

Are Tobacco Companies Still Targeting Children?

By Cheryl Dudley

Facts and Stats

“A” Average for OCTOBER

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 OCTOBER 2009

- ❖ 150 Vendors were inspected.*
- ❖ 15 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of October 2009 was 90%

*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?”

R. J. Reynolds Strikes Again

Last spring the R. J. Reynolds Tobacco Company began test marketing nicotine-infused mints in Columbus, Ohio bars, gas stations and markets. The new mints, called “Orbs,” sell in a small green box, much like a small box of candy. That’s where the dispute begins.

Critics are saying that the product appeals to children, and some go so far as to say that R. J. Reynolds is intentionally targeting children with the product. R. J. spokesman David P. Howard disagrees. “It is a guiding principle of this company that youth should not use tobacco,” he said. “These products are only for adult tobacco consumers.”

Just recently federal law took effect that bans the sale of candy and fruit flavored cigarettes, in part because of their attractiveness to children.

The president of the Ohio Association of School Nurses doesn’t believe R. J. Reynolds’ claim that they are not targeting children with Orbs.

“It’s something that looks like a treat,” she said. “Even if they say they’re not advertising to children, we know the products are attractive to children.” The Orbs box is decorated with the cartoon character Joe Camel.

Even though the products can’t legally be sold to anyone under 18, the FDA is warning parents that flavored tobacco products can lead to a lifetime of tobacco addiction.

A coalition of anti-smoking activists said that the products are just another reason why state officials should continue to fund stop-smoking programs.

The new Orbs are not the only new smokeless tobacco product on the market. R. J. Reynolds has also introduced a

“tobacco lollipop,” and a tobacco strip that looks like a breath strip. All three products look and taste exactly like candy.

A Little History

Back in 2004, R. J. Reynolds came up with some new candy-flavored Camel cigarettes including “Warm Winter Toffee” and “Winter MochaMint.” The ads for these cigarettes appeared in Rolling Stone Magazine, Glamour, Cosmopolitan and Elle—magazines with predominantly youth readership. The ads featured an attractive woman inviting readers to “celebrate the wonder of Camel’s Winter Blends.”

The Campaign for Tobacco-Free Kids said that the ads were more of an invitation to “cuddle up with cancer.”



R. J. Reynolds wasn’t the only company to market candy-flavored cigarettes. Brown & Williamson also introduced Kool cigarettes with names like “Caribbean Chill,” “Midnight Berry,” and “Mocha Taboo.” Brown & Williamson marketed their products with hip-hop music and images that would appeal to African-American youth.

These products have now been banned.

Telephone Counseling Helps Teens Quit

For the first time, researchers at Fred Hutchinson Cancer Research Center in Seattle have demonstrated that it's possible to successfully recruit and retain a large number of adolescent smokers from the general population into a smoking intervention study and, through personalized, proactive telephone counseling, significantly impact rates of six-month continuous quitting.

The trial, funded by the National Institutes of Health, involved 2,151 teenage smokers from 50 high schools in Washington.

The study found that a proactive strategy of reaching out to teens and offering them the opportunity to receive up to nine personalized, confidential telephone counseling sessions effectively helped many of them to kick the habit. In addition, by proactively identifying and recruiting teen smokers (with parental consent for those under age 18), two-thirds of all identified smokers participated in the telephone counseling and nearly half completed all of their scheduled counseling calls. At the completion of the study, 21.8 percent of all smokers (daily and less than daily) in the counseling group had achieved continuous quitting for six months, as compared to 17.7 percent of those in the comparison group, a difference of 4 percent.

These results are critically important for supporting and stimulating our nation's search to find successful ways to help reduce smoking by teens and young adults," said researcher Arthur V. Peterson Jr., Ph.D.

An estimated 26.5 percent of high school seniors smoke monthly, and 13.6 percent smoke 10 or more cigarettes daily. Although nearly half of all current adolescent smokers report having tried to quit smoking in the past year, only about 4 percent per year succeed on their own. In addition, young adults ages 18 to 24 have the highest smoking rates in the U.S., ranging between 27 percent and 40 percent, depending on geographic region and socioeconomic status.

TIME TO RENEW PERMITS!!

It is a criminal offense to sell tobacco in Idaho without a permit, so renew (or get a first time permit) today.

Your tobacco permit expires every year on December 31. Permit renewal begins October 1 and ends on December 31 of each year. Renew your permits before December 31, 2009 to avoid penalties.

Tobacco Permits in Idaho are FREE and EASY to get!

- **Renew (or get a first time permit) by phone at: 208-334-0642**
- **Renew (or get a first time permit) online at:
<http://www.tobaccopermits.com/Idaho>**

VOLUME 08, NUMBER 11 November 2009

**Prevent
the Sale!**

Newsletter for Idaho
Tobacco Retailers

NON-PROFIT
ORGANIZATION
US POSTAGE
PAID
PERMIT NO. XXX
Boise, ID

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RENEW YOUR PERMIT TODAY

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