

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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### FDA Wants to Break the Chain of Addiction

By Cheryl Dudley

#### Facts and Stats

##### “A” 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

August 2010

- ❖ 313 Vendors were inspected.\*
- ❖ 18 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of August 2010 was 94.25

\*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?"

#### New Far-Reaching FDA Rule

The Food and Drug Administration has launched a new campaign to educate retailers and raise awareness about a new tobacco rule that became effective in June 2010.

The new rule contains a broad set of federal requirements designed to significantly curb access and appeal of cigarettes and smokeless tobacco products to children and adolescents in the United States.

Titled, "Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents," the rule contains a broad range of federal requirements that restrict the sale, distribution, and promotion of these products to make them less accessible and less attractive to kids.

"This ruling is a critical piece of a coordinated effort to save lives, lower costs, and reduce suffering from heart disease, cancer and other tobacco-related illness," said Health and Human Services secretary Kathleen Sebelius.

On the FDA's new campaign website, you will find detailed guidance on the new regulations, which is designed to limit the sale and marketing of cigarettes and smokeless tobacco by:

- Prohibiting the sale of cigarettes or smokeless tobacco to people younger than 18;
- Prohibiting the sale of cigarette packages with less than 20 cigarettes;
- Prohibiting distribution of free samples of cigarettes;
- Restricting distribution of free samples of smokeless tobacco;
- Prohibiting tobacco companies from

sponsoring any athletic, musical or other social or cultural events, among other things.

According to FDA Commissioner Margaret A. Hamburg, M.D., every day nearly 4,000 kids under 18 try their first cigarette and 1,000 kids under 18 become daily smokers. Many of these kids will become addicted before they are old enough to understand the risks and will ultimately die too young.

"This is an avoidable personal tragedy for those kids and their families as well as a preventable public health disaster for our country," she says. "Putting these restrictions in place is necessary to protect the health of those we care most about: our children."

To learn more about the FDA's new rule, visit their website at:

<http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/default.htm>

#### Family Smoking Prevention and Tobacco Control Act

The new FDA law is governed by the Family Smoking Prevention and Tobacco Control Act. One of the new regulations includes restrictions on tobacco products labeled or advertised with the terms "light," "low," "mild" or similar descriptors. This is because many smokers mistakenly believe that these products cause fewer health problems than other cigarettes.

The National Cancer Foundation has found that using "light" cigarettes does not reduce the risk of disease and other health problems, and does not help smokers quit or increase their motivation to quit.

## Is Smoking in the Car Child Abuse?

According to Professor Steve Field, chairman of the Royal College of General Practitioners in Canada, it is. He said irresponsible behavior, like smoking in cars and around children, leads to high levels of disease and early death.

He called on parents, mothers-to-be, the obese, smokers and drinkers to turn into healthy role models for their children.

“Evidence from the US indicates that more young children are killed by parental smoking than by all other unintentional injuries combined.”

He added: “Please don’t take offence if we [doctors] tell you to lose weight or stop smoking or drinking. You need to face facts and take responsibility, but support is out there and together, we can help people live long, happy, fulfilling and healthy lives.”

***There is no controversy about the facts on smoking. Thousands of careful studies have documented them. No major medical or health agency questions them: Cigarette smoking is a destructive habit.***

## Some Facts:

\* Cigarette smoking has been identified as the most important source of preventable morbidity and premature mortality in the United States and the world.

\* Smoking-related diseases cause an estimated 440,000 American deaths each year.

\* Women account for 39 percent of all smoking deaths.

\* Smoking costs the United States over \$150 billion annually in health care costs.

\* Cigarette smoke contains over 4,800 chemicals, 69 of which are known to cause cancer.

\* Large amounts of nicotine were once given to elephants in order to put them to sleep via animal dart guns.

\* The United States produces several tons of tobacco each year. Only China produces more.

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