quitting—your waistline may not. The reason for the weight gain? Nicotine is an appetite suppressant.

In a recent study, participants who had quit smoking for one month gained 2.5 pounds. Within six months they gained five pounds, and by the end of a year they packed on 10.3 pounds.

But don't despair. Some quitters might gain weight, but a great number will lose extra fat—an added health bonus that goes along with kicking the habit.

Here's another consideration: **modest weight gain doesn't increase the risk of death. Smoking does.**

#### Cigar Smoking has Increased in Youth

While the Centers for Disease Control and Prevention are happy to see that youth cigarette smoking continues to fall, it can see trouble on the horizon. Between 2009 and 2011, cigar use among black high school students jumped from 7.1% to 11.7%.

Spikes in cigar use are occurring among smokers everywhere, as a matter of fact. A study done by the CDC reported a 123% increase in the last decade on consumption of tobacco products like cigars and pipes. So, even while cigarette consumption has declined, smokers have found cheaper alternatives to feed their habit.

#### Movies with Smoking: Should They be Rated "R"?

Some researchers from Dartmouth College think so. In a two-year study that involved 6,500 young teens aged 10 to 14, researchers found that teens who watched movies with more smoking scenes were more likely to try smoking themselves.

The new study is not the first publication that links media exposure to tobacco with smoking in teens. The new Surgeon General's report concluded that there is plenty of evidence that smoking in movies causes teens to pick up the habit.

If smoking were eliminated from PG-13 films, the number of youth who try cigarettes could drop significantly, according to a writer for TIME.

#### DANGER!

Cigarettes contain a radioactive substance called polonium-210 that kills people. Even though scientists know how to remove it from tobacco, all tobacco products still contain it.

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## Can you Spot a False Identification? Look for These Signs

- Picture does not resemble bearer
- Bearer cannot quickly state birth date or address
- Bearer's signature does not match signature on identification
- Driver's license does not match a legitimate sample (Compare to the one in your own wallet)
- Lamination seems too thick or has cuts or overlays
- Lamination has air bubbles, peeled back corner, or faulty re-sealing
- Quality of print is poor or indistinct
- Holograms or ghost images do not appear to be high quality
- Magnetic strips is covered by plastic laminate

- State seal or camera number is partially covered by photo or has been altered.
- Lettering does not match or appears altered
- ID is expired

Check for numbers that have been scratched, bleached out and inked over, or cut out and reinserted.

### According to the Surgeon General, teenagers who smoke are:

- **3 times more likely to use alcohol**
- **8 times are likely to smoke marijuana**
- **22 times more likely to use Cocaine**

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#### What's Inside?

- A toolkit of strategies
- Smoking Cessation Weight Gain
- Cigar Smoking Increase
- Movies with Smoking Rated R?
- Polonium-210: A Killer Chemical in Tobacco
- Find a False ID

**PLEASE DISTRIBUTE TO EMPLOYEES**