

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

The FDA Takes a Tough Stance

By Cheryl Reed

Facts and Stats

"A" Average for MAY

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 MAY, 2012:

- 135 Vendors were inspected.*
- 10 Vendors sold to the inspecting minor.
- The compliance rate for the month was 92.59%

*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?"

Federal Action Addresses Tobacco Epidemic

In March, the U.S. Food and Drug Administration released two separate documents to help fight the tobacco epidemic and stop children from using tobacco. The draft guidance documents implement provisions of the Family Smoking Prevention and Tobacco Control Act that will ultimately provide the public with previously unknown information about the chemicals in tobacco products and help prevent misleading marketing about the risks associated with tobacco products.

The first document provides guidance on how companies will comply with the requirement to report on the quantities of potentially harmful chemicals in tobacco products. The second document provides guidance to companies that seek to advertise or market a tobacco product as less harmful or associated with reducing the risk of tobacco-related disease.

"We will do anything we can to help smokers quit and prevent kids from starting this deadly addiction," said Health and Human Services secretary Kathleen Sebelius.

The Family Smoking and Tobacco Control Act require tobacco product manufacturers and importers to report quantities of harmful and potentially harmful (HPHC) constituents found in tobacco products or tobacco smoke by brand and sub-brand. While there are more than 7,000 chemicals in tobacco and tobacco smoke, FDA has established a list of 93 HPHCs in specific products available to the public by April 2013.

The Tobacco Control Act establishes rigorous scientific criteria an applicant's tobacco product must meet before FDA can allow the applicant to sell that product with a claim to reduce harm.

A New Report by the Surgeon General

A new ground-breaking report by the Surgeon General documents the devastating consequences of tobacco use for our nation's youth and also calls for bold action at every level of government to implement proven strategies to keep kids off tobacco.

After years of steady progress, declines in the use of tobacco by youth and young adults have slowed. Young people are highly susceptible to tobacco advertising and marketing activities, leading youth to a lifetime of addiction and serious health consequences.

This is the first Surgeon General's Report on youth since President Obama signed the Family Smoking Prevention and Tobacco Control Act into law in 2009, giving the FDA explicit authority to regulate tobacco products. The importance of a principal focus of that law—protection our kids—is dramatically underscored by the findings in this new report. In just two years, the FDA has implemented a wide variety of new restrictions to reduce the access and attractiveness of tobacco products to young people, including banning cigarettes with fruit, candy and certain other flavors.

In addition, the FDA conducts inspections to ensure that tobacco retailers comply with these requirements; to date, more than 40,000 retail inspections have been completed.

By applying the science contained in the new Surgeon General's report, we can make tobacco-related death and disease a part of America's past, not its future.

To find out more and to read the new report, visit surgeongeneral.gov/index.html.

New Graphic Warning Labels Coming Soon

In just three months, cigarette packs will sport a variety of graphic warning labels. Studies have shown that pictorial warnings are most effective at informing consumers about the health risks of smoking, discouraging children and other nonsmokers from starting to smoke and motivating smokers to quit. Because of this evidence, at least 43 other countries now require large, graphic cigarette warnings.

Tobacco companies have already filed two lawsuits challenging the new ads.



Preventthesale.com

... Is a great resource for tobacco retailers. Here you'll find archived copies of this newsletter, training quizzes, new designs for Idaho IDs, a downloadable employee training presentation, and more. You can also get to know Idaho's law concerning tobacco and minors. The site has links, phone numbers, and an important wealth of information that affects Idaho tobacco retailers.

The goal of the preventthesale.com site is to assist employers in training their employees regarding the sale of tobacco to minors.

Idaho businesses that sell tobacco products must train their employees about minors and tobacco. By law, any employee who sells tobacco must sign a Department of Health and Welfare form indicating that they understand the state law's requirement. If you haven't signed this form, be sure to ask your employer.

You're not alone in your quest to prevent the sale of tobacco to minors. Our website serves as a support system to provide you with all the information you need to fight the battle.

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Contact us: 208-334-6542

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PLEASE DISTRIBUTE TO EMPLOYEES