

TOBACCO

~~eighteen~~ **twenty-one**

“Raising the legal minimum age for cigarette purchase to 21 could gut our key young adult market (17-20).”

—Phillip Morris Executive

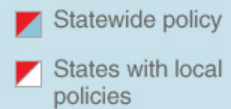


“Tobacco 21 – An Idea Whose Time Has Come”

Winickoff, J. et al, 2014.



21



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Policy Status

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“Think Strategically,
Act Locally”

In 2018

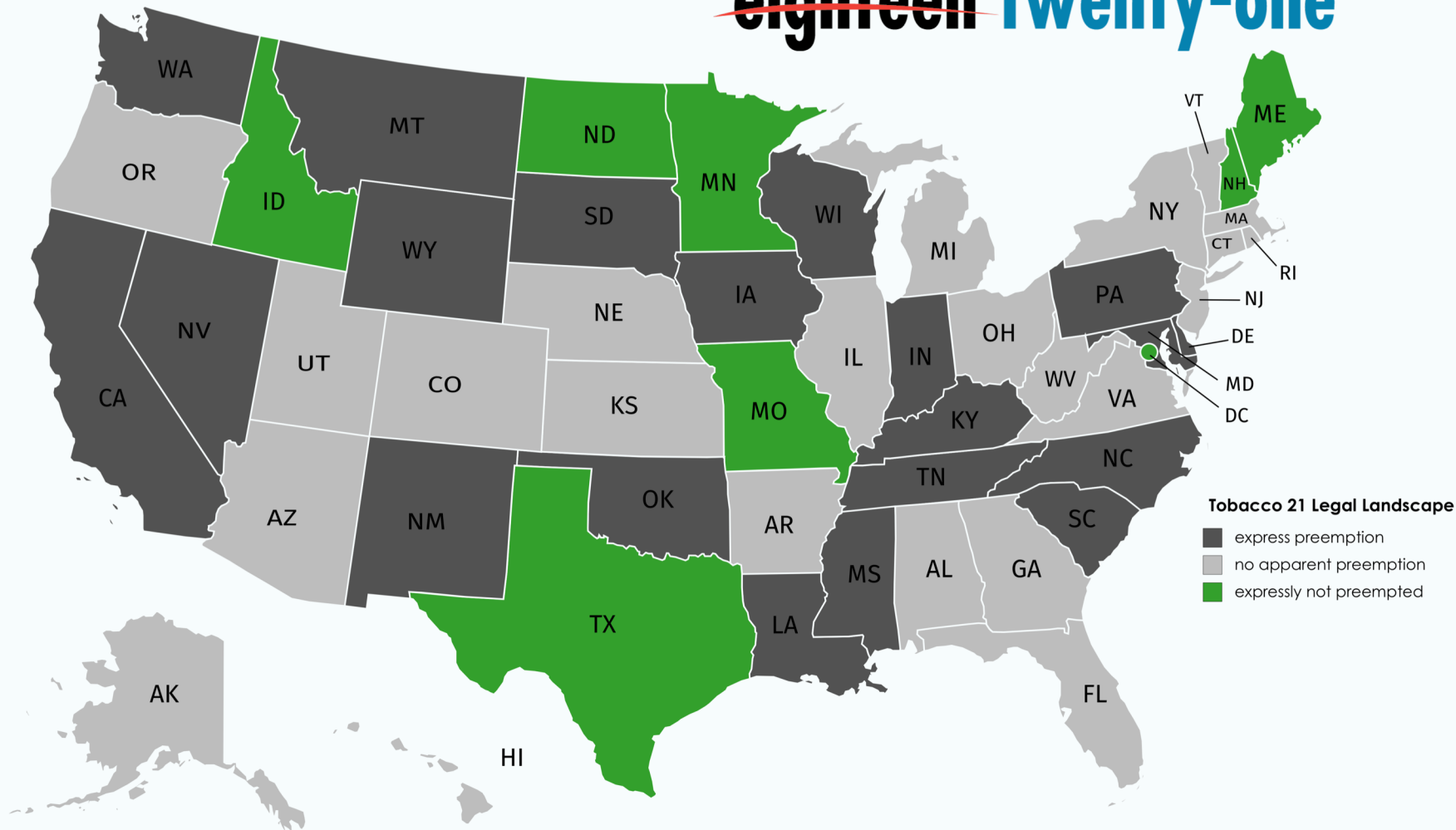
- Bills in 29 states
 - 1 state passed
- Local policy movement
 - 70 policies enacted to date

Looking forward to 2019

- State and local focus

Legal Authority for

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Berman, M. 2014.

