

Tobacco Settlement Money Put to Good Use

By Cheryl Dudley

Facts and Stats

Average for July B+

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 July, 2004:

- ❖ 271 Vendors were inspected.*
- ❖ 35 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of July 2004 was 87.08%

*Inspections where purchase attempts were made.



Visit the Prevent the Sale Website:

www.preventthesale.com/Idaho

- ❖ Learn about the law
- ❖ Take the tobacco quiz
- ❖ See what the ID's look like
- ❖ Play A Game

The American Legacy Foundation is a private, non-profit corporation established in 1999 as the result of a settlement agreement between a group of attorneys general from 46 states and the tobacco industry. Located in Washington, D.C., the foundation develops health programs aimed at addressing the health effects of tobacco use. With the goal of creating tobacco-free generations, the foundation has spearheaded a major national educational effort known as the truth® ad campaign. This program includes television ads, an interactive website (www.thetruth.com), and an educational website (www.streetheory.org).

The foundation is also particularly interested in helping women quit smoking. Some of its television ads depicting women ravaged by smoking related diseases are intended to raise awareness among women of the effects of smoking. The truth ads have proven to be extremely effective. Remember Debbie, the woman who smoked through the tracheotomy hole in her throat? This ad is one of many progressive ways of presenting the horrors of smoking. Two years after the truth® ad campaign was launched, a survey found that smoking among 8th, 10th, and 12th graders had dropped 18%, which equals about one million kids.

The American Legacy Foundation's Great Start Campaign is designed to help pregnant women quit smoking by offering 24 hour per day toll free confidential phone counseling by calling 1-866-66-START. Educational materials about the effects of smoking and pregnancy is available at:

www.women.americanlegacy.org

In addition to their cessation programs, The American Legacy Foundation offers grants to support new ideas for tobacco controls and specifically supports programs designed to assist vulnerable population groups. They also conduct research and publish reports on tobacco prevention matters.

To visit the American Legacy Foundation's website and to access the findings of their studies on the effects of smoking, visit:

www.americanlegacy.org

Funding for Anti-Tobacco Campaigns

Tobacco settlement money is often used for anti-smoking campaigns. However, there can sometimes be an escape hatch in the settlement, which is the case with the settlement payments to the truth® ad campaign this year. As a result, tobacco companies will not be making their payments to the American Legacy Foundation. "This will be a disaster in terms of cutting back teen smoking," said Joseph Califano, Jr., past secretary of Health, Education, and Welfare. He understands the difficult task of persuading teens *not* do to something self-destructive. "Getting teens not to smoke—something equated with all kinds of cool stuff (rebellion, sex appeal, and independence) is a tough task. No sooner do you say, 'Hey, I wouldn't eat that bag of broken glass if I were you,' than the bag is ripped open and its down the hatch with the stuff."

Teens obviously don't start smoking because they're stupid, but the multi-

Tobacco Settlement Money Put to Good Use continued

billion dollar corporations that they're up against have extremely sophisticated marketing strategies. Entities like the American Legacy Foundation have made it their goal to outsmart these strategies.

States have put tobacco settlement money to good use. According to a June 23rd article in the Seattle Times, high school smoking has dropped to its lowest in a generation. This is encouraging news. Reaching young people by educating them on the health risks, encouraging them to lead healthy lifestyles, and preventing them from purchasing tobacco products are all proven methods of reducing the number of kids who start smoking.

A Strategic Battle

According to a June article in USA Today, smoking among high schoolers is falling at a considerable rate due to not only anti-smoking campaigns, but also the high price of cigarettes.

Coupled with the glamour of smoking in popular films and stringent anti-tobacco campaigns, youth are smacked with a barrage of inconsistent messages. "Youth are very sensitive to inconsistencies of

message," said Terry Pechacek, associate director of science for the CDC's Office on Smoking and Health. "When they feel that we are telling them not to do something, but that it's OK for adults to do it, that actually makes the product more attractive."

The war to win America's youth is a strategic one. Rules and regulations are instated by authorities as a result of intense psychological and social research, all with a goal of decreasing death and disease caused by the use of tobacco. These laws should be viewed as arsenals for protecting youth, extremely important in saving lives, and worthy of attention. As a tobacco vendor and retailer, you are an important asset to Idaho's anti-tobacco campaign. Let's work together for a tobacco-free generation.



VOLUME 03. NUMBER 8 AUGUST.2004



NON-PROFIT
ORGANIZATION
US POSTAGE
PAID
PERMIT NO.XXX
Boise, ID

WHAT'S INSIDE!

- ◆ Tobacco Money Put to Good Use
- ◆ Funding for Anti-Tobacco Campaigns
- ◆ The Strategic Battle

◆ PLEASE DISTRIBUTE TO EMPLOYEES