



Contact IDHW's Idaho Tobacco Project at: 877-641-4468  
ID Tobacco Project Website: [healthandwelfare.idaho.gov/providers](http://healthandwelfare.idaho.gov/providers)  
Select the topic "Retailers" then "Idaho Tobacco Project."

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August 2023

## 2023 FACTS AND STATS

What was the  
Compliance Grade for  
state tobacco and  
electronic smoking  
device inspections?

Grade **A**  
for  
July 2023

According to Idaho Code 39-5701, the Idaho Department of Health and Welfare must inspect each Permitted Retailer that sells tobacco and electronic smoking devices to ensure that it does not sell these products to minors.

How well did these Permitted Retailers comply with the law in July 2023?

- 199 Permitted Retailers were inspected. \*
- 10 Permitted Retailers sold to the inspecting minor.
- The compliance rate for July 2023 was:

**94.97%**

**GOOD JOB!**

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

## The Risks of E-Cigarettes and Nicotine Use in Young People

With the popularity of vaping and e-cigarette use among kids, teens, and young adults are these products really that bad? The short answer is **YES**.

Leading health agencies like John Hopkins, Mayo Clinic, and government health organizations like the CDC are all in agreement:

***The use of e-cigarettes is UNSAFE for kids, teens, and young adults!***

### Why are E-Cigarettes Unsafe for Young People?

According to the [CDC](http://www.cdc.gov), most e-cigarettes contain nicotine – the addictive drug in regular cigarettes, cigars, and other tobacco products. A CDC study found that 99% of the e-cigarettes sold in assessed venues in the United States contained nicotine. In addition, some vape products labels did not disclose that they contained nicotine, and some vape liquids marketed as containing 0% nicotine were found to have contained nicotine.

Nicotine is highly addictive and can harm adolescent brain development, which continues into the early to mid-20s. Nicotine can harm the parts of the brain that control attention, learning, mood, and impulse control.

What's worse, according to Michael Blaha, M.D., M.P.H., director of clinical research at the [Johns Hopkins Ciccarone Center for the Prevention of Heart Disease](http://www.jhsph.edu), "many e-cigarette users get even more nicotine than they would from a combustible tobacco product: Users can buy extra-strength cartridges, which have a higher concentration of nicotine, or increase the e-cigarette voltage to get a greater hit of the substance."

Blaha continues, "What I find most concerning about the rise of vape is that people who would've never smoked otherwise, especially youth, are taking up the habit."

## Nicotine Use and Mental Health

According to the [CDC](#), when a person is dependent on (or addicted to) nicotine and stops using it, their body and brain have to get used to not having nicotine. This can result in temporary symptoms of nicotine withdrawal. Nicotine withdrawal symptoms can include irritability, restlessness, feeling anxious or depressed, trouble sleeping, problems concentrating, and craving nicotine. This causes people to keep using tobacco products to help relieve these symptoms.

Youth may turn to vaping to try to deal with stress or anxiety, creating a cycle of nicotine dependence. But nicotine addiction can be a source of stress. What may start as social experimentation can become an addiction. The most common reason U.S. middle and high school students give for trying an e-cigarette is “a friend used them.” The most common reason youth give for continuing to use e-cigarettes is “I am feeling anxious, stressed, or depressed.”

There is some good news. Symptoms of nicotine withdrawal improve after quitting when the brain gets use to not having nicotine. Quitting also improves mental health by lowering levels of anxiety, depression, and stress, as well as improved positive mood and quality of life.

## Retailers are the First Line of Defense

As Idaho Tobacco and Electronic Smoking Device Retailers, you and your clerks are the **FIRST LINE OF DEFENSE** in the effort to keep vape, e-cigarettes, or other tobacco products out of the hands of underage customers. One of the best ways to assist clerks in this effort is to ensure each of your retail locations has a quality training program for new employees as well as annual refreshers for existing staff.

When faced with a difficult customer, peer pressure, or a hectic day - it may help your clerks to remember that refusing the sale of vape, e-cigarettes, or other nicotine containing tobacco products is **NOT A CHOICE**, but the **LAW**. Having a script for refusing the sale can also help. Encourage clerks to tell an underage customer, “I’m sorry. It’s against the law. Can I get anything else for you instead?”

These efforts can make a huge impact on the health and welfare of Idaho’s youth, both physically and mentally. We appreciate the daily and consistent efforts of our Idaho retailers as they continue to prevent the sale of these products to Idaho’s youth.

## Prevent-The-Sale!

Idaho Tobacco Retailers have two resources for Prevent-The-Sale content: Visit Idaho’s Department of Health and Welfare’s official [Idaho Tobacco Project-Prevent The Sale](#) webpage for statewide information. Visit Idaho Tobacco Projects interactive website [Preventthesale.com](#) for interactive and evolving content, including newsletter archives, information on IDs, and downloadable resources and documents. This site has new material available for download!



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**PLEASE DISTRIBUTE TO EMPLOYEES**