

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"

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Tobacco Industry Partners with Convenience Stores for Marketing to Youth

By Cheryl Reed

Facts and Stats

"A" Average for JUNE

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 JUNE, 2012:

- 27 Vendors were inspected.*
- 2 Vendors sold to the inspecting minor.
- The compliance rate for the month was 92.49%

*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?"

Legislation on Tobacco

House Bill 5727 is a Department of Finance-backed excise tax bill that proposes a unitary tax rate on tobacco products within three years of implementation. As a result, it is expected that the total tobacco market will fall by 26%—from 100 billion cigarettes sold last year to 74 billion. At worst, the market could drop 30 to 40 percent.

As a result that was not completely unexpected, Philip Morris USA has increased its cigarette list price by 6 cents across all its brands. The hike, which equals approximately 2 to 3 percent, went into effect Monday, June 18.

Centers for Disease Control Helps Smokers

A landmark national campaign by the CDC called "Tips from Former Smokers" generated nearly 200,000 additional calls to a toll-free quitline. The 12-week advertising campaign, which ended June 10, featured real stories of former smokers who are suffering the debilitating health effects of tobacco use. The campaign also drove more than 400,000 additional visitors to their website www.smokefree.gov.

"These initial results suggest that the campaign will help even more smokers quit than we had hoped, exceeding our already high expectations," said CDC Director Thomas R. Frieden. "More than two thirds of all smokers want to quit. People who smoke die sooner and live sicker. This campaign is saving lives and money."

Although the CDC campaign was a big step forward, it pales in comparison to the \$10 billion a year spent by tobacco companies to market their products.

Do Smoke-Free Laws Harm Businesses?

By December 2010, more than 60 percent of the U.S. population lived in areas that had passed strong smoke-free laws in restaurants and bars. The smoke-free laws are based on overwhelming scientific evidence that secondhand tobacco smoke causes disease. The laws protect restaurant and bar employees as well as patrons from second-hand smoke.

Along with the smoke-free laws have been allegations that they will hurt local economies and businesses. But numerous careful scientific and economic analyses show that smoke-free laws do not hurt restaurant and bar patronage, employment, sales, or profits. At worst, the laws have no effect at all—and they sometimes even produce slightly positive trends.

The studies analyzed official reports of sales and employment and concluded that the vast majority of scientific evidence indicates there is no negative economic impact of clean indoor air policies, with many studies finding some positive effects on local businesses.

Members of the business community are becoming increasingly supportive of smoke-free laws, recognizing that they can have a positive impact on the public health and their business.

High School Smoking Rate has Fallen

A Youth Risk Behavior Survey showed high school students are smoking less. Rates have dropped from 36.4 percent in 1997 to 18.1 percent in 2011. The dramatic decline in youth smoking means a healthier future for millions of children and will reduce the deaths, disease and health care costs that result from the nation's number one cause of preventable death.

The decrease is not a call for complacency, however. The battle against tobacco is far from over, and 18 percent of high school kids smoking is still a high number.

Are you a Tobacco Company Pawn?

According to a report released in March, tobacco companies have enlisted convenience stores as their most important partners in marketing tobacco products and fighting policies that reduce tobacco use, enticing kids to use tobacco. Tobacco companies now spend 90 percent of their marketing budget to saturate convenience stores, gas stations and other retail outlets with advertisements and displays about cheaply priced tobacco products.

With tobacco ads prohibited on television, radio and billboards, convenience stores remain one place where kids are regularly exposed to tobacco advertising and promotions. More than two-thirds of teenagers visit a convenience store at least once a week. Tobacco advertisements and product displays are often placed a kids' eye level or near candy; and point-of-sale marketing is known to increase youth smoking.

Tobacco companies have also enlisted convenience stores as front groups to oppose tobacco tax increases and other policies to reduce tobacco use. They aggressively communicate with retailers, supply them with tools and information to lobby policy makers, and even provide financial support.

Tobacco Companies' Plan to Entice Children is not New

"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens ... The smoking patterns of teenagers are particularly important to Philip Morris."

Philip Morris, Special Report, "Young Smokers: Prevalence, Trends, Implications, and Related Demographic Trends," March 31, 1981, Bates No. 1000390803.

"Evidence is now available to indicate that the 14–18 year-old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term." RJ Reynolds, "Planned Assumptions and Forecast for the Period 1977-1986," March 15, 1976, Bates No. 502819513 -9532

A study in the Archives of Pediatric and Adolescent Medicine found that receptivity to tobacco advertising had a significant impact on each step of the progression from non-smoking to established regular smoking—the biggest impact being on non-susceptible youth.

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