



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

Contact us: 208-334-6542

ID Tobacco Project Website: [healthandwelfare.idaho.gov](http://healthandwelfare.idaho.gov)

Select the "medical" menu and then "Idaho Tobacco Permits"

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### Facts and Stats

"A" average for March

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 March 2014:

- 310 Vendors were inspected.\*
- 26 Vendors sold to the inspecting minor.
- The compliance rate for the month was 91.61%

\*Inspections where purchase attempts were made.

### Prevent the Sale Website

[PreventTheSale.com/Idaho](http://PreventTheSale.com/Idaho)

- Learn about the law
- Take the tobacco quiz
- See what the IDs look like
- Play the Game "Would You Sell to This Person"

Written by Cheryl Reed

### Are Higher Taxes the Answer?

#### Should Drug Stores Sell Tobacco?

Drug stores' central mantra is to provide healthcare products and services to its customers. That's why the CVS pharmacy chain discontinued selling tobacco products, and why the attorneys general from 28 states are asking drug stores and large retailers to follow suit.

The bipartisan group sent signed letters to leaders of Wal-Mart, Walgreens, Rite Aid, Safeway, and Kroger, warned them that selling tobacco in stores "normalizes" the products and potentially undermines anti-smoking campaigns.

The attorneys general describe our need to prevent young Americans from smoking. "Health care costs and productivity losses attributable to smoking cost the nation at least \$289 billion each year," states the letter.

This urge comes on the heels of the President's new healthcare initiative that requires smokers to pay a \$25/month penalty for healthcare insurance.

#### A New Marlboro Global Campaign Targets Youth

A coalition of international health organizations have called upon Philip Morris International to stop targeting youth. A new global marketing campaign for Marlboro cigarettes links the product to independence, risk-taking, exploration, rebellion against authority, and freedom. The ads with the message, "Don't Be a Maybe. Be Marlboro," feature attractive youth partying, playing music, falling in love, and playing sports. A German court banned the campaign in 2013.

Philip Morris has a long history of marketing to kids by creating highly sophisticated appealing marketing campaigns to lure them into starting smoking and later become addicts. The themes and imagery in "Be Marlboro" are similar to a 1990s campaign in which smoking was part of an adult ritual and a way to bond with peers. This new campaign was created by Leo Burnett, the same advertising firm who created the Marlboro Man campaign, making Marlboro the world's best-selling cigarette brand.

In spite of its new campaign, Philip Morris states on its website, "We do not market to children or use images or content that might appeal to minors."

Tobacco companies spend billions annually to promote their products to low- and middle-income countries where 80 percent of the world's smokers live.

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## Raising Federal Cigarette Taxes

President Obama has urged Congress to increase the federal cigarette tax by 94 cents per pack, claiming that there is clear evidence that increasing the cost of cigarettes is one of the most effective ways to reduce smoking among kids. The proposal is part of the President's FY 2105 budget and would raise about \$78 billion over 10 years to fund early childhood education initiatives. The need to curb smoking is even greater than before. While we have cut smoking rates, the Surgeon General has found that smoking is even more dangerous than previously thought. It is now estimated that one in five deaths can be attributed to smoking.

## Is Smoking More Dangerous Now?

Yes, it is. A new report has found that there is an increased risk in smoking because of changes in the design and composition of cigarettes since the 1950s. Smokers today have a much higher risk of developing lung cancer than smokers in 1964. Because of that, along with other reasons, the FDA vigorously enforces laws to reduce tobacco's terrible toll on families.

## Did you Know?

Every May 31 is **World "No Tobacco" Day**, intended to bring attention to the growing use of tobacco and its devastating effects. This year, specific goals include promoting an increased tax on tobacco, and working with individuals and civil organizations to encourage their governments to increase taxes on tobacco. The World Health Organization says tobacco kills nearly 6 million people a year and that one billion people smoke. While we can't stop the production of tobacco, we can continue our vigilant fight to educate our youth and prevent access to tobacco products. Thanks for doing your part.

## Just a Reminder about Physical Barriers

Remember that cigarettes products must be displayed behind a counter where customers don't have direct access to them. A physical barrier must exist between the customer and the tobacco products. Customers are not allowed to handle unpurchased tobacco products; in other words, the clerk cannot hand unpurchased cigarettes to a customer and have the customer carry them to a different cashier to pay.



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**PLEASE DISTRIBUTE TO EMPLOYEES**

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