

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

VOLUME 04, NUMBER 6 JULY 2005

FREEDOM FROM Tobacco ADDICTION



By Cheryl Dudley

Facts and Stats

“A” Average for JUNE

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 JUNE 2005:

- ❖ 305 Vendors were inspected.*
- ❖ 31 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of June 2005 was 90%

*Inspections where purchase attempts were made.

Prevent the Sale Website

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?"

How is Jesse doing?

In the June issue of *Prevent the Sale* last year, I interviewed Jesse, a 22-year-old who had started smoking when he was 14 and had recently decided to quit.

I asked Jesse what influenced him to smoke, how he was able to get cigarettes, and at what age he was able to buy them on his own.

Jesse replied that his best friend's mother, who was a heavy smoker, had the biggest impact on his ability and desire to smoke at a young age. The availability of the cigarettes and the constant presence of cigarette smoke made smoking easy for him. By the time he was 16 years old, Jesse was buying his own cigarettes over the counter—often without being asked for an ID.

I decided to see how Jesse was doing with his tobacco addiction and cessation—one of the hardest addictions to overcome. I've known so many people who have had the desire to quit, have succeeded for several months, but eventually succumbed.

Here is my conversation with Jesse:

First of all, how are you doing with tobacco?

Jesse: I started smoking again.

How long did you go without smoking?

Jesse: It was about six months. And that six months was in the summer, I was working hard, and it was easy not to smoke because I was so busy. In the

winter, however, I was laid off, so I got bored. Smoking helped burn away the time [pun intended].

Did you completely quit during that summer, or did you use other types of tobacco?

Jesse: I didn't use anything. Bubble gum was my answer.

What prompted you to quit smoking the first time?

Jesse: I know it's unhealthy. I'd like not to smoke, but I like it. That's a hard question.

Do you think that you'll try to quit again sometime?

Jesse: Yes.

When?

Jesse: That's a hard question to answer. I don't know.

Do you regret starting up again?

Jesse: Yes. Starting up again started so slowly that I didn't realize I was smoking regularly again.

The truth is the only way to prevent addiction to cigarettes is to never start smoking in the first place. Since the majority of addicted smokers start smoking

Jesse's Story cont ...

as teenagers, the importance of the tobacco vendors' role in refusing to sell tobacco to minors is monumental. The success of Idaho's Tobacco Prevention Program rests partially on you—the retailer and vendor.

Next time you may be tempted to sell tobacco to a minor, think of Jesse: an addicted smoker who wishes he had never started. His story is every smoker's story; his struggle and desire to quit is every smoker's struggle and desire to quit.

I wish Jesse the best, and hope that he will, someday, be able to overcome his tobacco addiction.

Most young smokers believe that they can quit smoking whenever they choose. However, one-third of teen smokers ultimately die or suffer from tobacco-related health problems.

Make July your Tobacco Independence Month!!!

Make it your mission to encourage others to quit, refuse to sell to minors, and ultimately save the lives of our youth.



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What's Inside:

- *The Challenge of Cessation: Jesse
- *Facts and Stats
- *Independence Day

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