

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Frightening New FDA Warning Labels

By Cheryl Dudley

Facts and Stats

"A" Average for JAN THRU JUNE 2011

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.

Jan – June 2011
6 Month Data

- ❖ 1043 Vendors were inspected.*
- ❖ 70 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of July 2011 was 93.3%.

*Inspections where purchase attempts were made.

Prevent the Sale Web site

www.preventthesale.com/idaho

- Learn about the law
- Take the tobacco quiz
- See what the ID's look like
- Play the Game "Would You Sell to This Person?"

FDA's New Warning Labels

Beginning in the fall of 2012, cigarette makers will get their choice of nine different cigarette labels—all depicting graphic detail of the negative health effects of tobacco use. Among the images are dead bodies, diseased lungs, and a man on a ventilator. Phrases on the packs will include, "Smoking can kill you," and "Cigarettes cause cancer," intended to convey the dangers of tobacco, which is responsible for about 443,000 deaths each year in the U.S.

Roll Your Own?

Roll your own cigarette machines are now drawing concern from health officials as well as the federal government. Health Officials are concerned the cheap cigarettes make more people smoke. The feds also question the legality of the machines, but tobacco vendors believe they're just offering a cheaper alternative for smokers.

Roughly 150 tobacco outlets across 20 states have deployed high-speed roll-your-own machines that produce a carton of cigarettes in just eight minutes, at a cost that is in many cases half that of a carton of premium smokes. However, some regulators maintain the stores may be violating U.S. and state laws regarding cigarette manufacturing.

Since the tax on rolling tobacco increased, the volume of pipe tobacco sold in the U.S. has more than tripled to roughly 21 million pounds, according to the U.S. Treasury's Alcohol and Tobacco Tax and Trade Bureau.

Tobacco manufacturers are crying foul at the loophole that has created low-priced competition

Training Game

Our website offers numerous resources for employees who sell tobacco to customers every day. We understand the challenges you face when confronted with a customer who becomes contentious when you say "no" to a tobacco sale.

Playing our interactive games, role-playing, and following some of the guidelines offered in our training presentation can provide you with some valuable tools when the going gets tough.

We would like to remind you that we value your decision to know and keep Idaho's law regarding selling tobacco to minors. We also want to encourage you to refuse the sale when there is no proof of identification. For a refresher course on what a valid ID should look like, you can also visit our website at preventthesale.com.

We like to keep you updated on the latest news about tobacco and the ongoing battle to prevent our youth from trying even one cigarette. Like meth, cigarettes are highly addictive and can lead to other forms of drug abuse. Please keep that in mind when a minor child comes seeking tobacco.

Vendor Assisted Sales

Unless a store sells only tobacco, all tobacco sales must be vendor-assisted. This means customers of all ages must ask a clerk to access tobacco products for them, and the customer cannot take possession of the tobacco product until the purchase is made. Also, cigarettes must be sold in their original packaging. Vendors cannot sell open packs or any other promotional pack if it's not packaged for sale by the manufacturer.

It's required that you know the law.

How the E-Cig Works

The new E-Cigarette is gaining a lot of attention, but are they really healthier than traditional cigarettes? Cigarettes have more than 500 ingredients that are proven to be harmful. According to e-cigarette manufacturers, here are a few of the "benefits" of e-cigarettes:

- No tar, tobacco, carbon monoxide, or ash
- The same amount of nicotine as a regular cigarette
- Each cartridge costs less than \$2 and is equivalent to an entire pack of cigarettes
- You can save \$1,000 per year
- You won't smell like a smoker
- Different flavors are available
- No more second-hand smoke.

Here's a simplified explanation of the 4-step process that occurs when you smoke an electronic cigarette:

Step #1: A flow sensor will detect that air is traveling through the e-cigarette when the user inhales.

Step #2: Liquid nicotine and flavoring contained in the cartridge goes into the atomization chamber while the Smart Chip controls the amount.

Step #3: The Heating Vapor Coil "atomizes" the liquid creating a rich vapor very similar to smoke. While this vapor is enjoyed, the indicator light is signaled.

Step #4: When the smoker finishes inhaling, the LED in the indicator light fades out.



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