



Contact us: 208-334-0642

ID Tobacco Project Website: healthandwelfare.idaho.gov

Select the "medical" menu and then "Idaho Tobacco Permits"

Volume 18, Issue 9
September 2018

Facts and Stats

"A" average for August

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 **August 2018**:

- 31 Vendors were inspected.*
- Vendors sold to the inspecting minor 12.
- The compliance rate for the month was 94.06%

*Non-minor Exempt Inspections where purchase attempts were made.

**Prevent the Sale
Website**
[Preventthesale.com/
Idaho](http://Preventthesale.com/Idaho)

Look for our new game, additional training and point-of-sale resources for retailers, and updated ID information!

Smokeless Doesn't Mean Harmless

By Cheryl Reed

Expanding the FDA's "Real Cost" Campaign

The Food and Drug Administration began a campaign in 2014 to reduce the number of youth who move from experimenting with cigarettes to addiction. The messaging for the campaign included loss of control, or addiction, the health consequences of tobacco use, and the dangerous, cancer-causing chemicals in cigarettes. The FDA estimates that the campaign prevented about 350,000 teens from starting to smoke. This prevention results in an impressive \$31 billion in savings when you consider early loss of life, medical care, lost wages, lower productivity, and disability that comes with smokers.

Because of its success with the Real Cost Campaign, the FDA is expanding its messaging to include the "real cost" of smokeless tobacco. Using the tagline, "Smokeless Doesn't Mean Harmless," the campaign will focus on the dangers of nicotine delivered via electronic cigarettes and vaping. The dangers that the FDA will use to motivate teens to never try or to quit smokeless tobacco include addiction, multiple kinds of cancer, gum disease, and tooth loss.

The FDA's efforts are being evaluated by private companies to measure their impacts on public health. It's estimated that each day in the U.S., 750 male youth under 18 years old use smokeless tobacco for the first time.

The Real Cost campaign received a gold Effie Award in 2015—the most prestigious award for marketing ideas that demonstrate effectiveness. In 2016 it received a Shorty Award for its creativity on social media. These awards reflect how well the FDA's campaign is working.

<https://www.fda.gov/TobaccoProducts/PublicHealthEducation/PublicEducationCampaigns/TheRealCostCampaign/ucm384054.htm>

Retailers are Important

Tobacco Retailers are important because you are the gatekeepers of tobacco products. Your important role by refusing to sell tobacco to minors is key to all our efforts. You may not see the big picture in your day-to-day tasks, but if you could step back and see all of the combined work of retailers in one snapshot, it would be impressive. That's why you have been provided with so much support—because we know that your task is not an easy one.

For example, all of the online resources available to you to read, understand, train, view webinars, and practice your lines—were created to support you and provide you with all you need to be successful. In spite of all the warnings, campaigns, and statistics that our youth come in contact with, if they could easily purchase tobacco at a retail shop—these prevention techniques would be useless.

That's why we send you this newsletter each month! Not just to warn you of the consequences of selling tobacco to minors (some of you have experienced that pain!), but to also let you know that we appreciate the importance of your task and hope to encourage you along the way.

School's Back in Session

That could mean you'll be busier over lunch hours, before school, or after school is out. Keep that in mind throughout your busy days and try to prepare for those moments. Look at each customer. Do they look too young to purchase tobacco? Make sure you engage, that you ask for an ID when you should, and that you pass on a little kindness to everyone.



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