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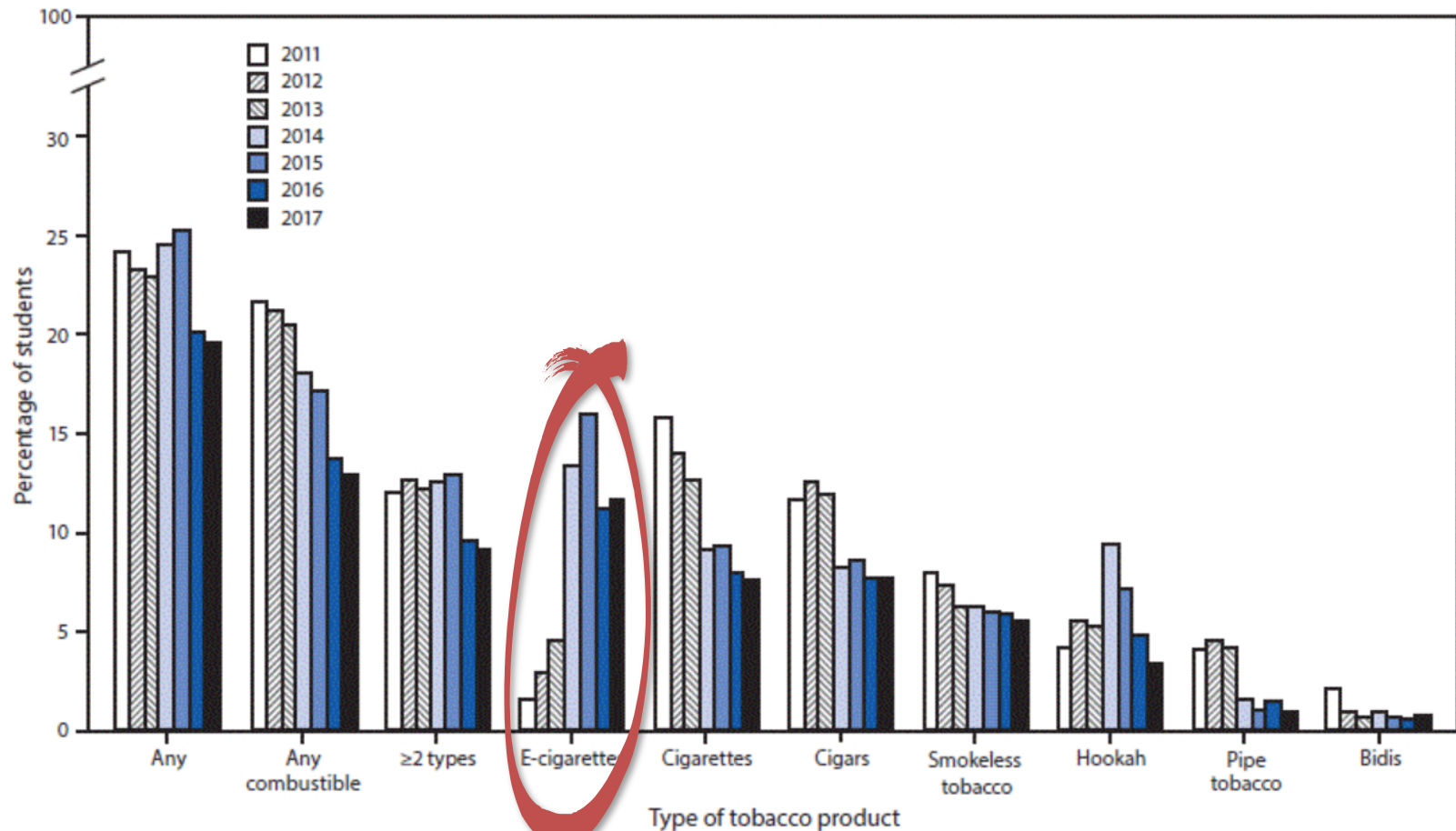
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The Problem



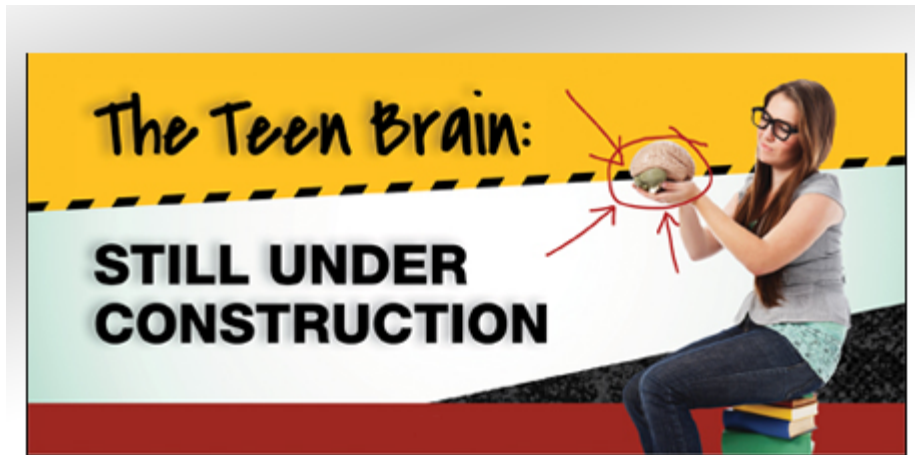
- 95% of current smokers started before the age of 21
- Having the first cigarette by age 18 makes it twice as likely to become a lifelong smoker
- Thousands of young people start smoking cigarettes every day
- On average, Missouri youth initiate tobacco at age 12.
- 40% of Missouri high school student have used e-cigarettes

The Problem



Estimated percentage of high school students who currently use any tobacco product,* any combustible tobacco product,† ≥2 tobacco products,§ and selected tobacco products — National Youth Tobacco Survey, United States, 2011–2017¶, **,††

