



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

Volume 15, Issue 3
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Contact us: 208-334-0642

ID Tobacco Project Website: healthandwelfare.idaho.gov

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

Facts and Stats

"B" 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 2015:

- 27 Vendors were inspected.*
- 4 Vendors sold to the inspecting minor.
- The compliance rate for the month was 85.19%

*Inspections where purchase attempts were made.

Prevent the Sale Website

PreventTheSale.com/Idaho

Coming Soon!

Preventthesale.com will have a new game, additional training and point of sale resources for retailers, and updated ID information. Watch of information about when to expect the new content!

Campaigns That Are Working

By Cheryl Reed

Real Cost Campaign

The FDA's youth tobacco prevention campaign "The Real Cost" launched nationally a year ago across multiple media platforms including TV, radio, print and digital. Its key messages aim to educate at-risk use about the harmful effects of tobacco use, but their strategy goes beyond past strategies. The ads talk about addiction as a loss of control, stressing that most smokers can't just quit when they feel like it. The ads also address the dangerous chemicals found in tobacco products, hoping to motivate youth to explore and reconsider. And third, the ads talk about the negative health consequences of smoking, and that the cost is more than just financial.

The ads are targeted to youth 12-17 years old. Organizations who work with at-risk youth in that age group have access to free materials. All of these resources, including social media channels and website links, are on the fda.gov website. There you can also view the print ads, TV ads and hear the radio ads.

The Real Cost Campaign will be evaluated annually to see if goals are reached and if messages should be refined.

Worse Than We Thought

An article in the [New York Times](http://www.nytimes.com) on February 11 talked about a new study that adds at least five diseases to list of 21 diseases and 12 types of cancer caused by tobacco use. The study adds about 60,000 deaths a year in the U.S., which is already at an astronomical half a million. The new data is based on a 10-year study of about 500,000 participants, and found that infection, kidney disease, intestinal disease, and additional heart and lung ailments can be caused by smoking.

Progress with Second-Hand Smoke

Although smokers are getting even sicker than we thought, at least fewer non-smokers are being exposed to second-hand smoke, according to an analysis by the Centers for Disease control and Prevention. Since 2000, exposure to second-hand smoke has declined by half. (www.cdc.gov)

Vital Signs: A New CDC Publication

The new monthly publication is intended to make health information more accessible to the public and more relevant to policy makers. Packed with data on select topics, the newsletter includes a website, a digital press kit, social media tools, a public service announcement, and podcasts in Spanish and English. View it at http://www.cdc.gov/tobacco/data_statistics/vital_signs/index.htm.

Tips From Former Smokers a Smart Campaign

The Centers for Disease Control and Prevention has a powerful campaign called “Tips From Former Smokers.” This campaign is made of images, videos, podcasts and print ads about former smokers and the health impacts on their lives. “Tips” began in 2012 as the first national campaign sponsored by a federal agency with the goal of educating people about the harmful effects of tobacco. The commercials are unforgettable: images of people whose lives have been changed forever because of smoking. In December, 2014, a report on “Tips” showed its effectiveness.

“There is no question the Tips campaign is a best buy for public health,” said CDC Director Tom Frieden on the CDC website. “Smoking-related disease costs this nation more than \$289 billion a year.

The campaign cost roughly \$49 million and has been responsible for an estimated 100,000 smokers quitting permanently. The study calculated that the campaign will have contributed to averting about 17,000 premature deaths so far. For every person who dies this year of a smoking-related disease, more than 30 continue to live with diseases. About 60 percent of the medical costs attributed to cigarette smoking is paid for by Americans through programs such as Medicare and Medicaid. (<http://cdc.gov/media/releases/2014/p1210-tips-roi-html>).

Do You Know The Answer?

According to state law, when someone approaches you to buy tobacco, what should you do?

1. Ask how old they are
2. Ask for Photo ID to see how old they are
3. Decide whether you think they are 18, and ask for ID if you're not sure.

Want to know the answer? Take the Tobacco Sellers Quiz at <http://www.preventthesale.com/idaho/flashquiz.htm>.



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PLEASE DISTRIBUTE TO EMPLOYEES