

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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Taking the Threat of Tobacco Seriously

by Cheryl Dudley

Facts and Stats

“A” Average for SEPTEMBER

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.

SEPTEMBER 2011

- ❖ 211 Vendors were inspected.*
- ❖ 13 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of September 2011 was 93.84%?

*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?”

Smoking Two Year Old on YouTube

Last year a video of a smoking toddler sparked an outrage on the web. When the clip of the 2-year-old boy in Indonesia showed upon YouTube, it spread online like wildfire.

The toddler's father gave him his first smoke when he was 18 months old. His parents say he throws a tantrum when they refuse to give him a cigarette.

“I'm not worried about his health, he looks healthy,” shrugged the father. “He cries and throws a tantrum when we don't let him smoke. He's addicted.”

Of course, the response to the video was typical: “His parents should be jailed ...”

While this is not the first video of a child smoking caught on tape, it does show an alarming trend and child advocates are speaking up, particularly in a country where one-third of the population uses tobacco and single cigarettes can be bought for a few cents.

The chairman of Indonesia's child protection commission blames the increase on aggressive advertising and parents who smoke. “If cigarette advertising is not banned,” he said, “there will be more kids whose lives are threatened because of smoking.”

Here in the U.S., tobacco kills more than 400,000 people every year—more than AIDS, alcohol, car accidents, illegal drugs, murders and suicides combined. And, like in Indonesia, marketing to kids is a major concern. The major tobacco companies spend about \$10.5 billion per year to promote their products, and many of their efforts directly reach kids.

Tobacco vendors face a major battle: preventing the sale of tobacco to a target market who cannot legally purchase the product. We're here to help.

The World Takes Note

The following is a statement by Matthew L. Myers, President, Campaign for Tobacco-Free Kids, PR Newswire

Non-communicable diseases (NCD), especially cancer, heart disease, chronic lung disease and diabetes have overtaken infectious diseases as the world's leading killers and now cause nearly two out of every three deaths worldwide.

The global burden of NCDs took center stage September 19-20, 2011, in New York City when the United Nations (UN) held a High-Level Meeting on Non-Communicable Diseases.

The UN meeting highlighted the urgent need for world leaders to step up the fight against tobacco use, which kills nearly six million people worldwide each year and is the only risk factor for all major types of NCDs.

It is not possible to stop the global epidemic from cancer, heart disease, diabetes and lung disease unless nations tackle the problem of tobacco.

The World Health Organization (WHO) has stated that 80 percent of heart disease, stroke and type 2 diabetes and over one-third of cancers can be prevented by eliminating the risk from tobacco use, the abuse of alcohol, unhealthy diet and physical inactivity.

As public health leaders around the world have concluded, prevention – including tobacco prevention – must be the cornerstone of efforts to reduce non-communicable diseases.

20% of American high school students smoke

Did You Know?

A cigarette contains about 4000 chemicals, many of which are poisonous. Some of the worst ones are:

- Nicotine: a deadly poison
- Arsenic: used in rat poison
- Methane: a component of rocket fuel
- Ammonia: found in floor cleaner
- Cadmium: used in batteries
- Carbon Monoxide: part of car exhaust
- Formaldehyde: used to preserve body tissue
- Butane: lighter fluid
- Hydrogen Cyanide: the poison used in gas chambers

Every time you inhale smoke from a cigarette, small amounts of these chemicals get into your blood through your lungs. They travel to all the parts of your body and cause harm.

New Graphic Cigarette Labels

Cigarette makers have complained to the FDA that the new graphic warning labels due to take effect next year violate their free speech rights.

The labels must occupy the top half of the front and back of a cigarette pack. Four U.S. tobacco companies filed a suit in federal court in August.

“The notion that the government can require those who manufacture a lawful product to emblazon half of its package with pictures and words admittedly drafted to persuade the public not to purchase that product cannot withstand constitutional scrutiny,” said attorney Floyd Abrams.

The FDA contends that the new graphic warning labels are better at conveying the health risks of smoking than the current warnings, and that they do have the authority to regulate commercial speech in cases of public interest.

A court hearing on the case was set for September 21.

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