Nicotine Addiction and Youth

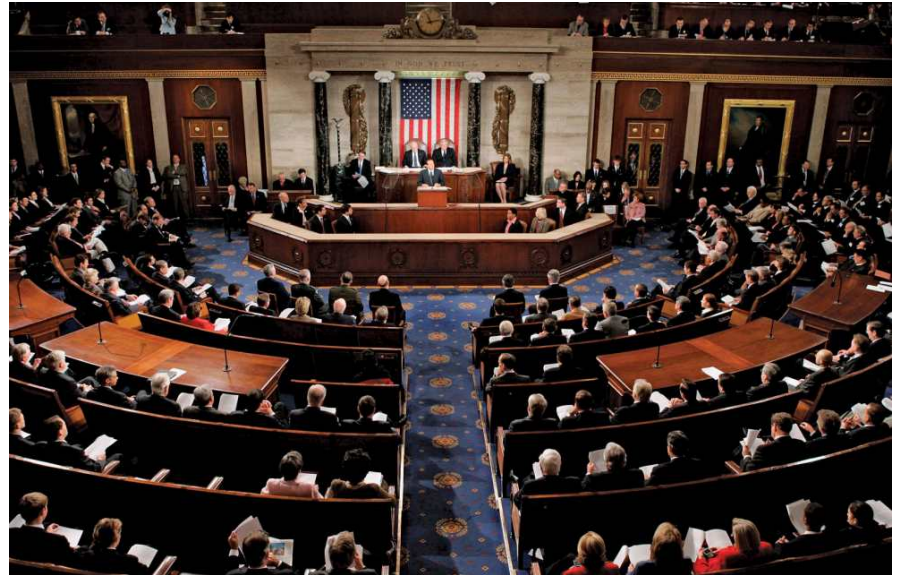


- Brain development continues until mid-20s
 - Decision making
 - Impulse control
 - Sensation seeking
 - Peer Pressure
- Adolescent brains are uniquely vulnerable to addiction

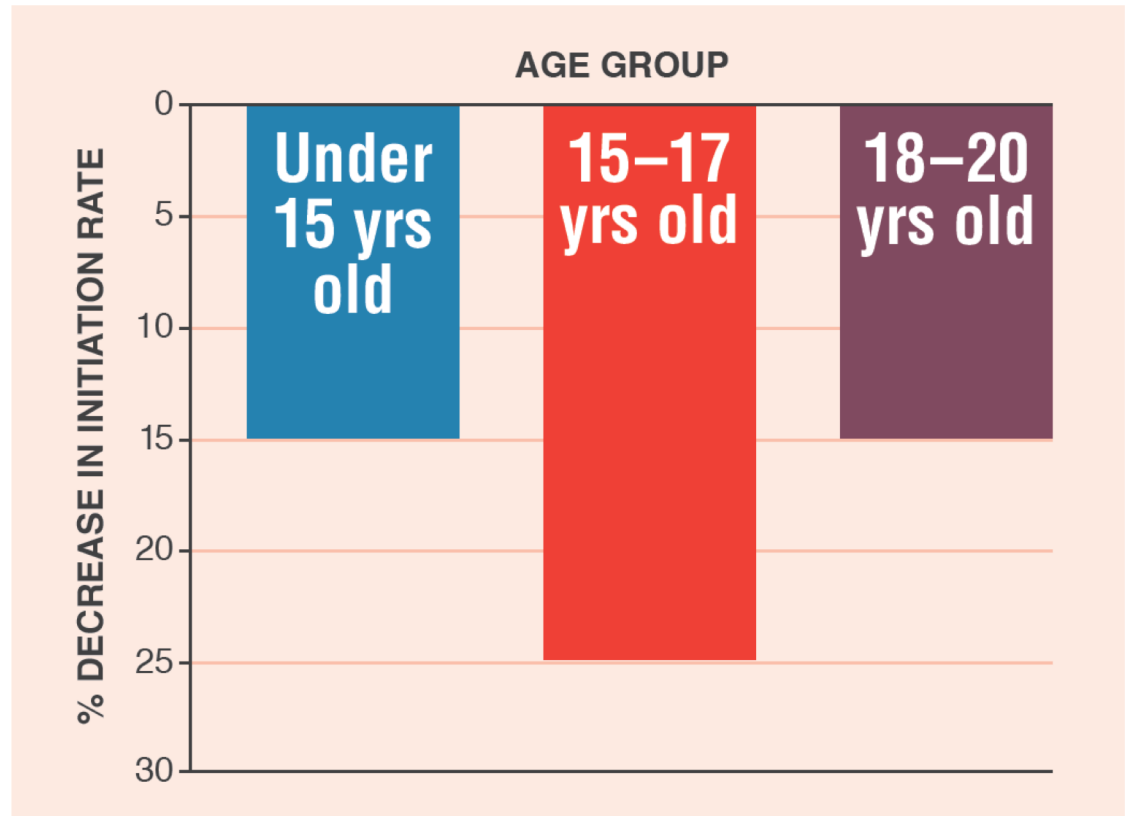
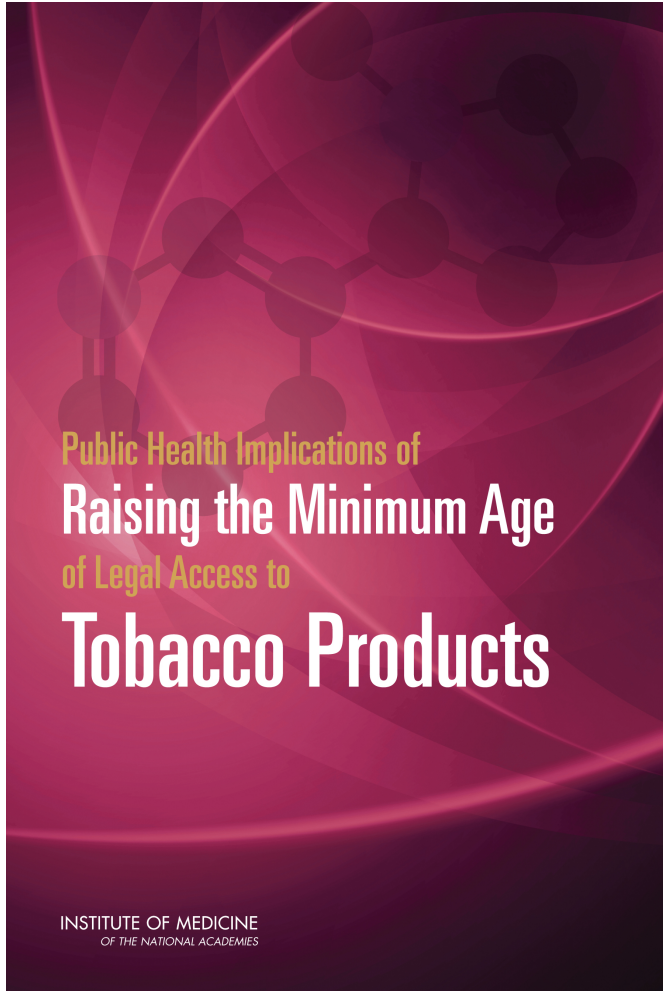
The Solution

