



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

Volume 13, Issue 2
February 2014

Contact us: 208-334-6542
ID Tobacco Project Website: healthandwelfare.idaho.gov
Select the "medical" menu and then "Idaho Tobacco Permits"

Facts and Stats

"A-" average for 2013

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 January 2014:

- 1701 Vendors were inspected.*
- 154 Vendors sold to the inspecting minor.
- The compliance rate for the month was 90.95%

*Inspections where purchase attempts were made.

Prevent the Sale Website

PreventTheSale.com/Idaho

- Learn about the law
- Take the tobacco quiz
- See what the IDs look like
- Play the Game "Would You Sell to This Person"

Written by Cheryl Reed

Cigarettes in Plain Packaging

Don't Smoke and Drive

Smokers could pay a hefty fine for smoking in a car with a minor passenger in Washington State. Lawmakers in Olympia took public comment during a hearing in January on House Bill 2086.

Under the bill, a person who lights up a cigarette, cigar or pipe in a moving or parked car with a minor inside would be guilty of a traffic infraction, ranging in cost from \$125 to \$250. A total ban on smoking in cars with minors has failed to pass in Washington before.

The bill does add a provision that the infraction would not be on a person's driving record and would not be disclosed to insurance companies or employers. Supporters have cited health concerns while critics say the government should stay out of one's personal choices.

Plain Packaging Seems to Reduce Smoking

New South Wales recently implemented a new plain packaging policy for their cigarettes. Interestingly, the New South Wales Quitline increased by 78% the month after the introduction of the plain packaging in 2012. A study by the University of Sydney and the Cancer Institute showed that plain packaging could be an effective method of reducing the number of people who smoke.

The first study published after the introduction of plain packaging found that the packaging made cigarettes less appealing to smokers. Packed in olive green cartons with graphic health warnings over half the box, the cigarettes seemed to be of a lesser quality and satisfaction to smokers. Many smokers even believed the taste was different.

"In all analyses, plain-o-pack smokers were more likely to think often or very often about quitting, and to rate quitting as a higher priority in their lives, compared to branded-pack smokers," the report concluded.

The Teen Brain on Nicotine

Outgoing NYC mayor Michael Bloomberg signed a bill in his final term to raise the legal age for buying tobacco from 18 to 21, capping off his decade-long fight against tobacco. Nicotine rewires the teenage brain, programming it for addiction, according to the vice president of research for the Campaign for Tobacco Free Kids. "The young brain is still developing and is particularly sensitive to nicotine," he said.

Dr. Theodore Slotkin, a professor of pharmacology and cancer biology at Duke University School of Medicine claims that smoking teaches the brain to be addicted. "Think of the developing brain as a learning machine, since that's its major function," he said. "If you reinforce the circuits stimulated by nicotine, you teach the brain to depend on that stimulation."

Slotkin's studies show adolescence as a unique period of vulnerability to nicotine.

Physical Barriers

Remember that tobacco products must be displayed behind a counter where customers don't have direct access to them. A physical barrier must exist between the customer and the tobacco products.

Customers are not allowed to handle unpurchased tobacco products; in other words, the clerk cannot hand unpurchased cigarettes to a customer and have the customer carry them to a different cashier to pay.

Tobacco Companies Admit They Lied

The federal government and the nation's top tobacco companies filed an agreement in January to publish corrective statements that they lied about the dangers of smoking and will disclose smoking's health effects.

Under the agreement, each company must publish full-page ads in the Sunday editions of 35 newspapers and air on prime-time television commercials five times per week for a year. The companies must also publish the statements on their websites and on cigarette packs.

Do you Know the Law?

In Idaho, it's illegal to sell tobacco products to a person under 18 years of age. Tobacco products include, but are not limited to: cigarettes, cigars, pipes, snuff, loose leaf tobacco, smokeless tobacco, and tobacco products. If you sell tobacco to someone under age 18, you can be personally fined. State inspections can occur at any time to ensure compliance with the state law. Are you sure you know the law? Any employee who sells tobacco must sign a Department of Health and Welfare form indicating they understand the state law's requirements. If you're not sure of the law, or how to refuse the sale of tobacco to a minor, you can visit www.preventthesale.com/idaho for helpful information.

Story Corner

During high school, Christine wanted to fit in, so she began smoking at age 16. She became addicted and continued to smoke for 28 years, until she was diagnosed with oral cancer in 2007. After 35 radiation treatments and chemotherapy, she seemed to be cured. But the cancer returned in 2008, requiring surgery. It returned again in 2009 and was even more serious, requiring that she have part of her jaw removed. Today, Christine is 49 and has been smoke-free for 5 years. To learn more about Christine, visit www.cdc.gov/tobacco/campaign/tips/stories/christine/html.



Contact us: 208-334-6542

ID Tobacco Project Website: healthandwelfare.idaho.gov

Select the "medical" menu and then "Idaho Tobacco Permits"

PLEASE DISTRIBUTE TO EMPLOYEES

What's Inside:

- Don't Smoke and Drive
- Plain Packaging
- Teen Brains on Nicotine
- Physical Barriers
- Tobacco Companies Lied
- Do You Know the Law?
- Christine's Story