



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

Contact us: 208-334-0642

ID Tobacco Project Website: healthandwelfare.idaho.gov
Select the "medical" menu and then "Idaho Tobacco Permits"

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Facts and Stats

"A" average for 2014

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. In 2014:

- 1798 Vendors were inspected.*
- 135 Vendors sold to the inspecting minor.
- The compliance rate for the month was 92.49%

*Inspections where purchase attempts were made.

Prevent the Sale Website

PreventTheSale.com/Idaho

New Years' Resolutions

By Cheryl Reed

WebMd's 10 Overlooked Reasons to Quit Smoking

It's our human nature to start each new year with resolutions. Lose weight, stay on a budget, save more money, exercise more ... quit smoking. These are great resolutions that will obviously lead to better health and more fulfilling lives, but none are as difficult as kicking a nicotine addiction.

WebMd has stepped in to provide smokers with help. Not only is their website packed with helpful information that might help diagnose and treat health problems, it also provides resources to help smokers kick their unhealthy habits. In this particular article, the site provides additional reasons to quit.

1. Smoking speeds up mental decline – up to five times faster than in non-smokers.
2. Smoking increases the risk of developing lupus, a painful autoimmune disease.
3. SIDS: Maternal smoking doubles the risk of sudden infant death syndrome.
4. Colic in babies: Exposure to tobacco smoke increases babies' risk of colic.
5. Impotence: A study of about 5,000 men showed that smoking increases the risk by 60%
6. Blindness: Smokers are four times more likely to become blind in old age
7. Snoring: The more a person smokes, the more frequently they snore.
8. Acid Reflux: Smokers of 20+ years are 70% more likely to suffer.
9. Breast cancer: The National Cancer Institute reports a 30% higher risk for smokers.
10. Rheumatoid Arthritis: Genetically vulnerable smokers can be 16 times more likely to suffer.

Knowing the facts about smoking and its health risks can help you become a better retailer of tobacco products. How? It can increase your resolve to refuse to sell to minors. Since the majority of smokers begin their habits as teens, your responsibility to protect them becomes apparent. Make refusing to sell to minors your resolution for 2015. Find out more about the harmful effects of tobacco at webmd.com.

The Real Cost Campaign

The FDA has launched an anti-tobacco ad campaign aimed at targeting the things that really matter to youth—particularly their looks and health. The campaign, grounded in scientific research and best practices for mass media campaigns, was created after extensive testing. The results showed promising results that the ads will lead to negative feelings about tobacco use. Learn more about the ad campaign at <http://www.fda.gov>.

Addiction Is No Trivial Matter

Meth and cocaine addiction are easy for us to understand because the destruction is obvious. But are we as empathetic to tobacco addiction? Addiction exerts a powerful influence on the brain, causing cravings, loss of control, and continual involvement despite the adverse consequences of use.

All drugs of abuse, including meth, cocaine, and nicotine, cause a powerful surge of dopamine in the brain that instantly rewards the activity. These addictive drugs actually provide shortcuts to the brain's reward system and not only provide pleasure, but also stimulate and overload the pleasure circuit. Repeated exposure to the addictive substance causes nerve cells to communicate in a way that drives us toward the pleasure.

Over time, however, the brain adapts and makes the substance less pleasurable. But the memory of the pleasure persists, driving users to increase use. The memories also create a conditioned craving whenever the user encounters environmental cues, partially explaining why recovered smokers can relapse after years of abstinence.

While it's rewarding to prevent a minor from starting an addicting behavior like smoking, it's also important to understand the power of addiction over those who are already there. There are many resources to help smokers quit, like a Harvard Health website called helpguide.org. Perhaps you can stand alongside someone this year and help them regain their health.

Newsletter Archives and Other Help

Did you know that Idaho's Prevent the Sale website stores all back issues of our newsletter? The website also has a number of useful resources to tobacco retailers and employees, such as learning how to identify fake IDs, and understanding Idaho's tobacco laws.

Preventthesale.com is currently in the process of updating some of its pages, but many resources including newsletter archives are still available until modifications are completed. We encourage you to utilize <http://www.preventthesale.com/idaho> as a retailer resource now and in the future. The Prevent the Sale website is paid for by the Idaho Department of Health and Welfare in partnership with several other organizations who care about the health of our youth.

Wishing you a happy and healthy 2015!



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