

# Prevent the Sale!

Newsletter for Idaho Tobacco Retailers

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Sponsored by Idaho Department of Health & Welfare

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### Tobacco-Free Kids are Idaho's Resource!

By Cheryl Dudley

#### Facts and Stats

##### "B+" 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. In MARCH 2008

- ❖ 240 Vendors were inspected.\*
- ❖ 25 Vendors sold to the inspecting minor.
- ❖ The compliance rate for the month of March 2008 was 89.58%

\*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?"

#### Camel Goes Pink

A little over a year ago, R.J. Reynolds Tobacco Company introduced a new product targeted specifically to females. It comes in a shiny black box with hot pink and teal borders, and is called Camel No. 9. The slogan reads "Light and luscious." The well-known camel is also hot pink.

Philip Morris introduced the first brand of cigarettes designed for women—Virginia Slims—claiming "You've come a long way, baby."

The marketing campaigns equate smoking with beauty, independence and sophistication. The results have been devastating.

- More than 178,000 women die of tobacco-caused diseases each year.
- Since 1987, lung cancer has been the leading cancer killer among women, surpassing breast cancer.
- Heart disease is the overall leading cause of death among women, and smoking accounts for one of every five deaths from heart disease.
- 23 percent of high school girls and 18.1 percent of women currently smoke.

#### Tobacco-Free Kids Awards Gala

On Tuesday, May 20, 2008, the Campaign for Tobacco-Free Kids will hold an awards gala to celebrate and reward youth advocates in Washington, D.C. The event honors the work of youth who have taken the lead protecting their peers, communities and nation from the dangers of tobacco through the use of public education efforts.

The national winner will receive a \$5,000 scholarship and a \$500 grant; each regional winner will receive a \$2500 scholarship and \$500 grant; each group winner will receive a \$2500 grant, and the international winner will receive a \$2,000 grant.

Youth advocates will also take part in advocacy events and trainings for the upcoming year, and all winners will work with the Campaign for Tobacco-Free kids

throughout the year, traveling to event. Some of the past winners have been interviewed by Oprah, Peter Jennings, and appeared in People Magazine, participated in White House events and met with members of Congress.

#### Kick Butts Day

The event this year is April 2. If you would like to do something to promote this annual event, check out <http://kickbuttsday.org>. It's a time to stand out, speak up, and seize control in the fight against tobacco—specifically with kids in mind. The website offers free materials and information.

#### Idaho Businesses Required to Train Employees

By law, any employee who sells tobacco must sign a Department of Health and Welfare Form indicating that they understand the state law's requirements. Here's what you should know:

It is illegal to sell tobacco products to persons under 18 years of age. Tobacco products include, but aren't limited to cigarettes, cigars, pipes, snuff, loose-leaf tobacco, smokeless tobacco and tobacco papers. Vendors are required to check photo identification to determine if a person is old enough to purchase tobacco products. If you do sell tobacco to someone under 18, you can personally be fined \$100. State inspections can occur at any time without warning. All tobacco sales must be vendor-assisted and sold in their original manufacturer's packaging.

Be sure you know the laws in regard to selling tobacco to minors, and understand the consequences. By selling tobacco products to minors, not only could you be fined, you are also helping promote destructive, unhealthy lifestyles in our country's most valuable resource—our children.

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## What are we Doing in Idaho?

The Idaho Department of Health and Welfare strives to protect the health and safety of all Idahoans. Its programs are designed to help citizens deal with social, economic and individual issues that we face. Last year the agency assisted one out of every four Idahoans in some way.

The agency is highly concerned about tobacco use in the state, and has programs designed to support to those seeking to quit as well as education programs and prevention programs for youth. While 21 percent of Idaho adults smoke, 25 percent of youth age 18-24 smoke. This means that 32,000 of Idaho's current teens will eventually die from smoking.

These statistics are real, which is why preventing the sale of tobacco to minors is so important. The majority of smokers start before they're 19 years old, become addicted to the product, struggle to quit throughout their lives, and experience a reduction in the quality of life.

Preventing the sale of tobacco to minors is an effective method for reducing smoking in youth, which should be reason enough to say "no" when a minor attempts to buy tobacco products. Vendors and sales clerks are important persons in the tobacco prevention program, and your commitment to say no—even though it may not always be easy—is appreciated.

Thank you for being an advocate for our children by saying NO.

## Pets Poisoned by Tobacco

Did you know that pets could be poisoned by tobacco products by ingestion or drinking tobacco-tainted water? The clinical signs of poisoning can develop in 10 to 15 minutes or maybe not for several hours. The effect of the tobacco on the stomach and intestines will cause salivating, vomiting and diarrhea. Shortly after, neurological signs can appear like shaking, trembling, stiff and uncoordinated gait, weakness and collapse. Tobacco can also cause birth defects if the mother was exposed to tobacco when pregnant.

Another study indicates that environmental tobacco smoke can cause malignant lymphoma in pets. The study, which was published in the American Journal of Epidemiology, monitored 80 cats with malignant lymphoma and 114 controls with renal disease. The study found that the risk increased with duration of exposure to the smoke and the amount of smoke in the house.

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### What's Inside:

- \* Camel Goes Pink
- \* Tobacco-Free Kids
- \* Training Your Employees
- \* Tobacco Poison's Your Pet

**PLEASE DISTRIBUTE TO EMPLOYEES**