2009 Family Smoking Prevention & Tobacco Control Act

- Set a federal minimum age at 18 and gave states authority to have stronger regulations
- Called for a study on the implications of raising the minimum sale age



Policy Impact on Initiation

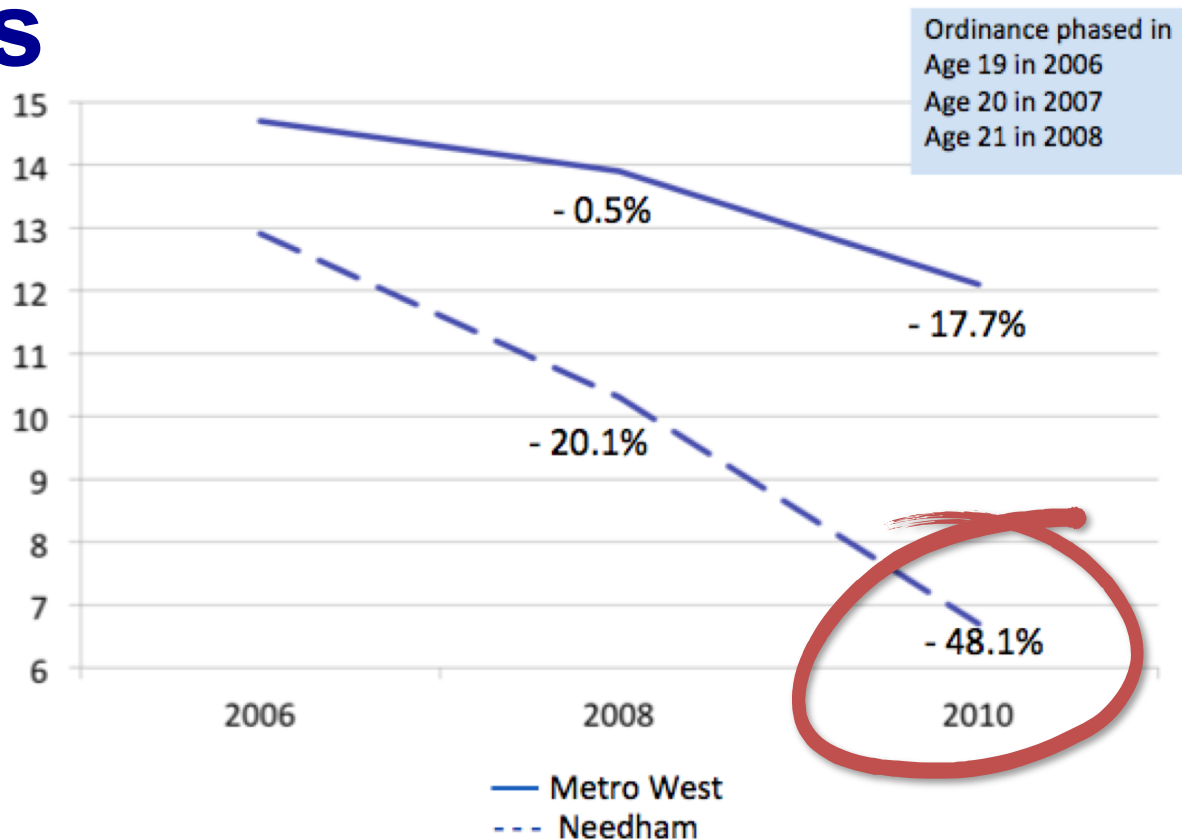


Needham Case History



- Surrounded by cities in West-Metro Boston
- Youth can literally walk across the street and be in another city

Needham High School Smoking Rates



Changing the Trend



"Tobacco 21 works by putting the legal purchasers outside the social circles of most high school students, making it more difficult for 15 to 17 year-olds to pass as legal purchasers or have legal purchasers as a friend."

