

Prevent the Sale--In Retro Colors!!



The Idaho Department of Health and Welfare presents its Prevent the Sale website this month—highlighted in retro colors!

- **Know the law:** Read the Idaho code outlawing the sale of tobacco to minors for yourself.
- **The Tobacco Quiz:** How well do you know the Idaho Code?
- **See Idaho's new driver's license format**—see real and fake IDs.
- **Prevent the Sale Game:** Take on the role of a store clerk and battle your way through requests for tobacco to come out the star employee.

See it at www.preventthesale.com/idaho



Hidden Tobacco, Public Law

By Chelan Pedrow

Chewing tobacco use is growing among teens. In 1997 government surveys showed that around a million teenage boys regularly used “spit tobacco”. A Surgeon General report showed that three fourths of regular spit tobacco users tried it for the first time by the ninth grade. Flavored chewing tobacco may be responsible for the growing use. Flavored tobaccos, such as mint and cherry tobaccos, hold a strong market among teens. Those who start with the flavored products often “graduate” to the full strength tobaccos over time.

Chewing tobacco—the “hidden” tobacco—has the reputation of being the harmless choice of the tobacco options. This is not true. One “dip” contains the same amount of nicotine as four cigarettes. Chewing tobacco wears away and stains teeth and gums, leaves bad breathe, and ruins one's sense of taste and smell. Users tend to



eat sweet and salty foods, which, puts strain on the heart if consumed in excess.

Oral cancer is the most common form of cancer found among chewing tobacco users. Cancer of the throat is also common. The pharynx, the larynx (the voice box) and the esophagus are at risk for cancer. Unfortunately, health concerns that come with chewing tobacco often take a backseat to those caused by smoking.

Spitless Alternatives

Now, products that give chewing tobacco users more convenience are hitting the market. The U.S Smokeless Tobacco Company and Start Scientific, Inc. are introducing new “spitless” tobacco products. REVEL™ comes in a pouch that fits between the gum and cheek, and Ariva™ dissolves in the mouth. These designs allow these products to be used anywhere by taking away the telltale signs of chewing tobacco, the need to spit.

Hidden Tobacco, Public Law continued

Down the road, these products might join other tobacco products on the shelves of convenience stores, supermarkets and smoke shops in Idaho. When they do, no doubt, there will be attempts by minors to purchase these “consequence free” goods. Until then, the ever-popular Marlboro Man and Copenhagen tin will keep their appeal with the teens. So, when the youngsters hand you the tobacco, point to your store policy and remind them that unlike the “hidden tobacco” the Idaho laws is clear. No minors and tobacco. Then, politely direct them to the chewing gum aisle. ♦



Factoids and Statistics

B Average for the Month of July

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. For July of 2002

- ♦ 131 vendors were inspected.
- ♦ 20 vendors sold to the inspecting minor.
- ♦ The compliance rate for the month of July 2002 was 84.7%

Any questions about Idaho Law concerning tobacco products and minors can be directed to:

Idaho Department of Health and Welfare

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WHAT'S INSIDE!

- ♦ Prevent the Sale
GameHighlight
- ♦ New “hidden tobacco”

Plus July's statistics.

♦ PLEASE DISTRIBUTE TO EMPLOYEES

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