



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

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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 February

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 February 2014:

- 270 Vendors were inspected.*
- 17 Vendors sold to the inspecting minor.
- The compliance rate for the month was 93.7%

*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

What's the REAL Cost?

Lethal by the Liter

Some tobacco smokers aiming to quit or reduce the harmful effects of smoking are trying electronic cigarettes as a solution. Early studies indicate that e-cigarettes deliver nicotine in a less toxic manner than smoking. However, the lack of safety regulations on e-cigarette refill solutions is a concern that needs to be addressed, according to researchers at Washington State University.

In a recent study, assistant professor of nursing, Donelle Howell, Ph.D. and her team tested the nicotine content of seven e-cigarette solutions marked with different nicotine concentration levels (low, medium, high, and super high). Although research found varying amounts of nicotine in the concentrations, they were equal or lower to what was expected based on the solution's strength category. However, the amount of nicotine contained in commonly sold refill bottles of e-cigarette solution is potentially lethal to children and adults if ingested in large quantities.

"E-cigarette solutions can be found in as large as one-liter containers," said Howell. "If a small child drinks the liquid, severe poisoning or death could occur." She also noted that nicotine solutions come in a variety of flavors that could appeal to children and teens, such as bubble gum and chocolate. Based on their findings, Howell and her colleagues are calling for FDA regulation and labeling requirements for e-cigarette solutions and **caution parents to store these solutions away from children.**

CVS Caremark Corp. Sets a Great Example

The nation's second largest drugstore chain is phasing out its sale of cigarettes, cigars, and chewing tobacco by October 1, 2014. The reason? The chain couldn't justify handing out a lethal substance while claiming to focus on healthcare. While their pharmacists deliver flu shots and immunizations and the company expands its health care services, it decided to kick the habit of selling tobacco in its more than 7,600 drugstores nationwide. The move will cost the company about \$2 billion in annual revenue, but executives expect it will ultimately help the healthcare business grow. Eight U.S. Senators sent letters to Walgreens and Rite Aid in February, urging them to follow the lead of CVS.

The Real Cost

The FDA's first youth tobacco prevention campaign called "The Real Cost" will educate at-risk youth about the harmful effects of tobacco use. The campaign launched on February 11, 2014, across TV, radio, print and online media platforms, and will continue to air in more than 200 markets across the country for a year.

Through their campaign, the FDA hopes to reduce the number of youth who experiment with tobacco use. Their target at-risk age group is 12 – 17 years old, embodied by their person, Pete, who unfolds the story of his troubled life and why he chose to smoke. The campaign is a personal call to action for teens, encouraging them to understand the real costs and risks of tobacco use beyond finances. Its candid, empowering and respectful messages speak directly to teens in an authentic, peer-to-peer manner. Be watching and listening for "The Real Cost."

Get Your Facts Straight (from the American Lung Association)

- Smoking kills 1,200 people per day on average.
- 2014 is the 50th anniversary of the Surgeon General's report on smoking and health, linking smoking to lung cancer and other deadly diseases.
- Washington D.C. and 28 states have passed laws prohibiting smoking in all public places and workplaces.
- New York has the highest cigarette tax in the country at \$4.35 per pack, while Missouri's is only 17 cents.
- In 2009 the Family Smoking Prevention and Tobacco Control Act passed, giving the U.S. Food and Drug Administration authority over tobacco products.
- The American Lung Association has been fighting the use of tobacco since the 1950s.
- Smoking costs the U.S. economy \$263 million in direct health care costs and \$266 million in lost productivity EACH DAY.
- The five largest cigarette companies spent more than \$22.9 million dollars EACH DAY marketing their products in 2011.



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PLEASE DISTRIBUTE TO EMPLOYEES

What's Inside:

- Lethal by the Liter
- CVS Ends Tobacco Sales
- The Real Cost
- Get Your Facts Straight