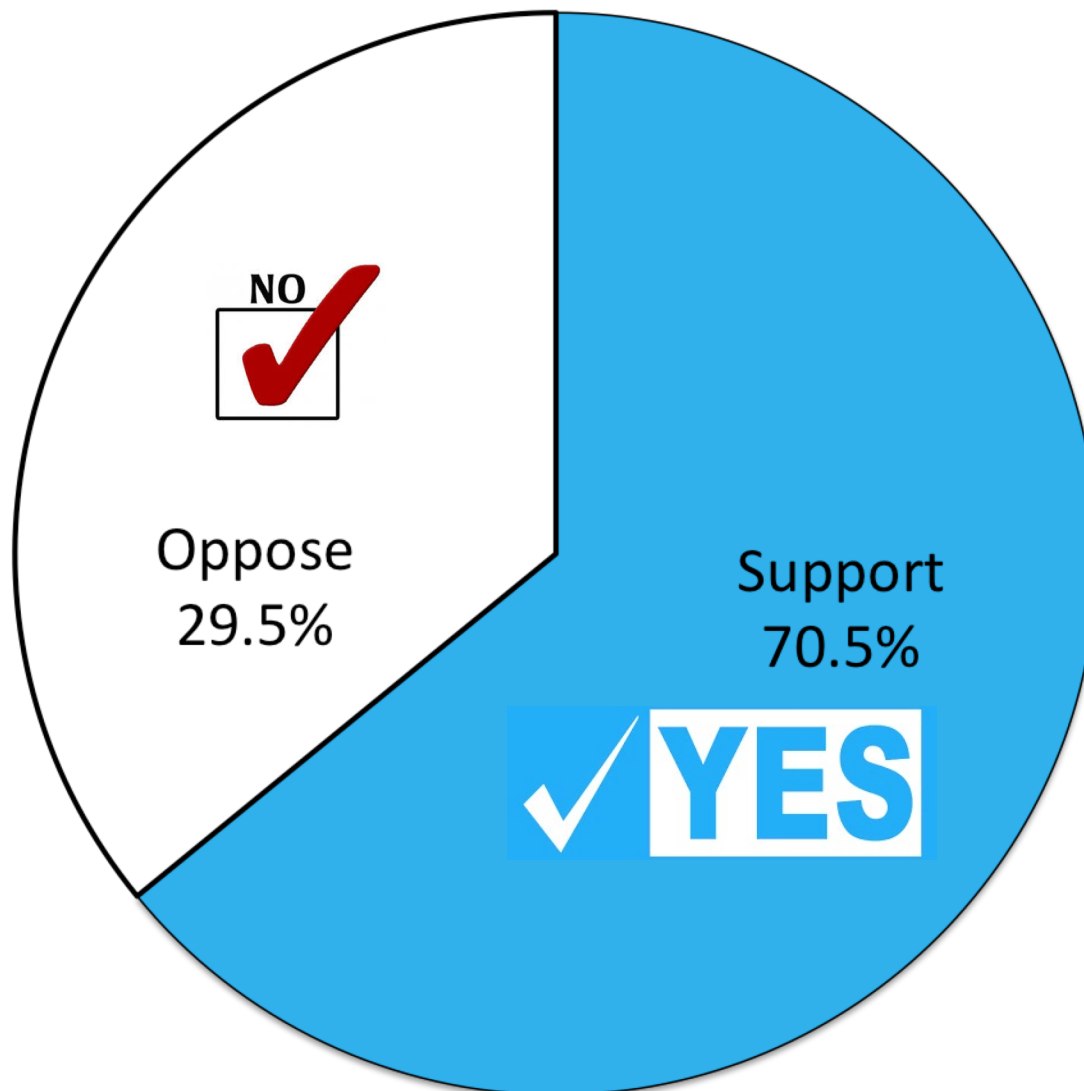
*Rob Crane, MD
President
Preventing Tobacco Addiction Foundation*

Current Findings

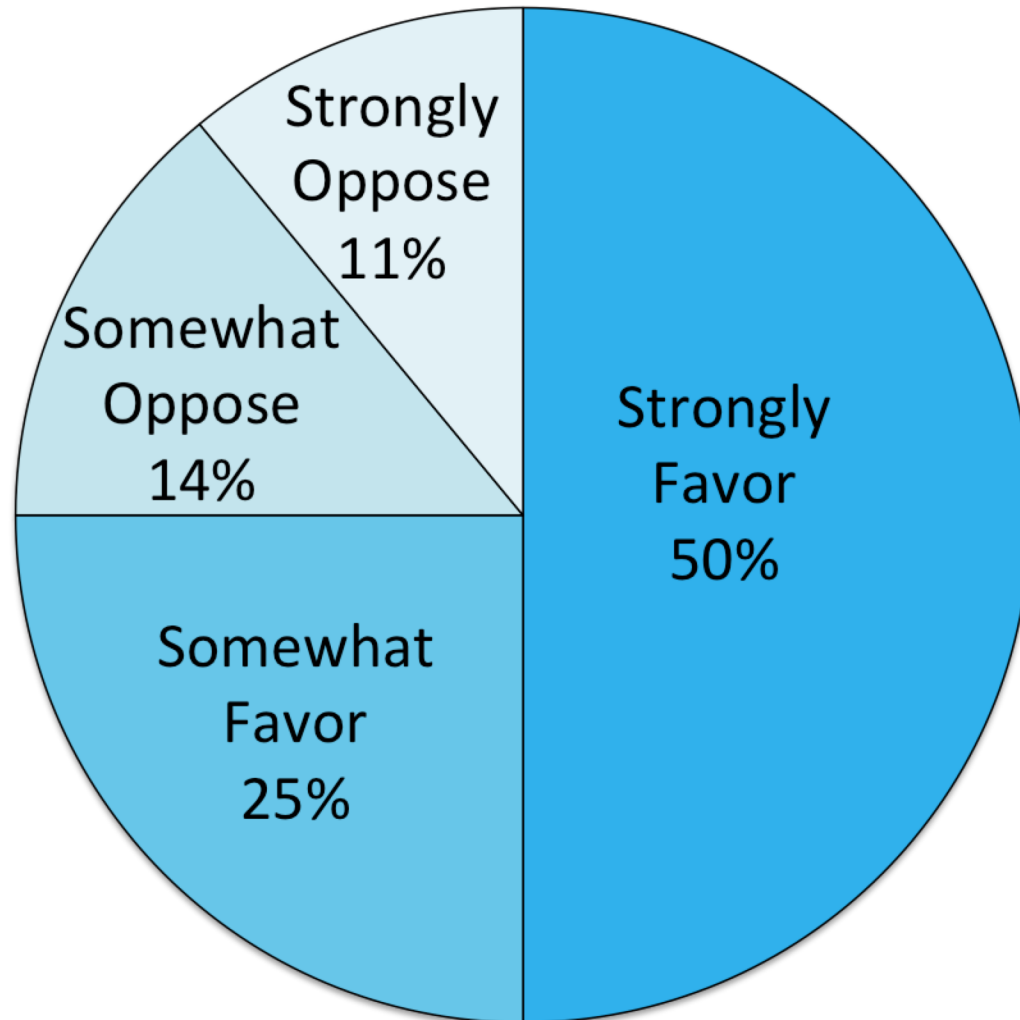
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- Chicago reported a 36% decrease in cigarette and e-cigarette use rates among 18 – 20 year-olds, from 15.2% in 2016 to 9.7% in 2017.
- In California, statewide retailer violation rates to under 18 year-olds decreased from 10.3% to 5.9% since implementation of T21

