

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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Tobacco is Costing us in Many Ways

By Cheryl Dudley

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.

AUGUST 2011

- ❖ 138 Vendors were inspected.*
- ❖ 8 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of August 2011 was 94.20%

*Inspections where purchase attempts were made.

Prevent the Sale Web site

www.preventthesale.com/idaho

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

The U.S. Tobacco Burden

Idaho State ranks 42nd in its cigarette excise tax at \$0.57 per pack. New York is the highest at \$4.35 per pack. Since 2002, 47 states including DC have increased their cigarette tax rates 105 times. Three states, including California, Missouri and North Dakota, have not increased taxes since 1999.

Federal cigarette tax is \$1.01 per pack. From 1998 to 2002, the major cigarette companies increased their cigarette prices by more than \$1.25 per pack.

The average price for a pack of cigarettes nationwide is about \$5.58 per pack, including state sales taxes but not local cigarette or sales taxes.

The U.S. Centers for Disease Control & Prevention estimates that smoking-caused health costs total \$10.47 per pack sold and consumed in the U.S. Thus healthcare cost for every pack of cigarettes sold in the U.S. is about \$4.89.

Preventthesale.com

Our website is your training resource, where you can find out all about your responsibilities as a tobacco retailer, including Idaho law and some tips that can help you.

You can download our Prevent The Sale Owner and Employee Training Presentation, which informs owners and employees about the law and prepares employees for some potential difficult moments in the business: saying "NO" to a minor.

It also helps to know the law and the consequences for selling tobacco products to minors, and explains that feared compliance check, which will eventually walk through your doors.

Can You do More?

Everyone can play a part in helping youth avoid tobacco products. Parents, teachers, coaches, school administrators, city officials, and tobacco vendors together can make a difference.

Here are a few ways that everyone can help:

- Teach young people that tobacco puts them at risk for serious health problems and addiction.
- Limit the number of tobacco ads in stores, remove self-service displays, and comply with the law by checking IDs and refusing to sell tobacco to minors.
- Speak at meetings or submit letters to local newspapers that discuss limiting young people's access to tobacco products.
- Encourage coordination between school and community programs to prevent tobacco use and addiction.

Cigarettes are Designed for Addiction

Did you know that the design and contents of tobacco products make them addictive? They deliver more nicotine and deliver it quicker than ever before. Filtered and low-tar cigarettes are every bit as addictive and no safer than any other cigarette. Nicotine is the drug that addicts, and like heroine and cocaine, it changes the way the brain works and causes smokers to crave it more and more. Many teens who try cigarettes don't know how easily they can become addicted. Like methamphetamines, the slogan for tobacco should also be, "Not Even Once." But if you or someone you know is trying to quit, don't give up! There are plenty of resources, like smokefree.gov.

Smokeless Tobacco in India

India has the highest rate of oral cancer in the world, and 90 percent of the cause is blamed on a regional product called “gutka.” Gutka is a popular, indigenous form of smokeless tobacco that is flavored with spices and sweeteners and sold cheaply. In India alone, more than 5 million children are addicted to gutka, and many are suffering devastating illnesses as a result.

Rahul Bharadwaj is one of them. He has written a letter to the prime minister of India, telling his story:

“I have seen death from very close and no one can understand my pain. I had toxic chemotherapy; I had deforming surgery and painful radiotherapy. Despite all this, I am still not sure if I will live long enough for my daughter’s next birthday. My daughter still cannot come to terms with her father having deformities and disabilities. I live in constant fear. I have reduced stamina and difficulty speaking. All because of gutka.”

Idaho Spending for State Tobacco Prevention Programs

2006	\$0.5 million
2007	\$0.9 million
2008	\$1.4 million
2009	\$1.7 million
2010	\$1.2 million
2011	\$1.5 million

Comprehensive, well-funded state programs that prevent kids from smoking and help smokers quit are proven to save lives and money. Some key elements of tobacco prevention and cessation programs that the Centers for Disease Control and Prevention include:

- Hard-hitting education and media campaigns
- Community and school-base programs
- Effective enforcement of laws prohibiting tobacco sales to minors
- Affordable, accessible assistance for smokers trying to quit
- Rigorous evaluation to ensure these programs are delivering results.

VOLUME 10, NUMBER 09 September 2011



What's Inside:

- The U.S. Tobacco Burden
- Can You do More?
- Preventthesale.com
- Designed for Addiction
- Smokeless Tobacco in India
- Idaho's Prevention Budget

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