

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

## Newsletter for Idaho Tobacco Retailers Sponsored by Idaho Department of Health & Welfare

VOLUME 10, NUMBER 02 FEBRUARY 2011

### Valentines for Lovers: Chocolate or Nicotine Gum?

By Cheryl Dudley

#### Facts and Stats

##### “B+” Average for 2010

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

JANUARY thru  
DECEMBER 2010

- ❖ 1767 Vendors were inspected.\*
- ❖ 198 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the year 2010 is 88.79%

\*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?”

#### Trash Talkin’

Imagine 1.69 billion pounds of cigarette butts – a toxic, enormous, environmental hazard. That’s about how many are discarded each year worldwide, causing more than just an ugly heap of sludge.

Cigarette butts are becoming a hazard, from bio-accumulation of poisons in the food chain of commercial fisheries and water supplies to children and pets and aquatic life that might ingest them. A recent study showed that cigarette waste easily meets the definition of “toxic waste.”

Cigarette filters are made of cellulose acetate, a plastic that will never biodegrade. Worse yet, the filters are a scam given that they offer no health benefits to the smoker.

How much of a problem is cigarette butts? San Francisco estimates that it spends about \$11 million a year cleaning them up, and has imposed a fee on tobacco retailer licenses to help cover the cost. More cities are expected to follow.



#### Pregnant? Don’t Smoke

Women who smoke while pregnant are putting their unborn child at risk for future respiratory problems such as asthma and bronchitis. Even during the prebirth stage, the baby’s sensitive lungs are being affected by the mother’s habit, setting the stage for respiratory tract infections during the child’s first year of life.

On another note, a recent study found that women smokers carry twice the cancer risk as men.

#### Kicking the Habit?

Find out what to expect

##### Within 8 hours:

Your blood carbon monoxide levels will drop to normal and your blood oxygen levels will increase to normal.

##### Within 1 to 9 months:

Symptoms associated with chronic use decrease, such as coughing, nasal congestion, shortness of breath, and fatigue.

Cilia, the fine, hairlike projections that line the respiratory tract, will begin to return to normal, increasing the body’s ability to handle mucus and clean the respiratory tract.

##### Within 1 year:

Your risk of heart disease will decrease to half of what it was when you smoked.

##### Within 5 years:

Lung cancer death rate for a pack-a-day smoker will decrease by about 50 percent. Your risk of cancer of the mouth will also decrease by 50 percent.

##### Within 10 years:

Your risk of lung cancer will be reduced to the average risk of a nonsmoker.  
Your risk of a stroke is lowered to that of a nonsmoker.  
Your risk of mouth, throat, esophagus, bladder, kidney, and pancreas cancer is significantly reduced.

##### Within 15 years:

Your risk of heart disease is the same as a nonsmoker.

*The rate of heart attacks among smokers in their 30s and 40s is five times greater than their non-smoking peers. Low-tar and mentholated cigarette smokers are at an even great risk because they tend to inhale deeper.*

## The Sin of Seduction

What better title for a Valentine month article? But don't be fooled—I'm not talking about anything romantic. Instead, I'm going to talk about the tobacco industry's seduction of our youth. Despite their knowledge of the addictive properties and devastating health effects of tobacco use, the industry continues to recruit new smokers to replace those who die. More than half of all smokers start smoking before their 14<sup>th</sup> birthday, and most of them don't stop until they're dead.

If you love someone who smokes this Valentine's Day, don't give them a box of chocolates, give them a nicotine patch and a phone number to call for help. And here are some helpful tips for you as you help your loved one kick the addiction of their powerful enemy:

1. Recognize that tobacco's addictive effects are as powerful as cocaine and morphine.
2. Avoid a spirit of condemnation. Most addicts already feel guilty, so have some compassion.
3. Organize a support group, or help your loved one get in touch with a support group. Just Google online and you'll find a bountiful list of resources.

## 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 can prepare 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.

Be educated, learn how to spot a fake identification, what could happen if you don't pass a compliance check, and how tobacco products should be displayed in your store.

Do you know all the answers? If not—check out the website and be a responsible tobacco vendor. Our youth are at stake—and you hold all the goods.

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