

If Tobacco Education Doesn't Help, What Does?

By Cheryl Dudley

Facts and Stats

"B" Average for APRIL

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 APRIL 2007:

- ❖ 267 Vendors were inspected.*
- ❖ 44 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of April 2007 was 83.5%.

*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 Vendors' Importance

While the government spends billions of dollars on educational and prevention programs to persuade teens not to do things like smoke, drink or do drugs, a Temple University psychologist suggests that competing systems within the brain make adolescents more susceptible to engaging in risky or dangerous behavior, and that educational interventions alone are unlikely to be effective.

That sounds interesting, but what does it mean? For tobacco vendors, it means that your job is even more important than previously thought. While educational programs might prevent smoking to some degree, teens are still wired to take risks. By saying "No" to minors attempting to purchase tobacco products, you are accomplishing a task that no one else is equipped to do.

Senate Bill 14 Could Help

A bill that would give police the ability to cite underage smokers passed 14-6 after a lively debate in the Senate on Wednesday April 11th.

Senate Bill 14, which now heads to the Assembly, prohibits minors from possessing tobacco products and allows police to issue citations, starting at \$25 for a first offense.

Crack Down on Movie Smoking

In a presentation to the studio heads, Harry Bloom, the Harvard School dean, questioned the current rating system that takes account of bad language but not smoking, which has long been linked to fatal disease.

"No one has died from hearing the f-word," Mr Bloom said. "But 438,000 people in US, and five million worldwide, die each year from tobacco-related illness. If you are honest I think you will admit that most smoking in movies is both unnecessary and clichéd."

Have you Passed Inspection?

If you're worried about passing Idaho's state tobacco inspection this year, there are a number of ways to put your mind at ease.

Preventthesale.com is intended to help tobacco retailers and clerks arm themselves with information and tools to know Idaho's tobacco laws and gain the confidence to say "no" to minors. There are a number of effective tools on the site, like viewing what a fake identification could look like, and practicing your skills for identifying a minor trying to purchase tobacco. Be sure to take advantage of this valuable information, for your sake, and for the sake of Idaho's youth.

Addiction or Stupidity?

Tobacco is without a doubt one of the most insidious of all the recreational drugs. It provides no benefit and ultimately kills you.

"It's a mug's game," eminent endocrinologist Dr. Stuart Ross tells his diabetes patients. "There is no reason to smoke tobacco — not even a stupid reason. It doesn't fool you into thinking you're happy or powerful, it just makes you want to smoke more — for nothing."

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Nancy Caspersen, a registered nurse operating stop smoking clinics in Idaho, says this is not necessarily so. Nicotine has unique addictive qualities, and these have been increased by a concoction of chemicals added by cigarette manufacturers since the late 1960s.

Which brings us to what this concoction of chemicals is. Ever wonder what cigarettes are made of? A lot of stuff that you'd probably rather not inhale into your body. In fact, many of the ingredients found in cigarettes can also be found on the shelves of your garage - in fertilizers, pesticides, and other poisons.

Why are cigarettes so addictive? Because cigarettes are a very efficient drug-delivery system. Each puff on a cigarette sends nicotine to the brain within 10 seconds. Immediately, we feel more alert and calm. Sometimes euphoric. It feels good, so we have another puff. When this addiction starts at a young age, chances are the smoker is hooked for life. Quitting involves an immense amount of willpower, but it helps to understand that the addiction is more than just habitual—it's chemical.

Soon the brain's chemical structure actually changes. It becomes hooked into wanting more and more nicotine to make the effects last. Just think: if a typical pack-a-day smoker takes 10 "hits" off each cigarette, that's 200 "hits" of nicotine to the brain each day. No wonder smoking is so addictive.

Smoking also triggers cravings. As nicotine addiction sets in, the brain connects our daily routines with cravings to make sure we get a steady flow of nicotine — boosting the role of cigarettes in our life. Without thinking, our normal everyday activities trigger the urge to smoke. Drinking coffee in the morning. Talking on the phone. Work breaks. Driving. During these times, cravings for a smoke are really the brain looking for a nicotine fix.

One of the strongest indicators that nicotine from smoking is addictive is the difference between people's desire to quit and quitting success rates.

The best way to stop smoking is to never start. Your job as a tobacco vendor is to assure that young people don't have access to these harmful products. Thank you for doing your job well!

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the Sale!**

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Tobacco Retailers

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