

CONFLICTING GOALS OF A TOBACCO COMPANY HITS HOME FOR IDAHO VENDORS

By Cheryl A. Dudley

Facts and Stats

“B+” 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, 2004:

- ❖ 81 Vendors were inspected.*
- ❖ 4 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of November 2004 was 95.06

*Inspections where purchase attempts were made

Prevent the Sale

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?"

Renew Tobacco Permits!

2004 Permits Expire December 31st

December 31st is the last day to renew tobacco permits. Renewal is an easy, free, online process that takes just a few minutes.

Go to:

www.tobaccopermits.com/Idaho/

Philip Morris: A company in conflict

Philip Morris was founded in 1902, and in 1960 was the smallest among the six major tobacco companies in the U.S. But by 1983 it had grown to the largest tobacco company selling its products to 160 countries. Philip Morris attributes its success to its history of philanthropy and giving back to the community, and its mission "to be the most responsible, effective, and respected developer, manufacturer and marketer of consumer products, especially products intended for adults. Our core business is manufacturing and marketing the best quality tobacco products to adults who use them." (www.pmusa.com)

While the company produces and rigorously markets products linked to numerous diseases, it also strives to be viewed as responsible, philanthropic, and concerned for the welfare of our nations youth.

In 1998 a Master Tobacco Settlement Agreement between the Attorneys General of 46 states, five U.S. territories, the District of Columbia and America's major tobacco companies was reached. Among many provisions of the settlement, it prohibits the targeting of youth for tobacco products.

In addition to the requirements of the tobacco settlement agreement, Philip Morris believes it has a responsibility in preventing kids from smoking. "Since its inception in 1998, our Youth Smoking Prevention department has spent over \$500 million on youth smoking prevention and youth access prevention initiatives."

Last year Philip Morris began a television campaign advertising its website as a resource for visitors about tobacco issues. Other television ads have included the topics of how to keep cigarettes out of kid's hands, how to raise kids who don't smoke, the dangers of smoking while pregnant, and the dangers of smoking "light" cigarettes.

The website also lists its cigarette ingredients. It says, "some have alleged that we use specific ingredients to affect nicotine delivery to smokers. That is simply not true." Although they refuse to provide specific recipes for their cigarettes because of "trade secrets," the company says, "It is our scientific judgment, based on the best data

Philip Morris cont...

available, that the ingredients used in our cigarettes do not increase the inherent hazards of cigarette smoking.” But the hazards of smoking do not need to be increased to be deadly.

While the company “facts” are well stated on the website, and there is no doubt that Philip Morris desires to be viewed as a moral, philanthropic, and responsible company, it is also true that the company remains the leading seller of tobacco products.

Philip Morris must balance the inherent conflict that comes with selling high quantities of tobacco products to adults worldwide, while spending millions of dollars to prevent the sale of tobacco to youth.

In spite of the millions of dollars spent on youth smoking prevention campaigns, the bottom line comes down to whether or not vendors will sell tobacco products to minors. While educating society about the hazards of smoking is worthy, the rubber meets the road at the check-out stands across America.

As Idaho’s tobacco vendors, this struggle might seem familiar to you. While you desire to have a successful thriving business, we know you also strive to be viewed as a responsible and caring business concerned for the welfare of Idaho’s youth.

As Idaho tobacco vendors, you know you are on the frontlines in preventing the sale of tobacco to minors. While, it is your lawful right to sell tobacco

products to adults, Idaho’s law clearly states that tobacco and tobacco products cannot be sold to minors. Most Idaho tobacco vendors take these laws and their responsibilities to youth very seriously. These responsible retailers have safeguards in place that ensure their compliance with the law. For example, responsible retailers have well trained employees, clear store policies, cash registers and other aids to help with calculating age, and well posted signs that all customers can see that make clear a store’s intent to refuse tobacco sales to minors. Is your business doing all it can to prevent the sale?

During the holiday season and the coming New Year, consider the benefits your efforts to prevent the sale will reap. Your decision to be a responsible, law abiding business can dramatically affect the health and wellbeing of Idaho’s youth. Make it your priority and commitment to continue to hold that careful balance between the desire for profit and your responsibility to protect Idaho’s youth.

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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