

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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Cigarette Taxes Are a Win-Win for States

By Cheryl Dudley

Facts and Stats

“B” Average for JULY

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 JULY 2008

- ❖ 35 Vendors were inspected.*
- ❖ 4 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of JULY 2008 was 88.57%

*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?"

Hollywood urges kids to spurn tobacco

An AP article out of Los Angeles recently announced that several movie studios will begin including anti-smoking announcements on movie DVDs. They say, "our movies glamorize smoking, but don't start yourself."

Six major studios will include anti-smoking announcements on millions of DVDs of motion pictures that include scenes with tobacco use.

The public service announcements will appear on films rated G, PG and PG-13.

The participating studios include:

- Paramount Pictures
- Sony Pictures Entertainment
- Twentieth Century Fox
- Universal Pictures
- Walt Disney Co.
- Warner Bros.

The deal involving the studios and the state of California was brokered by the Entertainment Industry Foundation.

The Positive Effects of Raising Cigarette Taxes

It's well known that raising taxes on cigarettes reduces health care costs and saves lives. Since 2002, 44 states and the District of Columbia have increased taxes, which average from 43.4 cents to \$1.184 per pack.

Higher taxes are a very effective way to reduce smoking in youth. Studies have shown that for every 10 percent increase in taxes, there is a seven percent decrease in the number of youth who smoke. As a matter of fact, every state that increased cigarette taxes showed a significant decrease in sales. For example, the state of Ohio increased its cigarette taxes 70 cents per pack, which resulted in a 20.6

percent decrease in state pack sales.

Not only that, increased taxes mean higher revenue for states, helping them balance budgets and fund some essential services like healthcare and education. These funds are a reliable source of revenue for states.

There is overwhelming public support for tobacco tax increases because of its effect on preventing kids from smoking, in spite of grumblings from cigarette companies.

There are other benefits as well. Cigarette price increases also prevent and reduce smoking among males, Blacks, Hispanics, pregnant women and lower-income persons. It also reduces the number of youth who smoke marijuana and use spit tobacco, particularly among young males.

The High Cost of Smoking

"Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined -- and thousands more die from other tobacco-related causes -- such as fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use. No good estimates are currently available, however, for the number of Idaho citizens who die from these other tobacco-related causes, or for the much larger numbers who suffer from tobacco-related health problems each year without actually dying."

TobaccoFreeKids.com

Smoking-caused costs to Idaho

Annual health care costs in Idaho directly caused by smoking
\$319 million

Portion covered by the state Medicaid program
\$83 million

Residents' state & federal tax burden from smoking-caused government expenditures
\$549 per household

Smoking-caused productivity losses in Idaho
\$332 million

Idaho Tobacco Laws

As a tobacco vendor, it's your responsibility to know Idaho's tobacco laws and to enforce them. If you sell tobacco to a minor who is under 18 years of age, you can be personally fined \$100, so it's in your best interest to understand the laws and to practice telling minors "No."

In addition to the illegal sale of tobacco to minors, Idaho state laws also require that all tobacco sales be vendor-assisted. That means any person purchasing cigarettes must first purchase the tobacco before they are allowed to handle or touch the tobacco products (unless the store sells only tobacco products).

Cigarettes cannot be sold individually or in any other package that is not directly from the manufacturer. Vendors cannot open packs of cigarettes and sell them loose.

And, do you know what "tobacco products" include? You might be surprised that the list includes pipes, smokeless tobacco and tobacco papers. Know the list of items that are illegal to sell to youth!

Remember, too, that state inspections can occur at any time and occur without warning. Make sure you are in compliance, and you'll have nothing to worry about. That means, if a minor requests to purchase a tobacco product, you must ask for valid identification, be able to determine the age of the minor from the ID, and refuse the sale if the person is under 18 years of age. Failing a compliance check is costly to you and your store.

You can always visit www.preventthesale.com for a review of Idaho state laws.

Tobacco Trivia

- 86% of kids buy one of the three most heavily advertised brands of cigarettes.
- Nicotine is commonly used as an insecticide.
- Nicotine tabacum is used to produce cigarettes.
- Withdrawal symptoms peak from 24 to 48 hours after stopping smoking and can last from three days up to four weeks.
- Most smokers make an average of three or four quit attempts before becoming long-term non-smokers.
- Tobacco grows from seeds so small that it takes 350,000 of them to make an ounce.
- Nicotine, a powerful central nervous system stimulant found naturally in the tobacco leaf, is classified as a drug.
- There are 4000 chemicals in tobacco with 100 identified poisons and 63 known drugs that cause cancer.
- Kids are three times as sensitive to tobacco advertising as adults

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What's Inside:

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