

# 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

### Arm Yourself With Tobacco Facts

By Cheryl Reed

#### 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. In SEPTEMBER, 2012:

- 196 Vendors were inspected.\*
- 14 Vendors sold to the inspecting minor.
- The compliance rate for the month was 92.86%

\*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 IDs look like
- Play the Game "Would You Sell to This Person?"

**ISU Smoke Free.** Effective Sept. 1, Idaho State University will join more than 800 other post-secondary institutions across the country as a Smoke Free Campus.

**Don't Become Addicted.** A smoker can become addicted to nicotine within days of first using it. In fact, the nicotine in tobacco can be as addictive as cocaine or heroine. Nicotine affects mood as well as the heart, lungs, stomach, and nervous system

**Graphic Warnings Work.** In requiring the new graphic warnings on cigarette packaging, Congress relied on an extensive scientific record demonstrating both the need for the new warnings and their effectiveness. That record shows that the current, text-only warnings – which are printed on the side of cigarette packs and haven't been updated since 1984 – are stale and unnoticed. Tobacco companies are fighting the graphic warnings precisely because they know such warnings are effective.

**Smoke Free Isn't Harmful.** Accompanying the growth in smoke-free laws nationwide has been a parallel increase in false allegations that smoke-free laws will hurt local economies and businesses. However, 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.

**Economic Research Confirms That Cigarette Tax Increases Reduce Smoking.** Numerous economic studies in peer-reviewed journals have documented that cigarette tax or price increases reduce both adult and underage smoking. The general consensus is that every 10 percent increase in the real price of cigarettes reduces overall cigarette consumption by approximately three to five percent, reduces the number of young-adult smokers by 3.5 percent, and reduces the number of kids who smoke by six or seven percent.

**FDA Regulations.** Until the new Family Smoking Prevention and Tobacco Control Act was enacted, tobacco products had escaped regulation despite their devastating toll in health, lives and dollars. They were exempt from basic consumer protections, such as ingredient disclosure, product testing and restrictions on marketing to children.

**What the Law Does.** The Family Smoking Prevention and Tobacco Control Act grants the FDA authority to regulate the manufacturing, marketing and sale of tobacco products. Tobacco products are not regulated under the "safe and effective" standard currently used for other products under the agency's purview, but under a new standard – "appropriate for the protection of the public health."

#### Arm Yourself With Facts!

- Tobacco use killed 100 million people in the 20th century. If current trends continue, tobacco will kill one billion people in the 21st century.
- Tobacco use costs the world an estimated \$500 billion each year in health care expenditures, productivity losses, fire damage and other costs.
- Tobacco kills nearly 6 million people a year and accounts for one in 10 deaths among adults.
- Health care costs associated with tobacco related illnesses are extremely high. In the United States, annual tobacco-related health care costs amount to 96 billion; in Germany, 7 billion; in Australia, 1 billion.
- Tobacco production and use damage the environment and divert agricultural land that could be used to grow food.
- Secondhand smoke kills more than 600,000 people worldwide each year, including 165,000 children.

**Wanna Quit?** As of September 23, 2010, private group and individual health insurance plans were required to cover all recommended preventive services, including smoking cessation, with no cost-sharing. But what about Medicaid?

Before the new law, there were no national requirements for tobacco cessation coverage under Medicaid. The new law expanded Medicaid cessation coverage in several ways:

1. As of October 1, 2010, all state Medicaid programs must provide a comprehensive cessation benefit for pregnant women with no cost-sharing by the patient.
2. Beginning January 1, 2013, state Medicaid programs that voluntarily cover all recommended preventive services, including smoking cessation, will get increased federal reimbursements.
3. Beginning January 1, 2014, state Medicaid programs will no longer be able to exclude smoking cessation drugs from their prescription drug coverage.

**How Safe Are Your Kids?** The supplies are purchased, pencils are sharpened, and backpacks are filled: Yep, the kids are back to school.

Just how safe are they out there in the world?

Tobacco companies spend \$10.5 billion a year – nearly \$29 million each day – to market their deadly and addictive products to kids. Most of their marketing budget is spent on convenience stores and other retail outlets where cigarettes and other tobacco products are advertised heavily, displayed prominently and priced cheaply to appeal to kids.

This marketing effectively reaches teens, two-thirds of whom visit a convenience store at least one a week.

Can parents trust you not to sell tobacco to your minor?

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