

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

VOLUME 07, NUMBER 11 NOVEMBER 2008

### The Empowerment of Gratitude

By Cheryl Dudley

#### Facts and Stats

##### “B” Average for OCTOBER

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 OCTOBER 2008

- ❖ 255 Vendors were inspected.\*
- ❖ 36 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of October 2008 was 85.9%

\*Inspections where purchase attempts were made.

#### Prevent the Sale Web site

[www.preventthesale.com/idaho](http://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?"

#### Being Thankful

This is the month in which we're all reminded to be thankful. America has dedicated one day out of each year to focus on, express and celebrate our blessings. While Thanksgiving sometimes gets lost in the preparation of feasts and the weariness associated with grocery shopping, cleaning up and entertaining, it doesn't have to be.

Thankfulness is a state of mind—a positive and optimistic attitude that can improve our health and outlook on life. Our problem is, we get used to our blessings and take them for granted.

Thankfulness is a choice. We can practice it daily if we choose to. Just sit quietly for a few minutes and think of the millions of people who are not blessed with what you have. Or take a walk and be aware of your surroundings. In Idaho, we're blessed with scenic beauty everywhere. Maybe you can start a gratitude journal that you can open up and read when life starts to bog you down.

The bottom line is that if we practice being thankful on a daily basis, we'll be happier. Here are some tips from Joe Vitale on the power of positive thinking:

1. Be grateful for what you already have.
2. Declare what you would like to have with positive emotion.
3. Act on the opportunities that appear in front of you.

Maybe this month we can start practicing thankfulness. In spite of the state of our economy, we still live far better than millions of other people. No matter how difficult your situation in life, being thankful and staying positive can give you the strength and power to overcome.

So think about this: what makes your heart sing? What are you thankful for? What makes you tick? Show your appreciation and you'll find that even more blessings come your way, people will be attracted to you, and you're more likely to get what you want out of life.

#### Time to Renew Permits!!

**Renew your permits before December 31, 2008 to avoid penalties. It can be done online for free at:**

<http://www.tobacopermits.com/Idaho>

#### Using Thankfulness for Success

So you drag yourself into work each day, dreading the thought of another day of refusing the sale of tobacco to minors. It's easy to focus on the negative: youth can be annoying and challenging.

However, you're aiming for the higher good when you say "No." The positive aspect of the transaction is that you've done your part and done it well.

Each day in the United States, about 4,000 young people between the ages of 12 and 17 years old initiate cigarette smoking, and an estimated 1,140 young people become daily cigarette smokers. Your refusal to sell tobacco products to a minor reduces that number. Be grateful that you're a part of this all-important campaign.

Perhaps success, like thankfulness, is a state of mind. While some successes can obviously be measured out by calculators and scales, others—actually most—are more subjective in nature. Your own success can be measured by your own values and expectations. By adding a good measure of thankfulness to your value system, you may find it far easier to look forward to the challenges that come your way. In short—saying "No" to the youth who want to purchase tobacco products and damage their lives can be measured as a positive event in light of your attitude.

What happens to us each day is processed in our minds. Try filtering it through thankfulness for a day and see what happens.

## Practice Saying No

Many of us have a hard time saying NO. After all, we're punished for it from the time we're babies. We're taught to be agreeable and obedient—so at what point do we start standing up for our own rights?

If you're one of those many who can't say NO, there are ways you can practice. Learning how to set boundaries and refusing anything that makes you feel uncomfortable is the first step.

Your personal rights—including the right to say NO—should be protected at all cost. Learning to protect yourself can increase your self-esteem, help you feel in control, and give you a sense of success.

Here are some ways to practice saying NO:

1. When a telemarketer calls and you're used to just hanging up the phone (like I do), say "No, I'm not interested" instead. State it firmly a second time if you need to.
2. Pick something you would normally say Yes to, and say No. For example, if you're out shopping and the kids ask for ice cream, say No, and don't back down.
3. Write down how saying No made you feel. Strive to say No without feeling guilty.
4. Role-play with other employees in the store. Practice saying "No" as they attempt to purchase tobacco while pretending to be a minor. Role-playing exercise can help you get use to saying No when a real minor requests tobacco. You can make it a fun exercise, but at the same time all-important. The more you practice, the easier it will become.

## Reasons for Saying NO

Aside from the law that makes it illegal to sell tobacco to minors, as well as the fines associated with the error, there are other factors that should empower you to refuse the sale of tobacco to minors. Some factors associated with youth tobacco use include:

- low socioeconomic status
- use and approval of tobacco use by peers or siblings
- smoking by parents or guardians
- accessibility, availability and price of tobacco products
- a perception that tobacco use is normative
- lack of parental support or involvement
- low levels of academic achievement
- lack of skills to resist influences to tobacco use
- lower self-image or self-esteem
- belief in functional benefits of tobacco use, and
- lack of self-efficacy to refuse offers of tobacco.

Tobacco use in adolescence is associated with many other health risk behaviors, including higher risk sexual behavior and use of alcohol or other drugs.

### Formula for Success:

**Be Thankful!**  
**Transmit Positive Energy and Increase Self-Esteem!**  
**Practice Saying NO!**  
**Review Your Reasons for Saying No!**  
**Be Thankful!**

**Wishing you a Positively Wonderful Thanksgiving**

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### What's Inside:

- **Being Thankful**
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**PLEASE DISTRIBUTE TO EMPLOYEES**