



A Newsletter for Idaho Tobacco Retailers Sponsored by Idaho Department of Health & Welfare

Contact us: 208-334-0642

ID Tobacco Project Website: healthandwelfare.idaho.gov
Select the "medical" menu and then "Idaho Tobacco Permits"

Volume 15, Issue 5
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Facts and Stats

"A" 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 2015:

- 228 Vendors were inspected.*
- 14 Vendors sold to the inspecting minor.
- The compliance rate for the month was 93.86%

*Inspections where purchase attempts were made.

Prevent the Sale Website

PreventTheSale.com/Idaho

It's HERE!

Preventthesale.com has a new game, additional training and point-of-sale resources for retailers, and updated ID information. Go to Preventthesale.com to learn more!

Fear Tactics Save Lives

By Cheryl Reed

Scary Images Are Effective

A new study by a Washington State University Vancouver psychologist supports the effectiveness of graphic warnings in motivating smokers to quit. The study showed that young adults are more likely to fully appreciate the dangers of smoking when warnings are revealed as images.

In understanding that decisions are motivated by our emotions, the study focused on enhancing understanding and knowledge from smoking labels that convey the actual consequences of smoking, like rotting teeth, facial scars, and people dying in hospital beds.

Respondents in the study were 18 – 25 years old and from 48 states. The labels used in the study emphasized negative consequences of smoking. Respondents rated each label on their perceived understandability, knowledge gained, and the extent to which the label evoked worry and discouragement from smoking. The study showed that the image and text labels provoked more worry than labels with text only. (Source: News.wsu.edu)

E-Cigarette Use Increases in Youth

Since the FDA began collecting survey data on e-cigarette use in youth in 2011, it has seen an increase. But for the first time, e-cigarette use has surpassed current use of every other tobacco product overall. Findings from the 2014 National Youth Tobacco Survey showed that among high school students, e-cigarette use increased from 4.5 percent in 2013 to 13.4 percent in 2014. In middle school students, e-cigarette use tripled from 1.1 percent in 2013 to 3.9 percent in 2014. About 2 million high school students and 450,000 middle school student nationwide are smoking e-cigarettes.

Hookah smoking also doubled for middle and high school students. The FDA is currently working to bring e-cigarettes, hookahs, and some or all cigars under the same authority as cigarettes, which could help prevent youth use and initiation.

"The progress we have made in reducing youth cigarette smoking rates is being threatened," stated Mitch Zeller, J.D., director of FDA's Center for Tobacco Products. "These staggering increases in such a short time underscore why the FDA intends to regulate additional products to protect public health." (Source: Fda.gov/TobaccoProducts/NewsEvents and cdc.gov/media/releases.)

Less Lung Cancer in Puerto Rico

Of all races and ethnic groups in the U.S., Puerto Rico has the lowest incidences of new lung cancer. The difference, according to the Center for Disease Control and Prevention, can be partly explained by health behaviors and risk factors typically associated with cancer—like smoking. Puerto Rico has lower smoking rates in all but one of the United States.

Puerto Rico's Clean Air Act, which went into effect in 2003, prohibits smoking in enclosed public areas, including private cars carrying children under 13 and open-air terraces or outdoor bars. The smoking ban was not prompted by high smoking rates on the island, since only about 13 percent of adults smoke in Puerto Rico. Still, smoking-related illnesses cost Puerto Rico \$1.1 billion in lost productivity and health care expenses. (Source: cdc.gov/media/releases and archive.tobacco.org/articles/country/Puerto_rico.)

Tips from Former Smokers

This March the Centers for Disease Control launched a new campaign with ads that feature former smokers suffering from smoking-related diseases like vision loss and colorectal cancer. The ads will run for 20 weeks on TV, radio, billboards, online, theatres, magazines, and newspapers. The former smokers profiled in the ads are saving tens of thousands of lives and adding years to the lives of smokers who quit.

One of the ad participants started smoking in high school and began losing her vision at age 56. At 68 years old now, she has had more than 100 injections into her eyes to slow her loss of vision. She says the shots will go on for the rest of her life. The other four ads show the tragic stories of life cut short or devastated by tobacco-related diseases. By sharing their courageous and painful stories, they're inspiring millions of Americans to quit smoking.

Cigarette smoking kills more than 480,000 Americans each year and remains the leading cause of preventable death and disease in the U.S. (Source: cdc.gov/media/releases.)



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