

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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### New FDA Tobacco Package Warnings

By Cheryl Dudley

#### Facts and Stats

##### “A” Average for DECEMBER

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

##### DECEMBER 2010

- ❖ 24 Vendors were inspected.\*
- ❖ 2 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of December 2010 was 91.67%

\*Inspections where purchase attempts were made.

#### Prevent the Sale Web site

[www.preventthesale.com/idaho](http://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?”

#### A Smoker's Little Known Cancer Threat

45 million adult smokers first light up during adolescence, and today, nearly one in four teens smoke.

While most smokers associate lung cancer with smoking, few understand their risk of another deadly form of cancer.

Ted Riley of Idaho would like you to hear his story. He had no symptoms and never felt any pain, but at a routine typical physical, his doctor discovered an increased white blood cell count. What Ted didn't know was that he had a tennis ball-sized tumor in his bladder.

Riley smokes and chews tobacco. Few people would connect bladder cancer to smoking, but the drugs from the tobacco travels into the bloodstream and ends up in the bladder, where it sits.

Ted has had 20 surgeries in the last 26 years. His kidneys have failed and he's now looking at a kidney transplant.

The symptoms of bladder cancer are subtle, and men are two times more likely than women to get it.

The first four years after a smoker quits smoking, the chance of bladder cancer decreases by 40%.

#### Store Ads Attract Children to Tobacco

November 18 was the 2010 Great American Smoke Out—a day when Americans are encouraged to quit smoking and when more attention was paid to tobacco ads that target kids.

One survey of retailers in New York found that tobacco product displays were behind

cash registers in 97 percent of stores, but there were exterior ads in 56 percent. Displays of cigarette packs were found in the checkout lanes of 74 percent of stores.

Research shows that exposure to tobacco marketing in stores is a primary cause of youth smoking. Reducing youth exposure to in-store tobacco marketing can help the next generation avoid a lifetime of addiction to tobacco.

#### Teen Smoking Leads to Higher Depression Risk

According to a recent study based at the University of Montreal Hospital Research Centre in Toronto, teenage smoking is linked to a higher risk for depression. While some teens may smoke to puff their blues away, it may actually worsen their depressive symptoms.

#### New FDA Proposals about Cigarette Warnings

The Family Smoking Prevention and Tobacco Control act that was implemented in 2009 requires that cigarette packages and advertisements make health warnings larger and more visible.

The proposal would require warnings to consist of nine new statements accompanied by color graphics depicting the negative health consequences of smoking. The final regulations will take place in June 2011, and packaging and ads must adhere within 15 months of the new rule.

The nine proposed graphic health warnings include:

- Cigarettes are addictive
- Tobacco smoke can harm your children

- Cigarettes cause fatal lung disease
- Cigarettes cause cancer
- Cigarettes cause strokes and heart disease
- Smoking during pregnancy can harm your baby
- Smoking can kill you
- Tobacco smoke causes fatal lung disease in nonsmokers
- Quitting smoking now greatly reduces serious risks to your health

**Want to give your child the best New Years' Resolution ever?**

**Tell them that this year you will QUIT SMOKING. Visit [iwillquit.com](http://iwillquit.com)**

### **Some New Years Reminders**

- **Have you Renewed Your Tobacco Permit?**
- **Are you in compliance with Idaho tobacco laws?**
- **Are you prepared for a compliance check?**
- **Are your employees trained to say "No" to minors who try to purchase tobacco products?**
- **Are your tobacco products displayed in accordance with Idaho's laws?**
- **Do you know how to identify a fake ID?**

**Happy New Year !**



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US POSTAGE  
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PERMIT NO.XXX  
Boise, ID

**What's Inside:**

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**PLEASE DISTRIBUTE TO EMPLOYEES**