

Tobacco's New "Candy" Products Appealing for Kids

By Cheryl Dudley

Tobacco's New "Candy"!

Recently, the tobacco industry introduced a series of flavored candy Camel cigarettes including "Kauai Kolada," a pineapple coconut flavor, and "Twista Lime," a citrus flavor. In November they introduced Camel "Winter Blends" in toffee and Mocha-mint flavors. Other flavors of Kool cigarettes are "Caribbean Chill," "Mocha Taboo," "Midnight Berry," and "Mintrigue." There is also smokeless spit tobacco in berry blend, winter-green, mint, apple, vanilla, and cherry.

Do these new flavored tobacco products appeal to kids? Sure. When I was young I bought candy cigarettes and pretended I was smoking. My friends and I thought it was cool. The candy had no particular flavor, but looked like a real cigarette from a distance—which is what really mattered to us. Flavor was not important, only that we looked grown up. Today, the flavored cigarettes and smokeless tobacco are real - - it's not just candy anymore!

Concerned anti-smoking advocates are asking whether tobacco's new product line unnecessarily targets children. They are not alone. Several state attorneys general have sued tobacco companies for violating the prohibition on targeting kids. The federal government is also pursuing a lawsuit against the tobacco companies, seeking to stop them from marketing their products to kids. New cigarette advertisements also seem to target kids by using hip-hop music, themes, and images.

According to the Tobacco Free Kids organization, there are currently 30,000 kids under 18 years of age in Idaho who will die prematurely from smoking. The organization also claims that kids are twice as likely to remember tobacco advertising as adults.

Prevent the Sale

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?"

It's natural for kids to be attracted to the new flavored tobacco. As Idaho's Tobacco Vendors, you must stay alert to the new trends in Tobacco products. While you continue to diligently prevent the sale to minors, keep an eye for increased interest by minors to attempt a purchase of the candy flavored tobacco.

Remember, Idaho's Tobacco Vendors can protect themselves from violations of the law and unnecessary fines by:

- Checking everyone's ID who purchases tobacco.
- Train every clerk thoroughly and often on store policies, checking IDs, and on how to say "NO." Don't forget www.preventthesale.com can help train your clerks.
- Watch the trends in tobacco products - these trends can lead to increased interest by kids to buy tobacco.

Tobacco's New "Candy" cont...

A Tobacco Quiz

All of the information in this quiz can be found in previous newsletters. Answers are below.

1. The majority of addicted smokers begin smoking as _____.
2. The Inspection Team is made up of an adult inspector, an inspecting minor, and an _____.
3. Tobacco Permits expire on _____ of each year.
4. A green-coded ID means the teen is _____ and it is illegal for them to purchase tobacco.
5. A red-coded ID means the person is _____, but _____. This person can purchase tobacco, but not alcohol.

Tobacco Inspections Have Started!

Don't forget...Tobacco inspections have started. Your business will be inspected! The law requires that at least one random compliance check take place per vendor per year in the state of Idaho PLUS additional checks based on the non-compliance rate for the previous year.

**PREPARATION and TRAINING
are the KEYS to a SUCCESSFUL INSPECTION!**

See www.preventthesale.com for training tips!

Don't forget to Renew Your Tobacco Permits

Permits for 2004 expired
December 31, 2004.

If you have not already renewed
your permit, renew **TODAY**

Renew Permits by logging onto our
website:

<https://www.tobaccopermits.com/Idaho/>

Renewal is fast, easy, and free!

Answers to Quiz

1. The majority of addicted smokers begin smoking as **teenagers**.
2. The Inspection Team is made up of an adult inspector, an inspecting minor, and an **adult chaperone**.
3. Tobacco Permits expire on **December 31st** of each year.
4. A green-coded ID means the teen is **under 18** and it is illegal for them to purchase tobacco.
5. A red-coded ID means the person is **over 18** but **under 21**. This person can purchase tobacco, but not alcohol.

VOLUME 04. NUMBER 2 MARCH.2005



WHAT'S INSIDE!

- ◆ Tobacco's New "Candy"
- ◆ Prevent the Sale
- ◆ Tobacco Quiz
- ◆ Inspections are starting
- ◆ Renew Your Permits

◆ PLEASE DISTRIBUTE TO EMPLOYEES

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