

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

## Newsletter for Idaho Tobacco Retailers Sponsored by Idaho Department of Health & Welfare

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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"

### FDA Works Hard to Monitor Tobacco

#### Facts and Stats

##### Idaho Gets an "A" for 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 the YEAR 2012:

- 1741 Vendors were inspected.\*
- 113 Vendors sold to the inspecting minor.
- The compliance rate for 2012 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  
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#### Tobacco Industry Battles the FDA

In the last 18 months, tobacco companies have introduced almost no new cigarettes or smokeless tobacco products. Why? Because the federal government has prevented them from doing so.

This unprecedented pause in production reflects the uneasy relationship between tobacco companies and the Food and Drug Administration, which began regulating tobacco in 2009. The FDA is taking extra care in reviewing products that pose public health risks.

Since 2009, the tobacco industry has submitted 3,500 product applications to the FDA. Reviews are supposed to take 90 days, but some have dragged on for years.

The tobacco industry has the burden of demonstrating that new products and product changes will not increase youth tobacco use, increase toxicity, or deter people from quitting.

The FDA's Center for Tobacco Products director, Lawrence Deyton, stated that, although cigarettes may seem like simple products, they are technologically incredibly sophisticated.

The tobacco companies are frustrated over the delays, which seem to have caused a split in the industry between the smaller and larger companies.

"There's certainly a tension in having the FDA regulate a deadly product that has no compensating benefits," said Richard Daynard, a professor of law at Northeastern University.

The number of Americans who smoke has fallen 40% since 1970, but that rate stalled in about 2004. About 45 million adults in the U.S. still smoke. About 68% of them began smoking when they were 21 or younger.

#### This FDA Infographic. Learn more at [fda.gov/TimeToTalk](http://fda.gov/TimeToTalk)

The infographic is titled "TIME to TALK Facts about Teens & Tobacco Every Parent Needs to Know". It features several statistics and visual elements:

- Each day in the United States:** 3,800 youth under 18 smoke their first cigarette.
- EACH DAY in the United States:** 1,000 youth under 18 BECOME DAILY CIGARETTE USERS.
- Of high school students nationwide...**
  - 18% report current use\* of Cigarettes.
  - 7.7% report current use\* of Smokeless Tobacco\* (e.g., chewing tobacco, snuff, or dip).
- Cigarette smoking accounts for an estimated 443,000 deaths per year\*.**
- 88% of adult daily smokers smoked their first cigarette before 18\*.**

At the bottom, it says: "Make time to talk to your kids today about the very real dangers of tobacco use & the benefits of living tobacco free."

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## The Good Fight Continues

Display bans, advertising bans, tax increases and graphic health warnings are just a few of the threats that tobacco retailers faced in 2012. But there are some pretty seasoned soldiers fighting the battle, who were able to defeat the majority of tax increases and measures that would have required retailers to hide tobacco or display graphic health warnings. So what are some of the battles likely to ensue in 2013?

The FDA should be providing some long-awaited answers on new products. By April a list of harmful and potentially harmful tobacco constituents will be published by the Center for Tobacco Products in a format that is understandable and not misleading to the general public. The FDA will also submit a report to Congress focusing on how to regulate, promote, and encourage the development of new products and treatments designed to help people quit smoking.

While the FDA: Center for Tobacco Products works hard for consumer safety, especially youth and those smokers who want to quit, we can take heart in their vision:

***To make tobacco-related death and disease part of America's past, not America's future and, by doing so, ensure a healthier life for every family.***

## Idaho's Prevent the Sale Website

The state of Idaho has rich resources for tobacco retailers concerned with preventing the sale of tobacco to minors. Find out how to train employees, how to spot fake identification cards, and what the consequences are of failing a compliance check.

Preventthesale.com is a training site developed by the Idaho Department of Health and Welfare in partnership with the Idaho Sheriff's Association, the Idaho State Police, the Idaho Tobacco Project, and Idaho Tobacco-Free Youth Coalitions.

Visit the site and familiarize yourself with all its offerings.

## Five Great Resolutions for 2013

1. Focus more on something you love
2. Quit something that isn't working for you
3. Spend more time living in the present
4. Break a bad habit (like smoking or thinking negative thoughts)
5. Become happier and stay that way

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