

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

## Newsletter for Idaho Tobacco Retailers Sponsored by Idaho Department of Health & Welfare

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### A New Year: New Challenges for the Tobacco Industry

By Cheryl Reed-Dudley

#### Facts and Stats

##### “A” Average for DECEMBER

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.

##### DECEMBER 2011

- ❖ 30 Vendors were inspected.\*
- ❖ 1 Vendor sold to the inspecting minor.
- ❖ The compliance rate for the month of December 2011 was 96.7%

\*Inspections where purchase attempts were made.

#### Prevent the Sale Web site

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?"

#### Another Proposed Tax Hike on Tobacco

If at first you don't succeed, perhaps it's worth a second shot.

Last year health groups tried to convince lawmakers to increase taxes by \$1.25, but the initiative failed. At 57 cents per pack of cigarettes, taxes in Idaho are the eighth lowest in the nation.

But supporters of a tax hike are convinced they may be successful in the upcoming session. Since the last session, supporters have gained the backing of some key players.

However, the state's revenue picture has brightened, and the need for additional revenue is not so pressing. With a conservative Republican majority who disdains new taxes, there may be some push back on the initiative.

The American Cancer Society is leading the charge to raise the taxes on cigarettes and other tobacco products, which is also backed by two dozen other Idaho organizations, like the Idaho Medical Association and the Idaho Association of Counties.

Opposition will come from tobacco vendors, particularly those owning convenience stores. Earlier last year, convenience store owners collected 25,000 signatures from customers opposed to the hike.

#### Getting it Right

Philip Morris USA Inc. and R.J. Reynolds Tobacco Co. have agreed to pay \$6.25 million to support an online collection of internal tobacco industry documents.

In 2006, a U.S. District Court Judge found that the online document database masked the dangers of smoking. The settlement allows the companies four years to enhance the database, which currently holds more than 13 million internal tobacco company documents.

In addition to correcting the database, the judge would like the industry to pay for ads that would cover the addictiveness of nicotine, the lack of health benefits from low tar, ultra-light, and mild cigarettes and also the dangers of second-hand smoke.

#### Teen Smoking Leads to Higher Risk of Depression

According to a Toronto study, teenage smoking is linked to a higher risk for depression. While some teens may believe that smoking reduces the blues, it may actually worsen their depressive symptoms.

#### A Reminder: Idaho Statute Title 39, Chapter 57

Minors who are caught with tobacco can be charged a misdemeanor that is punishable by imprisonment in an appropriate facility not exceeding six months, a fine not exceeding \$300, or both. The court may also require that the minor and the minor's parents attend tobacco awareness programs and perform community service in programs related to tobacco awareness.

#### 2012 Resolution: Kick the Habit

##### Within 8 hours of quitting:

Your blood carbon monoxide levels will drop to normal and your blood oxygen levels will increase to normal.

##### Within 1 year, by 2013:

Your risk of heart disease will decrease to half of what it was when you smoked.

##### Within 5 years:

Lung cancer death rate for a pack-a-day smoker will decrease by about 50 percent. Your risk of cancer of the mouth will also decrease by 50 percent.

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## Ban on E-Cigarettes

Idaho lawmakers and health officials are currently looking to ban minors from being able to purchase e-cigarettes, and a proposal could be introduced in the coming state legislative session. Unlike tobacco products, individuals under 18 years old can legally purchase e-cigarettes in all but six states across the nation.

Coeur d'Alene is pushing for its own municipal ban on the devices for minors and e-cigarette use in public spaces within its boundaries.

Current lax regulation has raised concern that the devices will attract younger people to smoke. The electronic devices only face two federal restrictions. In September, the Department of Transportation announced it was no longer allowing passengers to use them on airplanes. Last summer, the Air Force prohibited the use of e-cigarettes in its workplaces and non-smoking public spaces.

The American Lung Association reports that close to 14.5 percent of Idaho high school students smoke some form of tobacco

**There is no controversy about the facts on smoking. Thousands of careful studies have documented them. No major medical or health agency questions them:**

**Cigarette smoking is a destructive habit.**

As a matter of fact, new study in 2011 revealed that cigarettes contain a radioactive substance called polonium-210. The substance could account for up to 123 deaths for every 1,000 smokers over a period of 25 years. All tobacco products on the market today still contain polonium, even though scientists discovered a method to remove up to 99 percent of it.

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