

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

VOLUME 09, NUMBER 03 AUGUST 2010

### Tobacco Research Reveals Causes and Effects

By Cheryl Dudley

#### Facts and Stats

##### “B” Average for January thru July 2010

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

January thru July 2010

- ❖ 851 Vendors were inspected.\*
- ❖ 135 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the year thru July 31, 2010 was 84.14%

\*Inspections where purchase attempts were made.

#### Prevent the Sale Web site

[www.preventthesale.com/idaho](http://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?"

#### An Experimental Study on Antismoking ads

A Study last year in the Netherlands revealed some thought-provoking results that reflect on the effectiveness of antismoking ads.

This study examined whether smoking portrayal in movies or antismoking advertisements affects smoking intensity among young adults.

The researchers conducted an experimental study in which 84 smokers were randomly assigned to view one of two specially designed movies: one with smoking and one anti-smoking ad.

Participants viewed their 60-minute movie with two commercial breaks and afterwards completed a questionnaire. Smoking during the session was allowed and observed.

Exposure to the movie with smoking had no effect on smoking intensity, but those who viewed two antismoking ads had significantly lower smoking intensity.

These findings provide further evidence to support antismoking ads placed with movies because of their possible effect on young adult smoking behavior. However, nicotine dependence appears to be the primary predictor of smoking intensity among young adult smokers in this study.

#### What About Smoking in Movies?

In the 1930s, Edward Bernays, the originator of cigarette marketing strategies still in use today, recognized the marketing power of encouraging the use of cigarettes in film, and cigarettes were made an important prop in movies.

This strategy stuck. Concern about smoking in movies is not new, but only recently has research been carried out to assess if seeing smoking in movies increases the risk for initiation of smoking.

The most definitive evidence comes from studies that assessed risk for initiation in association with the profile of movies previously viewed.

Mounting experimental and observational evidence now shows that smoking in movies IS associated with initiation of smoking by youths.

#### Adolescent Smoking may be Influenced by Mothers

Adolescents living with mothers who currently smoke are nearly three times more likely to smoke than adolescents living with non-smoking mothers.

This research suggests that prevention requires attention to multiple risk factors in youth, and knowing the factors that contribute to smoking in youth can help us in prevention.

## The FDA Announces Tobacco Retailer Trainings

The U.S. Food and Drug Administration is hosting training sessions this summer on federal tobacco regulations. There is no charge to attend any of the four remaining sessions, which cover these topics:

- Who is subject to the regulation?
- What tobacco products are regulated?
- Prohibition of sale and distribution of cigarettes and smokeless tobacco to persons younger than 18 years old
- Self service displays and vending machines
- Minimum cigarette and smokeless tobacco package sizes
- Prohibition of free samples of cigarettes
- Coupons
- Sponsorships
- Non-tobacco gift or items
- Flavored cigarettes
- Light, low and mild cigarettes

The remaining four sessions (one was already held in Boston in July) will be held in Atlanta, Chicago, Dallas, and Los Angeles. Times and

It is important for tobacco vendors in Idaho to understand FDA laws and regulations since you are required to abide by them. **However, please note that FDA laws do not supersede Idaho law where FDA is less restrictive than Idaho statute.**

Locations of the training sessions will be posted on the website: [fda.gov/TobaccoProducts](http://fda.gov/TobaccoProducts)

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### What's Inside:

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**PLEASE DISTRIBUTE TO EMPLOYEES**