

WHY SHOULD “PREVENTING THE SALE” MATTER TO YOU?

By Jill C. Urie



As tobacco retailers, you are on the frontlines in preventing the sale of tobacco to minors.

Why does it matter if you sell tobacco to minors? What kind of impact can your decision to sell, or not sell, have on Idaho's children?

The Surgeon General says that more than 1 million young people continue to become regular smokers, and more than 400,000 Americans die every year from tobacco-related diseases – more than AIDS, illegal drugs, alcohol, fires, car accidents, murders and suicides combined. Refusing to sell tobacco to minors is the first step in eliminating the harmful consequences that tobacco can have on a minor's life.

Some facts about children and smoking have been provided by the Surgeon General that may help to explain the impact of tobacco use on minors:

- Most people start using tobacco before they finish high school. So, if minors stay smoke-free in school, they will probably never begin to smoke.
- Tobacco is often the first drug used by kids, and can often lead to alcohol and illegal drug use.
- Kids who begin smoking while in school are more likely to get lower grades, hang out with other kids who smoke, and have a low self-image.

Prevent the Sale Website

Go to:

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?”

- Most teens want to quit smoking, but can't because they are addicted to nicotine and experience withdrawal symptoms just like adults.
- Kids are often misled by cigarette ads to think that smoking is cool and that everybody does it. This misconception appears to increase kids' risk of smoking.
- People working in their communities, kids warning kids about the dangers of smoking, and prevention programs with the help of tobacco vendors are keeping kids away from tobacco.

As tobacco vendors you have the opportunity and the legal obligation to refuse the sale of tobacco to minors. Your clerks are the last line of defense, and must be fully equipped with the knowledge and

Why Should “Prevent the Sale” Matter? *continued*

training needed to properly identify minors and refuse the sale to them.

Your store policies set the tone for how minors will perceive your store. Are you an easy target for tobacco, or is your store committed to the law and to preventing the sale to minors? These minors will get the answer from you!

During the holiday season and the coming New Year, make it your priority and commitment to diligently check each customer’s ID who purchase tobacco and refuse the sale to minors. Your efforts in tobacco prevention can influence the lives of the minors who enter your door and provide minors with the opportunity to have a happy, healthy life.



Factoids and Statistics

“A-” Average for November

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. For November of 2003:

- ◆ 378 Vendors were inspected. *
- ◆ 42 Vendors sold to the inspecting minor.
- ◆ The compliance rate for the month of November 2003 was 89%.

*Inspections where purchase attempts were made.

HAPPY HOLIDAYS!



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**Prevent
the Sale!**

Newsletter for Idaho
Tobacco Retailers

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◆ PLEASE DISTRIBUTE TO EMPLOYEES

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