

Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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

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ID Tobacco Project Website: <http://www.healthandwelfare.idaho.gov/>
Idaho Tobacco Project page can be found by selecting the "medical" menu and then "Idaho Tobacco Permits"

Joe Camel Rises Again

Facts and Stats

"A-" Average for June

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 June 2013:

- 49 Vendors were inspected.*
- 4 Vendors sold to the inspecting minor.
- The compliance rate for the month was 91.84%

*Inspections where purchase attempts were made.

Prevent the Sale Website

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
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The R. J. Reynolds Company has a new magazine advertising campaign for Camel cigarettes that targets youth. The ads have appeared in the April, May, or June editions of at least 24 magazines, including several with large teen readerships. This is the first time the company has advertised cigarette brands in magazines since 2007. The company, amidst stiff controversy surrounding its cartoon character Joe Camel, suspended their magazine ad campaigns at time.

Health groups are urging the state attorneys general to investigate whether or not the campaign violates a provision of the 1998 tobacco settlement that prohibits tobacco companies from marketing to youth.

A consumer research firm, GfK MRI, shows a total teen readership of 12.9 million for just one of the magazines involved. The magazines include Entertainment Weekly, ESPN, Sports Illustrated, Rolling Stone, People, Glamour, InStyle, US Weekly, and Vogue.

Camel is one of the three most popular cigarette brands among youth smokers according to a 2011 national survey on drug use and health. Camel Crush is an extension of the brand with a capsule in the filter that releases menthol when crushed.

The health groups fighting the ad, including Campaign for Tobacco-Free Kids, Legacy, American Cancer Society Cancer Action Network, American Heart Association, and American Lung Association, said in their letter to the attorneys general: "R.J. Reynolds cannot be allowed to get away with yet another marketing campaign that entices America's kids into a deadly addiction.

Idaho's Battle Lines

We know how to fight a good battle against tobacco. Science and experience have identified proven, cost-effective solutions that prevent kids from smoking, help smokers quit, and protect non-smokers from the harmful effects of secondhand smoke.

Since the majority of smokers begin smoking as teens, our most powerful tool to reduce the smoking population is to prevent the sale of tobacco to minors.

That's why we send you this newsletter every month.

Our enemies are powerful, wealthy, and chemically addictive. Enticing ads about tobacco products using smart, sexy models who suggest smoking is pleasurable are hard to fight. Add to that the physical chemical addiction that settles in after just one or two cigarettes, and our battle lines are drawn very clearly.

Our most powerful and most effective tool is to stop the addiction before it starts. To show the devastating physical effects of tobacco, to forge ahead with our scientific facts and solutions, and keep telling our children and friends: "No—don't even try it one time. Not once."

As retailers of tobacco products, YOU are the first line of defense to prevent the sale of tobacco to minors.

Know the law, refuse to sell to minors, and help Idaho's youth prosper!

Do Higher Taxes Help?

When President Obama proposed a 94-cent increase in the federal tobacco tax, tobacco companies and their allies attacked the proposal, claiming that tobacco taxes aren't a reliable revenue source and unfairly burden poor people. The health and economic benefits of a federal tobacco tax increase were confirmed by the CBO's 2012 report. The CBO found that a 50-cent increase in the federal tobacco tax would raise substantial new revenue while prompting nearly 1.4 million adult smokers to quit by 2021, saving tens of thousands of lives and reducing health care costs, including for the Medicaid program

The Addiction

Idaho has the 16th lowest smoking rate in the nation, the head of the Division of Public Health at the state Department of Health & Welfare told lawmakers in January. Still, 17.2 percent of our adult population and 14.3 percent of our youth are smoking.

Surveys show that at least 70 percent of smokers want to quit smoking but haven't been able to. Why is it so hard? Because tobacco companies have enriched the addictive properties of nicotine. There are eight patented ways to increase nicotine content by adding it to tobacco after it is harvested. Some even add nicotine to filters and wrappers.

It Worked for Turkey

Turkey implemented some powerful tobacco control policies in 2009, resulting in a 13.4 percent reduction in the number of adult smokers by 2012.

The country's progress was the result of a commitment by the government to improve public health. In 2009, it implemented a national smoke-free law for all restaurants, cafes and bars, introduced graphic tobacco warning labels, and banned tobacco advertising, promotion, and sponsorship.

Sound familiar?

The country's efforts are supported by Bloomberg Philanthropies through the Bloomberg Initiative to Reduce Tobacco Use, which helps organizations in low and middle-income countries implement proven, cost-effective strategies to reduce tobacco use.

Smoking is Costing Us All

- Total annual public and private health care expenditures caused by smoking: **\$96 billion**
- Annual Federal and state government smoking caused Medicaid payments: **\$30.9 billion**. Federal share: **\$17.6 billion** per year. States share: \$13.3 billion

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Contact us: 208-334-6542

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PLEASE DISTRIBUTE TO EMPLOYEES