

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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New Tobacco Products: Truth About the Consequences

By Cheryl Dudley

Facts and Stats

"B" Average for APRIL

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 APRIL 2009

- ❖ 175 Vendors were inspected.*
- ❖ 24 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of April 2009 was 86%?

*Inspections where purchase attempts were made.

Prevent the Sale Web site

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?"

Candy or Tobacco: new marketing schemes to lure youth

Some of you may recall those candy cigarettes and our youthful attempts to try to look grown up and cool while pretending to smoke them. While those candy cigarettes were certainly healthier than their tobacco counterparts, the idea of children mimicking smoking was tasteless. We've come a long way since then in our fight to prevent our youth from smoking. Or have we?

Within the next few months, R.J. Reynolds will launch three smokeless -- and spitless -- products in the Twin Cities under the Camel label. This follows its recent introduction of Snus, a neat little tin filled with dissolvable tobacco packets that are placed under the tongue. The launch of Camel Orbs (tiny mints in "fresh" and "mellow" flavors), Sticks (shaped like toothpicks) and Strips (that melt on the tongue) comes as cigarette smoking continues to decline among the youth.

The jury is still out on whether smokeless tobacco is a precursor to smoking, but we know, young users are moving from choosing one nicotine fix over the other. They're choosing both, wooed by slick marketing for all products within the tobacco family.

New Electronic Cigarettes Hit the U.S. (AP)

After years of being sold overseas, electronic cigarettes are starting to catch on in the United States. These battery-operated electronic cigarettes look and taste like the real thing and even release vapor that looks like smoke. But they don't have tobacco or tar in them. Instead, they contain liquid nicotine, a highly addictive yet less-toxic ingredient in cigarettes. Some companies do make nicotine-free versions.

The U.S. Food and Drug Administration is trying to stop importation of these "e-cigarettes" -- which are touted as a healthy alternative to smoking. The agency considers them unapproved drugs that need to be tested for safety.

Brian Culwell, president of the U.S. division of SmokeStik, an e-cigarette maker, said electronic cigarettes appeal to smokers because "we have taken away every single harmful chemical in the cigarette and left nothing but a nicotine delivery device."

Canada-based SmokeStik says its products are not meant to help people quit smoking. "We're saying, if you want to smoke ... at least choose a healthier alternative," Culwell said.

Carol Southard, a tobacco treatment specialist at Northwestern Memorial Hospital, said electronic cigarettes are a good idea in theory, but there isn't enough reliable scientific evidence to prove that they aren't harmful. "All we know so far is that they contain vaporized nicotine," Southard said.



"I didn't think you'd mind me printing out a few tips on how to quit smoking off the Internet. There's only 871,926 of them."

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Physical Barriers Required

Remember that cigarettes 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.

Have you Passed Inspection Yet?

If you're worried about passing Idaho's state tobacco inspection this year, there are a number of ways to put your mind at ease.

Preventthesale.com is intended to help tobacco retailers and clerks arm themselves with information and tools to know Idaho's tobacco laws and gain the confidence to say "no" to minors. There are a number of effective tools on the site, like practicing your skills for identifying a minor trying to purchase tobacco and viewing what a fake identification could look like. While inspecting minors only use their real IDs, understanding how to prevent the sale to all minors, not just inspecting minors is the goal! Be sure to take advantage of this and other valuable information, for your sake, and for the sake of Idaho's youth.

A Few Smoking Facts

Education: The highest group of smokers are those with the basic General Educational Development diploma (GED) — 40%, and 35% people with a 9th–11th grade education smoked. Smoking prevalence decreases with increasing years of education. The lowest percentage of smokers was among those with graduate degrees at 7.5%.

Gender: Current smoking was higher among men (23.4%) than women (18.5%).

Race: Among racial/ethnic populations, Asians (11.3%) and Hispanics (15.0%) had the lowest prevalence of current smoking. American Indians/Alaska Natives had the highest prevalence (33.4%), followed by non-Hispanic whites (22.2%) and non-Hispanic blacks (20.2%).

Age: Among age groups, persons over 65 years had the lowest prevalence of cigarette smoking (9.1%); persons aged 18–24 came in at 23.9%; and persons aged 25–44 years had the highest prevalence (25.6%).
Smoking deaths: Smoking kills approximately half a million people per year in U.S. Most of them die of lung cancer, heart disease or emphysema. Of these an estimated 10% are people who die of disease due to secondhand smoke. 46% more men are killed by smoking than women. These short facts were taken from quitguide.com/smoking-facts

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