



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

Contact us: 208-334-6542

ID Tobacco Project Website: [healthandwelfare.idaho.gov](http://healthandwelfare.idaho.gov)

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

Volume 12, Issue 12  
December 2013

### Facts and Stats

"B" average for November

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 November 2013:

- 160 Vendors were inspected.\*
- 21 Vendors sold to the inspecting minor.
- The compliance rate for the month was 86.66%

\*Inspections where purchase attempts were made.

### Prevent the Sale Website

[preventthesale.com/Idaho](http://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

## Is it Safe to Smoke Pesticides?

### Renew Your Tobacco Permits

Your 2014 tobacco permits are now available Renew them by December 31 to avoid penalties! Renewal is free!

Go online to <http://www.tobacopermits.com/Idaho/index.htm>, or call us at 208-334-0642.

### Smoking and Lung Cancer Risks

The very first Surgeon General's Report on smoking and health was released in 1964, back when 42 percent of Americans smoked. Since then, smoking rates have dropped by more than half. Still, lung cancer remains the number one cancer killer and the leading preventable cause of death in the U.S.

In spite of the decrease in smoking since 1964, about one in five Americans still smoke. That amounts to about 44 million people. In the U.S. alone, more than 200,000 people are diagnosed with lung cancer and about 150,000 die from the disease every year. It's estimated that smoking contributes to about 90% of lung cancer deaths. Not only that, 30 percent of all cancer deaths have been linked to smoking.

### Smoking Pesticides?

Scientists are injecting or infusing the genes of bacteria from the DNA of other living things into the seeds of tobacco plants to create GMO tobacco plants that kill tobacco pests from within. One devastating pest of tobacco is the budworm. The female budworm lays her eggs in the bud of tobacco plants and the tiny larvae feed on the unfolded leaflets of the plants. Once these caterpillars burrow deep into the foliage, insecticide sprays won't reach them. If the budworm matures, *it becomes resistant to insecticides.*

Farmers who do use GMO tobacco seed are spraying up to 10 times more poisons on their tobacco crops to kill the insecticide-resistant bugs, adding to the already toxic chemicals in cigarettes. These dangerous bug and weed killers are mixed with bacteria in the lungs, heart, and brain. When the cigarette burns at about 1,700 degrees during an inhale, the pesticide in the tobacco mixes with ammonia-treated nicotine and creates a chemical and dangerous cocktail.

Researchers at the Colorado School of Mines have identified three previously undetected pesticides in cigarette smoke: Flumetralin, Pendimethalin, and Trifluralin. These pesticides are known to be toxic to humans, but no information exists for long-term, low-level inhalation of these compounds. We're told to pay careful attention not to inhale pesticides and weed killers when spraying our own lawns, but smokers are not told that they're actually inhaling these chemicals in their cigarettes.

## Want to Stay Young-Looking

Then don't smoke. In studies comparing the faces of identical twins, it was confirmed that smoking prematurely ages skin. Researchers at Case Western Reserve University in Ohio studied 79 pairs of twins in which one smoked and the other did not. The smokers' faces had more wrinkles, creases, droops and jowls. The premature aging seems to affect the lower two-thirds of a person's face. Smoking robs the cells of oxygen and is widely known to cause cardiac problems that disrupt oxygenation. The aging takes more of a toll the longer a person smokes. Twins who had smoked for more than five years were identified more older-looking than their non-smoking twin 64% of the time.

## The Big Apple vs. Big Tobacco

In October, New York not only established a minimum price for cigarettes and little cigars and approved a bill to stop the tobacco industry from discounting schemes, but it also now prohibits the sale of tobacco products to anyone under the age of 21. These bills are based on sound scientific evidence. It is known that nearly all smokers start as young kids or young adults, making them heavy targets for tobacco companies and susceptible to going from experimental to regular smokers.

The first bill bans the redemption of coupons for tobacco products; the second bill increases the minimum sale age for tobacco products to 21, and a third bill prohibits store displays for tobacco products. Perhaps New York will become a role model for the rest of the world in its fight against tobacco.

## Happy Birthday (?), Camel

Want to send an (Un)Happy birthday card to Camel Cigarettes? The Campaign for Tobacco-Free Kids believes that the cigarette's 100<sup>th</sup> birthday is nothing to celebrate. You can do it by going to this website: <http://www.tobaccofreekids.org/microsites/camel/#cards>.

R.J. Reynolds launched Camel cigarettes in the summer of 1913. The brand was promoted with the teaser below. When the product was finally released, circus camels were driven into towns and company representatives distributed free cigarettes. The camel was named "Old Joe." In the summer of 1988, Reynolds introduced the Joe Camel cartoon character as part of their campaign to celebrate the 75<sup>th</sup> anniversary of the Camel brand and to capture a larger segment of the youth market. For the next nine years, R.J. Reynolds featured Joe Camel in marketing ads, and branded items like hats and shirts. Studies show that Camel's share of the youth cigarette market soared after the campaign began. The company finally ended the Joe Camel campaign in 1997 in the face of numerous lawsuits and public outrage.



This 1913 ad by R.J. Camel introduced the new Camel Cigarettes.

*Sending You Seasons Greetings and  
Wishes for a Happy New Year!*



**Contact us: 208-334-6542**

ID Tobacco Project Website: [healthandwelfare.idaho.gov](http://healthandwelfare.idaho.gov)  
Select the "medical" menu and then "Idaho Tobacco Permits"

**PLEASE DISTRIBUTE TO EMPLOYEES**

### What's Inside:

- Renew Tobacco Permits
- Smoking, Lung Cancer, and Pesticides
- Want to Stay Young-Looking?
- Big Apple vs. Big Tobacco
- Happy (UN)Birthday, Joe