

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

## Newsletter for Idaho Tobacco Retailers

Sponsored by Idaho Department of Health & Welfare

VOLUME 08, NUMBER 9 SEPTEMBER 2009

### Some Good Reasons To Say "NO"

By Cheryl Dudley

#### Facts and Stats

##### "B" Average for AUGUST

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 AUGUST 2009

- ❖ 332 Vendors were inspected.\*
- ❖ 47 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of August 2009 was 86%

\*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?"

#### Smoking Ban Now in Effect in Moscow

There is no more smoking allowed in or around any public building in Moscow, Idaho as of August 4. The City Council banned smoking in bars and private clubs, relegating smokers to designated areas at least 20 feet away from entrances and prohibiting any indoor smoking rooms.

That news has some Moscow bar owners concerned. They say the ordinance dramatically alters the structure in which bar owners operate. But proponents say the ban will protect public health.

Idaho law already prohibits smoking in public buildings, except bars and clubs, but state law allows cities to impose additional restrictions.

#### Street Terms for Tobacco: What Does the Name Tell U?

##### Butts, chew, dip, coffin nails, cancer sticks

Tobacco use is the leading preventable cause of disease, disability, and death in the United States. Since 1964, cigarette smoking caused an estimated 12 million deaths, including 4.1 million deaths from cancer, and 5.5 million deaths from cardiovascular diseases. When smoking tobacco, the user inhales tar, nicotine, carbon monoxide, and 200 known poisons into the lungs.

Smoking is addictive. Three-quarters of young people who use tobacco daily continue to do so because they find it hard to quit. Smoking puts your friends and family at risk. Each year approximately 3,000 non-smokers die of lung cancer from second-hand smoke.

#### A True Story about Spit Tobacco

Reprinted with permission from [Tobaccofree.org](http://Tobaccofree.org)

Sean Marsee had won 28 medals at track meets. He was a very popular and respected athlete at his high school. Thinking it was safe, Sean began chewing dip tobacco in his mid-teens. He became addicted, and although his mother, who was a registered nurse, begged him to quit, Sean was unable to.

One day he came home and told his mother, "Mom, my tongue hurts." He showed her a red sore the size of a half-dollar on his tongue, with a hard white core. "We'd better get you to the doctor," she replied. At the hospital the doctor performed some tests. A few days later, Sean was lounging around the house watching TV, when the phone rang. He heard his mother answer in her bedroom, like she always did. A few minutes later, he heard his mother's muffled sobs through her closed door. He went into her room, and softly put his hand on her shoulder. "What's wrong, Mom?" "Son, you have cancer in your tongue," she sobbed. They went back to the hospital, where Sean was shocked to learn he had to have most of his tongue cut out. He would never be able to talk again. He was 18 years old.

"Can I still run in the track meet on Friday?" he asked the doctor. The doctor said okay. After, Sean went in for the operation to remove most of his tongue. But the cancer did not go away. In fact, it spread to his jaw and neck muscles. Two more operations would follow. Sean had to have half of his jaw removed, along with part of his nose, and many neck muscles on one side.

At age 19, Sean lay in bed, sad and in pain. His best friend, who had been told Sean didn't have much longer to live, came down from Chicago to see him for the last time. On first seeing Sean, he fought back tears, thinking of the great times he'd never get to have with his childhood friend.

The next day, as they visited, he said, "Sean, what if, by some miracle, you could get a message to other teens? Do you have any words you'd like them to hear?" And Sean nodded — because without his tongue he could not talk — and he gestured for pen and paper. His hands trembled and his eyes welled as he began to write, perhaps in part from the pain he was in. He struggled to write these words, as his message:

**"Don't dip snuff."**

Not too long after that, Sean died — sad, disfigured, and in unspeakable pain.

Hopefully the story above can help tobacco vendors understand the gravity of their job of preventing the sale of tobacco to minors. Although it may be hard to say "No" sometimes, just remember the true story of Sean Marsee. It's also a good idea to practice saying no. After all, it is our personal right to say "no" to anything we do not want. Here are a couple of ways to practice:

1. Role-play with other employees in the store. You can make it a fun exercise, but at the same time all-important. The more you practice, the easier it will become.
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.

## Reasons for Saying NO

Aside from the law that makes it illegal to sell tobacco to minors, as well as the fines associated with selling to minors, 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 a higher risk of sexual behavior and the use of alcohol or other drugs.

**Do you know where your children are? Parental involvement plays a significant factor in children's decision to smoke or not smoke.**

VOLUME 08, NUMBER 9 September 2009



### What's Inside:

- \* **Smoking Ban in Moscow**
- \* **Street Terms**
- \* **Story of Sean Marsee**
- \* **Reasons for Saying No**

**PLEASE DISTRIBUTE TO EMPLOYEES**

NON-PROFIT  
ORGANIZATION  
US POSTAGE  
**PAID**  
PERMIT NO.XXX  
Boise, ID