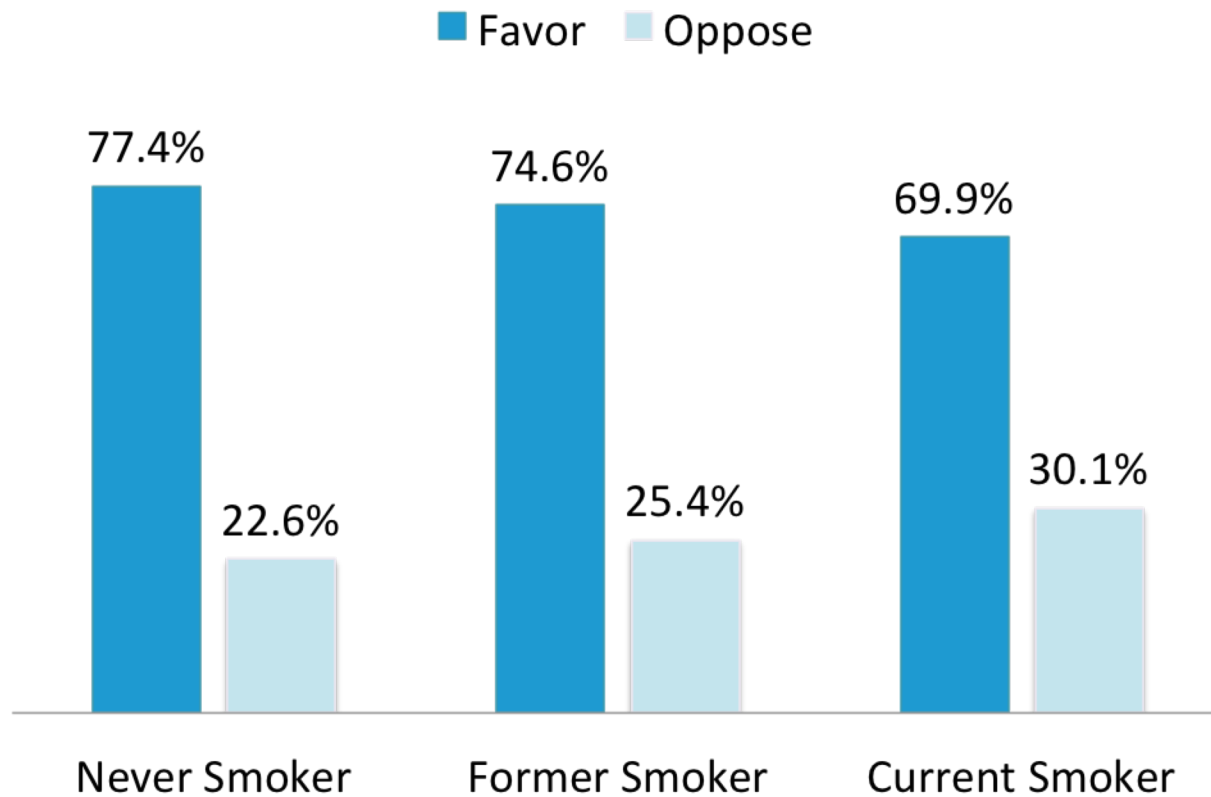
“The age to buy tobacco should be raised to 21.”



