

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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### Are You Fighting the Good Fight?

By Cheryl Dudley

#### Facts and Stats

##### “A” Average for MAY

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.

MAY 2011

- ❖ 159 Vendors were inspected.\*
- ❖ 12 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of May 2011 was 92.45%.

\*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?”

#### Smokeless Tobacco Packed with Chemicals

You think chewing is better than smoking? Think again! Here are some of the chemicals found in smokeless tobacco:

1. Cadmium: used in car batteries
2. Formaldehyde: embalming fluid
3. Lead: poison
4. Nicotine: addictive drug
5. N-Nitrosamines: cancer-causing chemical
6. Polonium 210: nuclear waste
7. Acetaldehyde: irritant
8. Hydrazine: toxic chemical
9. Benzopyrene: cancer-causing chemical
10. Uranium 235: used in nuclear weapons
11. Sodium: can cause high blood pressure
12. Sugar: causes cavities
13. Fiberglass and sand: abrasives

#### Idaho Tobacco Taxes Won't Increase

The proposal to increase the state tax on cigarettes was never introduced into the legislative session this year because of lack of support among Republicans.

The proposal could have increased the tax on each pack of cigarettes from 57 cents to \$1.25. The money would have helped the Medicaid program pay for health problems caused by tobacco. Increased taxes also cause many smokers to quit, including minors.

#### Smoke Freely

An Arizona company named Smoke Freely spammed an email service for children with electronic cigarette ads. The email service is suing the Smoke Freely Company for sending messages that contained misleading or false information on the subject line, and is seeking nearly \$11 million.

#### The Smoke Whisperer

It's true. There is a man called the Smoke Whisperer who can tell you why you smoke and how to quit. Alan Brody makes it his job to explain that, even though a person might know everything there is to know about the dangers of smoking—they still do it.

He says the answer is simple: it's all in your mind. Researchers know that smokers who damage a part of their brain called the *insula* quit smoking immediately. Based on that, Brody claims that addiction is in your head and that quitting depends most on a person's psychological commitment.

If you started smoking because of a compelling emotional need, it will be harder to quit than if you started smoking just to follow the crowd.

Brody hosts a website called [cigseduction.com](http://cigseduction.com) where he gives some interesting insights and advice on overcoming the psychological addiction of smoking.

#### Cigarette Branding: You are What You Smoke

You are probably not surprised to learn that branding a cigarette requires millions of dollars in psychological research that reveals the right brand images that will connect with the meaning in smokers' lives. The brand that smokers identify with defines their smoking personality. The Marlboro Man signifies a fighting spirit; the Camel, thanks to the French, has become a phallic brand; Winston is considered a man's brand; Virginia Slims is liberating. Experts say that by changing your smoking personality, you can quit smoking for good.

## Surgeon General's Report for 2010

Each year the Surgeon General produces a report that includes a section on tobacco smoking. The report states the problems that tobacco that is backed by research, solutions to the problems, and a future scenario for the nation. The concluding remarks from the 2010 report say:

“Since the publication of the first 1964 Surgeon General’s report on smoking and health, this series of reports has provided an incontrovertible body of research evidence documenting the burden of sickness and death caused by tobacco use. Faced with these facts, it is appropriate to restate the challenge issued by a former Director-General, who said, ‘If we do not act decisively today, a hundred years from now our grandchildren and their children will look back and seriously question how people claiming to be committed to public health and social justice allowed the tobacco epidemic to unfold unchecked.’”

Here is a list of control efforts in this country for tobacco:

1. **Monitor** tobacco use and prevention policies
2. **Protect** people from tobacco smoke
3. **Offer** help to quit tobacco use
4. **Warn** about the dangers of tobacco use
5. **Enforce** restrictions on tobacco advertising, promotion and sponsorship
6. **Raise** taxes on tobacco

## Fighting the Good Fight

Cigarettes remain one of the heaviest marketed products in the U.S. The influence of these efforts shapes knowledge, opinions, attitudes and behaviors towards tobacco, and easily demonstrates a causal relationship between advertising and increased tobacco use. Consequently, there is an increased need for youth-oriented, countermarketing campaigns to fight the onslaught of advertising.

Idaho is working hard to reduce the sale of tobacco to minors, beginning with you—the tobacco vendor. It’s good to know what and why your job of preventing the sale of tobacco to minors is so important. Tobacco use remains the leading preventable cause of premature death in the United States. Predictions based on large studies indicate that 50% of all long-term smokers, particularly those who began smoking in adolescence, will eventually die from their use of tobacco.

Since 1964, when the Surgeon General started producing its annual report, more than 12 million people have died from smoking related illnesses. It is estimated that tobacco will be the cause of as many as one billion deaths in the 21<sup>st</sup> century—unless we take action.

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