

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

VOLUME 11, NUMBER 12

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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

### Smart Phone Apps That Aren't So Smart

#### Facts and Stats

"A" Average for NOVEMBER

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 NOVEMBER, 2012:

- 133 Vendors were inspected.\*
- 7 Vendors sold to the inspecting minor.
- The compliance rate for the month was 94.74%

\*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?"

Written by Cheryl Reed

#### Smart Phone Apps Market Tobacco

A new study shows some alarming evidence that smartphone applications are a new means of marketing cigarettes to children. The study found 107 pro-smoking apps in Apple's App Store and Google's Android Market. Most of the pro-smoking apps are free to download and appeal to kids by using cartoons and games.

One app called "Puff Puff Pass" depicts smoking as a fun activity to do with friends. The user clicks on game characters to make them smoke and pass the cigarette to other characters. Other apps allow users to smoke a virtual cigarette by holding the phone near their mouth; set cigarette brands or images as their phone wallpaper, and show a burning cigarette on their phone screen.

#### Smoking Causes:

- 9 out of 10 deaths from lung cancer
- 3 out of 10 deaths from all cancers
- 9 out of 10 deaths from chronic obstructive pulmonary disease, such as emphysema
- 1 out of 5 deaths from heart disease
- 1 death every 6 seconds

#### Health Care Reform

Federal health care reform laws make vital investments in disease prevention, including tobacco prevention and cessation programs that will help reduce the staggering health and financial toll of tobacco use. The reforms included coverage under Medicaid to help beneficiaries quit smoking; expanded private insurance coverage for treatments that help smokers quit; and investments in proven prevention, wellness and public health activities in communities nationwide.

#### Many Teen Smokers Want to Quit

According to a survey conducted by Legacy and Seventeen Magazine, the majority of teen girls—around 70 percent— who smoke want to quit. The results of the survey were highlighted in the November issue of the magazine.

"The smoking epidemic is a teen epidemic," said Cheryl G. Heaton, the CEO of Legacy.

The data collected included 570 13-17 year old girls. Nine percent of those were smokers and most had tried to quit by found it more difficult than they expected. Although many of the smokers considered themselves "social smokers," we now that even one cigarette can do considerable damage.

"Additionally, the nicotine in cigarettes can change the way our brains work, especially the developing brains of young teens," said Heaton.

There are many reasons why teens choose to start smoking, including peer pressure, rebelliousness, media impact, weight control, and parental smoking.

#### Renew Permits Now!

Your tobacco permit will expire on December 31, 2012. You can renew your permits online for free at: [tobacopermits.com/Idaho](http://tobacopermits.com/Idaho)

Be sure to renew your permit before it expires to avoid penalties. If you have questions or problems renewing online, please call the Idaho Tobacco Project at 208-334-6542.

#### Why Do You Need a Tobacco Permit?

Because it's against the law to sell, distribute, or offer tobacco products without having a tobacco permit from the Idaho Department of Health and Welfare in accordance with Idaho Code 39-5704.

## Did you Know?

- The first U.S. Surgeon General warnings on tobacco products was in 1964.
- Each day about 3,000 children smoke their first cigarette.
- Of the 3,000 children who began smoking today, 1,000 will eventually die as a result of it.
- Tobacco use typically begins by age 16; as a matter of fact, 90 percent of smokers started smoking when they were teens.
- Teens who smoke are three times more likely to use alcohol, eight times more likely to smoke marijuana, and 22 times more likely to use Cocaine.
- Children who smoke experience reduced lung growth.
- Roughly six million teens in the U.S. smoke despite the knowledge that it is addictive and leads to disease.

## A Holiday Gift for YOU!

### Super Easy Brownies

- 1 can sweetened condensed milk
- 2 cups graham cracker crumbs
- 1 cup chocolate chips

Stir all ingredients together and pour into a 13 x 9 inch greased pan. Bake at 350 degrees for 25 minutes.

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### Super Easy, Gluten-Free Peanut Butter Cookies

- 1 cup peanut butter
- 1 cup sugar
- 1 egg
- ¼ - ½ cup chocolate chips (optional)

Stir together ingredients, drop by spoonfuls on greased cookie sheet, and bake for 12 minutes in a 350-degree oven.

You'll be surprised how these turn out!

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PLEASE DISTRIBUTE TO EMPLOYEES