Prevent the Sale!
Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

Contact us: 208-334-6542
ID 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"

Project Filter: A Source for Retailers

Facts and Stats

"A" Average for JAN – DEC 2012

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 JANUARY - DECEMBER 2013:

- 1741 Vendors were inspected.*
- 113 Vendors sold to the inspecting minor.
- The compliance rate for the month was 93.51%

*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

Idaho's Health Rankings

Obesity is one of the fastest-growing health challenges in our nation and diabetes is at epidemic levels. A high prevalence of sedentary behavior and bad diet is speeding Americans toward a health crisis brought on by preventable chronic diseases.

In a report by United Health Foundation, the health of each state is quantified by 24 core measures. The rankings can be compared to previous rankings dating back to 1990. In Idaho, the rate of obesity has steadily risen from about 12 percent of the population in 1990 to 27 percent in 2011.

Smoking rates in the five healthiest states in the nation range from 16.8 percent to 19.4 percent, while smoking rates in the five least healthy states range from 23.1 percent to 28.6.

While not in the top five healthiest states, Idaho does have one of the lowest smoking rates in the U.S.— 6th in the nation. Idaho ranks 17th in the nation on overall health, down from 15th in 2011. Our state's strengths include a low smoking rate, a low rate of preventable hospitalizations, and a low prevalence of sedentary lifestyles.

If you'd like to read the 2012 edition of America's Health Rankings, you can visit http://www.americashealthrankings.org/Rankings.

Graphic Warnings Work

A new study by researchers at Legacy and Harvard School of Public Health provides evidence that bold pictorial cigarette warning labels that visually depict the dire health consequences of smoking are effective in reaching adult smokers. Graphic warning labels on cigarette packages became a requirement under the 2009 Family Smoking and Prevention Tobacco Control Act.

Fewer Teens are Smoking

Is it within our reach to create a tobacco-free generation? Many think it is, based on a new survey that shows and all-time low 2012 smoking rate among teens.

For 8th, 10th, and 12th graders combined, the percentage of smokers fell from 11.7 percent in 2011 to 10.6 percent in 2012. Among 12th graders, the smoking rate has declined from a peak of 36.5 percent in 1997 to 17.1 percent in 2012.

The most likely factor in the smoking decline, according to researchers, was the large 2009 increase in the federal cigarette tax.

Despite great progress, the battle is not over. We can't be complacent when tobacco still kills more than thousands of people and costs the nation billions in health care each year.

Your Source: Project Filter

The Idaho Department of Health and Welfare hosts the website projectfilter.org, which provides a rich resource of information and free stuff for fighting tobacco use.

For example, the organization aims to change the belief that tobacco use is normal, cool, and acceptable behavior at sporting events. It has formed a team of role models who are inspirational and talented in their respective sports. The team reaches fans across Idaho, each bringing a unique and powerful message about the importance of quitting or remaining smoke free. Visit the website to learn more and to order some great free posters for your store!

Not Smart Phone Apps

Apple's App Store and Google's Android Market offers around 107 pro-smoking apps that appeal to kids using games and explicit images of cigarette brands. Particularly troubling is smoking simulation apps.

Six Facts About Tobacco and Health

Cigarette smoke contains 4,000 chemicals, including 50 known to cause cancer

Infants and children of parents who smoke are more likely to have ear infections and asthma

Women who smoke during pregnancy are more likely to give birth early to a baby this is underweight and prone to health problems.

Exposure to secondhand smoke increases an infant's risk of Sudden Infant Death Syndrome.

People who life with a smoker have a 20 percent greater risk of developing lung cancer.

Smoking can contribute to tooth decay and gum disease, both of which are linked to heart disease.

Can You Identify a False ID?

It's not always easy! Minors have several sources for acquiring high quality and hard to detect false identification cards. If you suspect that a person has presented a fake card, you should ask for a second form of ID, preferably with a photograph. Sometimes you can even ask a simple question, such as a middle name or zip code from the card. If you're still in doubt, you can refuse service to anyone you think may be underage.

Idaho's driver's license design has security features that protect against theft and fraud. The word "Idaho" and the shape of the state are printed with a tri-color optical design that glows green under UV light. There are also fine lines and microprinting through the background, photo, and ghost image. A vertical format for minors under 21 offers a quick reference.

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What's Inside?

PLEASE DISTRIBUTE TO EMPLOYEES