

Renew Your Commitment

By Cheryl Dudley

Facts and Stats

“B” Average for May

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. In May 2006:

- ❖ 115 Vendors were inspected.*
- ❖ 17 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of May 2006 was 85%

*Inspections where purchase attempts were made.

Prevent the Sale Web site

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?”

Tobacco Most Addicting For Teens

If cigarette smoking is the most preventable cause of death, what keeps smokers from quitting? Everyone knows that cigarettes are addictive, but knowing why they are so addictive may shed some light on the issue.

First of all, it is important to note that the majority of addicted smokers begin smoking as teens. Experts suggest a variety of reasons that teens start smoking, including low self-esteem, a desire to lose weight, peer pressure, alluring advertising, and rebellion. It is also important to note that no teen starts smoking with the intention of becoming addicted. As a matter of fact, many believe that they can quit whenever they choose. But statistics prove that the power of the chemical addiction is more often stronger than the desire to quit.

The addiction to cigarette smoking is linked to its ability to stimulate feelings of pleasure. Scientists have recently discovered that the nicotine in cigarettes raises the level of dopamine in the brain. Dopamine is a neurotransmitter that produces feelings of well-being and comfort. For this reason, in addition to its appetite suppressant abilities, cigarettes are difficult to give up, particularly if the smoker began at a young age.

According to Bill Hazie, Medical Director of Portneuf Medical Center's Behavioral Health Center in Pocatello,

"Tobacco use is a chronic addiction that gets progressively worse over time." Consequently, over five million children in the U.S. who are now under the age of 18 will die prematurely as a result of smoking cigarettes during their teen years. As a matter of fact, one-third of all youth smokers ultimately dies or suffers from tobacco-related health problems.

- More than 1 million young people continue to become regular smokers.
- Minors will probably never smoke if they can stay smoke-free through high-school.
- Idaho tobacco vendors and their employees can dramatically affect the lives of kids by refusing to sell tobacco products to them.

Make a Renewed Commitment

You are Idaho's first defense in preventing tobacco sale to minors. Being on the frontlines is not always easy, but the benefits are well worth the effort. You have the power to affect a minor's life – to be the barrier between a teen and the devastating affects of tobacco.

With a renewed commitment and diligence to prevent the sale of tobacco to minors, you not only uphold your responsibility to the law, but you can change a teen's life forever.

Fine Structure for Clerks and Businesses

Clerks:

- Clerk's get fined each and every time they are caught selling tobacco to minors—There is no warning for the first violation!
- Citations are issued directly to the clerk. It is the responsibility of the clerk, not the business, to pay the fine
- The fine for each violation is \$100.00

Businesses:

Citations can be issued to businesses for several reasons. In addition to being cited for an employee selling tobacco to minors, businesses can be cited for:

- Self-service tobacco (except in tobacco stores), tobacco vending machines, offering samples or having open packages, and having non-vendor assisted sales.
- The citation cycle is 24 months. This means that any violation committed by your business or your employees will count against your total violations for 2 years.

First violation – Businesses are given a warning letter for the first violation.

Second violation – At the second violation, the business is fined \$200.

Third violation – on the third violation, the business is fined \$200. However, if the same employee has sold before, the fine issued will be \$400. The third violation includes a permit suspension for up to 7 days.

Four or more violations – For each offense at four or more violations, businesses will be fined \$400.00 and their tobacco permit suspended for 30 days.



Step up to the task before you—prevent the sale of tobacco to minors.

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**Prevent
the Sale!**

Newsletter for Idaho
Tobacco Retailers

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