

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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We CAN Win the Battle

By Cheryl Dudley

Facts and Stats

"A" Average for OCTOBER

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.

OCTOBER 2011

- ❖ 203 Vendors were inspected.*
- ❖ 10 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of October 2011 was 95.07%

*Inspections where purchase attempts were made.

Prevent the Sale Web site

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?"

Study of New Tobacco Rules on Smokers

The U.S. health regulators plan to follow the behavior and health of 40,000 smokers aged 12 and older to study the effects of the 2009 FDA regulations. The study is intended to better tailor future regulations and inform people about the risks of tobacco products.

The research firm that will conduct the study will examine what makes people more likely to stop smoking and what effect the regulations have had on how people view tobacco and its risks.

The new FDA regulations contain a broad set of federal requirements designed to significantly curb access and appeal of cigarettes and smokeless tobacco products to children and adolescents in the United States.

Renew Permits Now

Your tobacco permit will expire on December 31, 2011. You can renew your permits right now online for free at: tobaccopermits.com/Idaho

Be sure to renew your permit before it expires to avoid penalties.

Why Do You Need a Tobacco Permit?

Because it's against the law to sell, distribute, or offer tobacco products without having a tobacco permit from the Idaho Department of Health and Welfare in accordance with Idaho Code 39-5704. There are stiff penalties for selling or distributing tobacco products in Idaho without a permit (Idaho Code 39-5709).

Radiation in Cigarettes Damages Lung Tissue

Tobacco companies have known since 1959 that cigarettes contained a radioactive substance called polonium-210.

Scientists from the University of California Los Angeles reviewed 27 previously unanalyzed documents and found that tobacco companies knew the radioactive content of cigarettes caused cancerous growths in the lungs of smokers, but kept that data secret. The study is published online in the journal *Nicotine and Tobacco Research*.

The study shows the levels of radiation in cigarettes would account for up to 138 deaths for every 1,000 smokers over a period of 25 years. The knowledge that cigarettes contain radiation is disturbing today, but would have been even more unsettling to Americans in the midst of the Cold War-mindset of the 1950s and 1960s.

There are low levels of Polonium-210 in the soil and the atmosphere, but the fertilizer used to grow tobacco plants contributes to the levels of polonium found in cigarettes.

Dr. John Spangler, a professor of family medicine at the Wake Forest Baptist Medical Center in North Carolina said when smokers inhale, the radioactive particles damage the tissue on the surface of the lungs, creating damage. When combined with other cancer-causing chemicals in tobacco, Spangler said the damage from radiation is potent.

All tobacco products on the market today still contain the polonium. In 1980, scientists discovered that a process called "acid washing" removes up to 99 percent of polonium-210 from tobacco. Tobacco companies knew of this technique, but declined to use it to remove the radioactive material from their products.

We Can Win the Battle

We know how to fight the battle against tobacco. Science and experience has identified the most proven methods and strategies that prevent kids from smoking and help smokers quit. These include:

- Higher tobacco taxes
- Laws requiring smoke-free workplaces and public places
- Well-funded programs, including mass media campaigns that prevent kids from starting to smoke and help smokers quit
- Regulation of the manufacturing, marketing and sale of tobacco products.

Smoking causes:

- 9 out of 10 deaths from lung cancer
- 3 out of 10 deaths from all cancers
- 9 out of 10 deaths from chronic obstructive pulmonary disease such as emphysema
- 1 out of 5 deaths from heart disease

New Cigarette Packages will Pack a Powerful Message

Beginning in September 2012, cigarette packages will contain powerful graphic warning labels, including the one below. All nine of the new graphic warning labels can be found online.



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What's Inside?

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