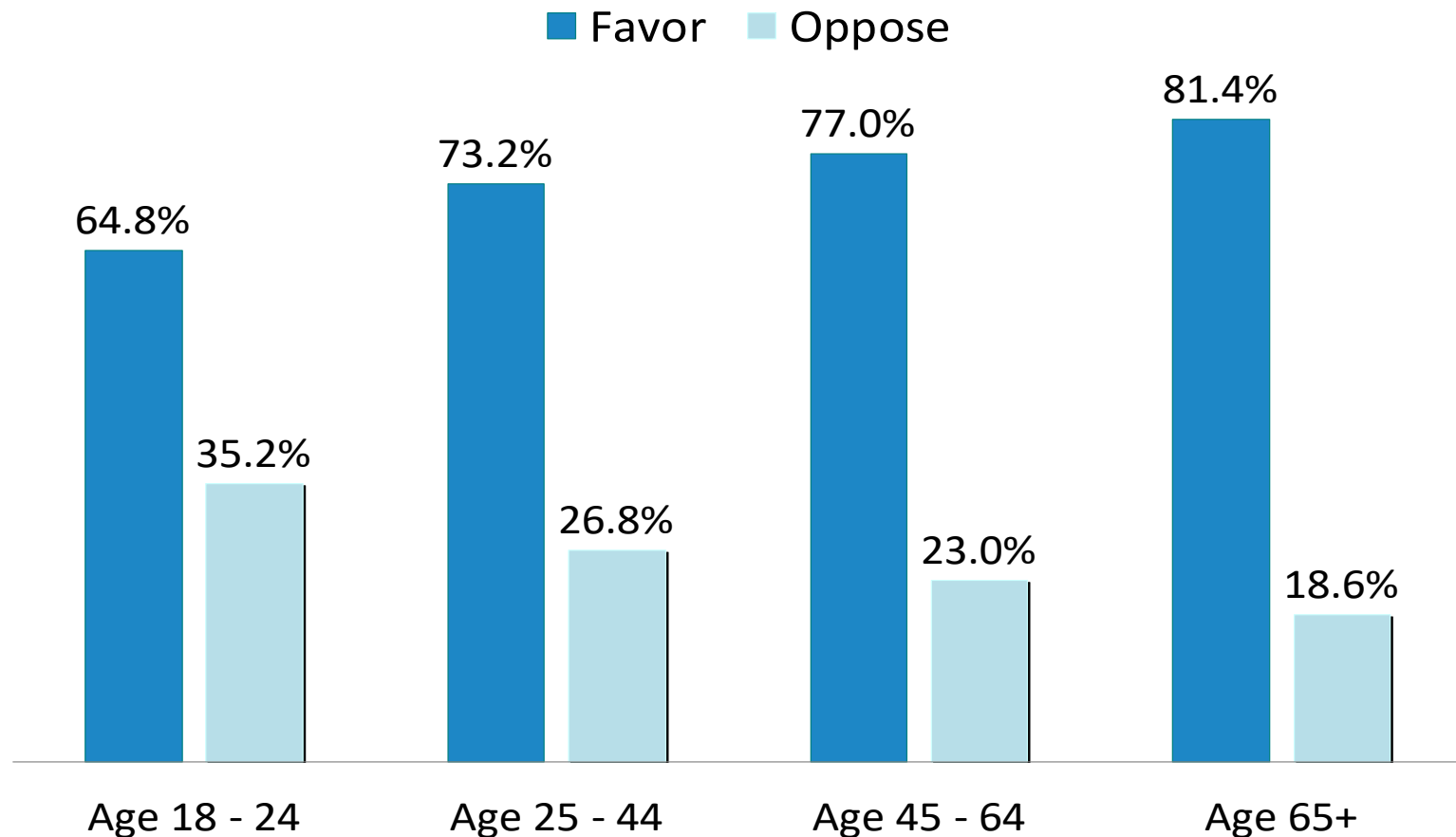
“Do you favor or oppose raising the legal minimum age to purchase all tobacco products from 18 to 21?”



Favorability toward Raising the Legal Minimum Sales Age



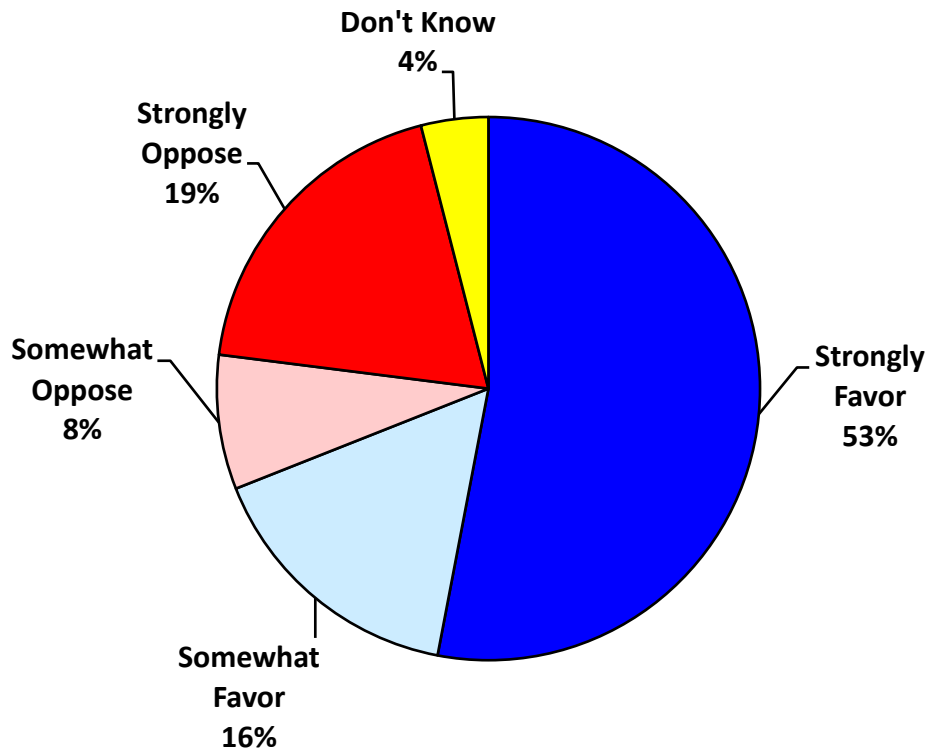
Favorability toward Raising the Legal Minimum Sales Age



A majority of voters strongly favor increasing the legal age for tobacco sales from eighteen to twenty-one in Missouri.

