

The Gift of Life: Why Preventing the Sale Should Matter to You!

By Jill C. Urie

As tobacco retailers, you are on the frontlines in preventing the sale of tobacco to minors. Are you aware of the magnitude your decision to sell, or not sell, tobacco has on a child?

Six Facts about Kids and Smoking

The United States Surgeon General Report on Kids and Smoking reports six major conclusions:

1. Minors will probably never smoke if they stay smoke-free in school because most people start using tobacco before they finish high school.
2. Tobacco is often the first drug used by kids who use alcohol and illegal drugs like marijuana.
3. Kids who start smoking are more likely to get lower grades in school, hang out with other kids who smoke, and have a low self-image.
4. Most teens want to quit smoking, but can't because they are addicted to nicotine and experience withdrawal symptoms just like adults.
5. Kids are misled by cigarette ads to think that smoking is cool and that everybody does it, which appears to increase kids' risk of smoking.
6. People working in their communities, kids warning kids about the dangers of smoking, and prevention programs with the help of tobacco vendors are keeping kids away from tobacco.

Why Should Preventing the Sale to Minors Matter to You?

According to the Surgeon General, more than 1 million young people continue to become regular smokers, and more than 400,000 Americans die every year from tobacco-related diseases – more than AIDS, illegal drugs, alcohol, fires, car accidents, murders and suicides combined.

Remember that with your help tobacco prevention programs provide the opportunity for minors to live tobacco-free and healthy, giving them the greatest gift - the gift of life.

New Year's Resolution

You are in the position to dramatically affect the lives of kids, so commit yourself to a New Years Resolution.

My New Year's Resolution: I will carefully screen customers, and will refuse to sell tobacco to minors.

Your diligence will not only reduce the risk of fines for you and your business, but will influence the lives of those minors in countless ways.

As we head into 2003, don't forget that your efforts in tobacco prevention can provide minors with the opportunity to have a happy, healthy life.

The Gift of Life! continued

Factoids and Statistics

“C+” 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. For November of 2002:

- ◆ 261 Vendors were inspected. *
- ◆ 55 Vendors sold to the inspecting minor.
- ◆ The compliance rate for the month of November 2002 was 79%.

*Inspections where purchase attempts were made.

Prevent the Sale Website

Go to:

www.preventthesale.com/idaho

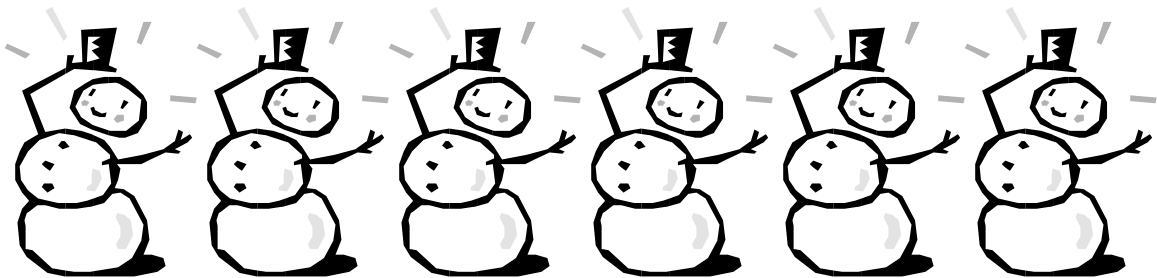
Learn about the law

Take the tobacco quiz

See what the ID's look like

Play the Game “Would You Sell to This Person?”

HAPPY HOLIDAYS!



VOLUME 01. NUMBER 7

DECEMBER. 2002



WHAT'S INSIDE!

- ◆ The Gift of Life
- ◆ Prevent The Sale Web Site
- ◆ Factoids and Statistics

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

◆ PLEASE DISTRIBUTE TO EMPLOYEES