

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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### Marketing Tobacco to Children: is it in the past?

By Cheryl Dudley

#### 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  
MARCH 2011

- ❖ 312 Vendors were inspected.\*
- ❖ 27 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of March 2011 was 91.35%

\*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?"

#### Marketing Tobacco to Children

Numerous internal tobacco industry documents show that the tobacco companies have perceived kids as young as 13 years of age as a key market. They have studied the smoking habits of kids, and also developed products and marketing campaigns aimed directly at them. Herein lies the main issue in Idaho's Prevent the Sale campaign.

One R.J. Reynolds document says, "Many manufacturers have studied the 14-20 market in hopes of uncovering the 'secret' of the instant popularity some brands enjoy to the almost exclusion of others. Creating a 'fad' in this market can be a great bonanza."

The following are just a few of the many more internal company quotes about marketing to kids:

##### Philip Morris:

"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...The smoking patterns of teenagers are particularly important to Philip Morris."

##### RJ Reynolds:

"Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term."

##### Brown & Williamson:

"Kool's stake in the 16- to 25-year-old population segment is such that the value of this audience should be accurately weighted and reflected in current media programs."

##### Lorillard Tobacco: U.S. Tobacco:

"The base of our business is the high school student. Cherry Skoal is for somebody who likes the taste of candy, if you know what I mean."

##### How Vulnerable are Children?

An April 2010 study published in the Journal of Preventive Medicine confirmed the dose-response impact between exposure to cigarette advertising and higher risk of smoking among youth. Researchers also found that "the association between tobacco advertising and youth smoking is specific to tobacco advertising content and not simply a marker of an adolescent who is generally receptive to marketing."

A survey released in March 2010 showed that kids were significantly more likely than adults to recall tobacco advertising. While only 25 percent of all adults recalled seeing a tobacco ad in the two weeks prior to the survey, 43 percent of kids aged 12 to 17 reported seeing tobacco ads.

##### Raising Cigarette Taxes Reduces Smoking Among Kids

Numerous studies have shown that increasing cigarette tax reduces both adult and underage smoking. The general consensus is that every 10 percent increase is the real price of cigarettes reduces overall cigarette consumption by about three to five percent. The good news is that it reduces the number of young adult smokers by 3.5 percent and the number of kids who smoke by six or seven percent.

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## The Battle Over Idaho Tobacco Tax Increase Continues

Idaho's current cigarette tax is 57 cents per pack, ranking 42<sup>nd</sup> in the nation. An increase of \$1.25 per pack would generate an estimated \$48.2 million in state revenue, with another \$2.9 million in revenue for increased tax on other tobacco products. This money could be used for "stop smoking" clinics and Medicaid payments, thus benefiting the welfare of all Idahoans.

The majority of Idahoans favor the tax increase and believe that the tax revenue could prevent cuts to Medicaid and fund programs that prevent smoking or help current smokers quit. Some say that the tobacco burden on the Medicaid program is about \$83 million a year and that tobacco costs Idaho \$319 million a year health care related costs. Idaho residents' annual state and federal tax burden from smoking is about \$539 for every tax-paying household.

## What Does This Mean for Tobacco Vendors?

Tobacco vendors are the gatekeepers of tobacco products. With that control, it is essential to understand the laws and health affects of tobacco on children. It also, hopefully, provides reason and incentive for tobacco vendors to train employees and prepare to protect minors from access to tobacco products.

We are grateful for your conviction and work on preventing the sale of tobacco to minors.

If you need a refresher course on Idaho laws and how to prepare for a compliance visit, be sure to check out our website at [preventthesale.com](http://preventthesale.com).



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Newsletter for Idaho  
Tobacco Retailers

NON-PROFIT  
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### What's Inside:

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