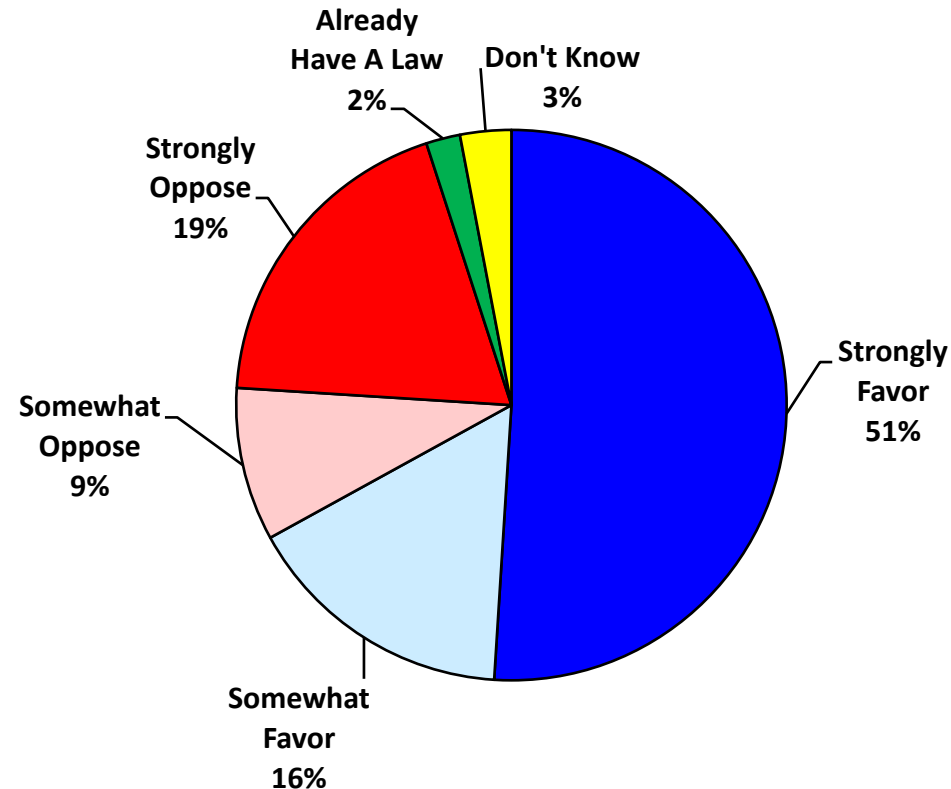
"Would you favor or oppose a statewide law for the state of Missouri that would raise the legal age for tobacco sales from eighteen to twenty-one?"

Total Favor:	69%
Total Oppose:	27%



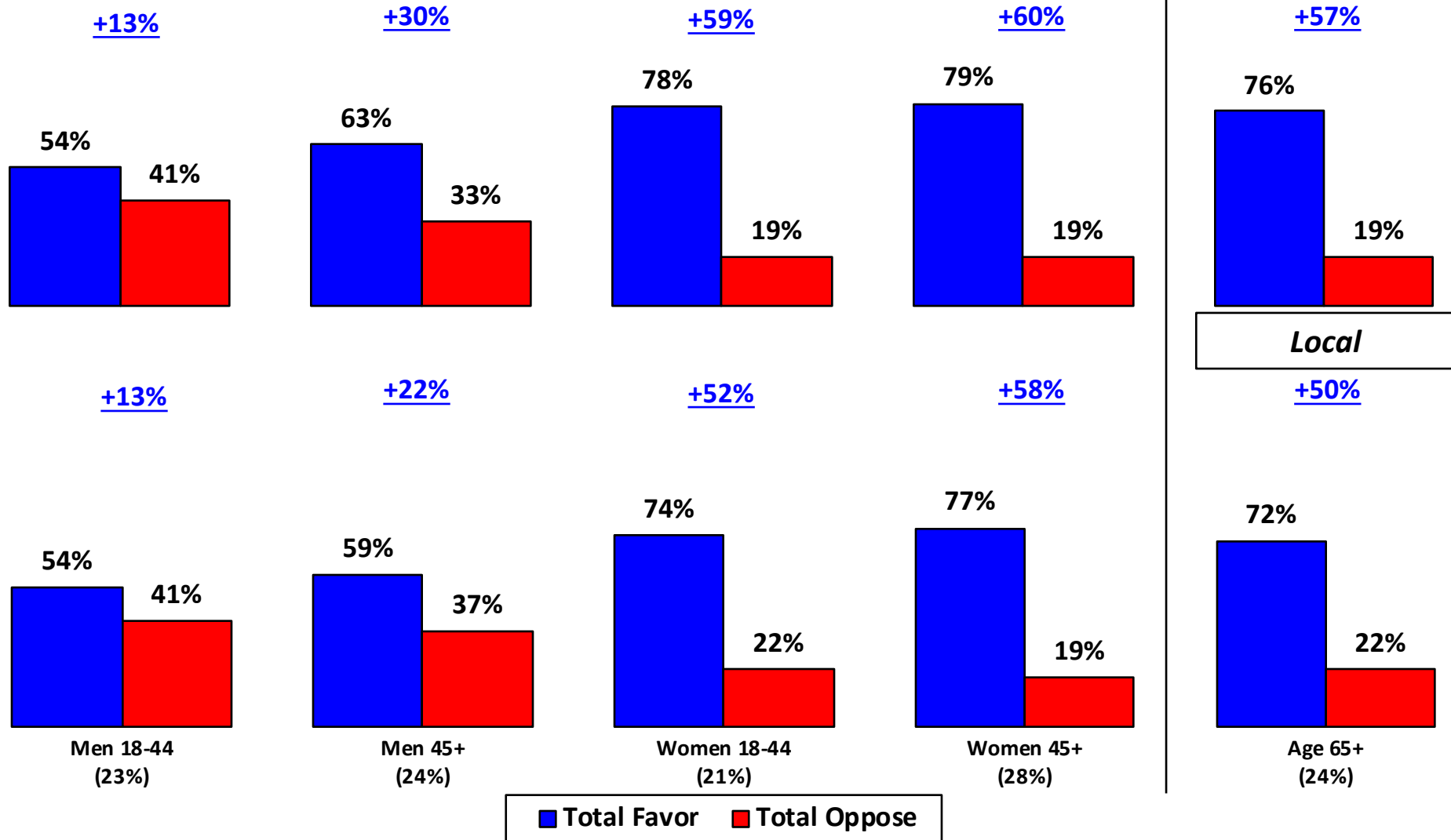
"And, would you favor or oppose a local law for your area that would raise the legal age for tobacco sales from eighteen to twenty-one?"

Total Favor:	67%
Total Oppose:	29%*



Increasing the legal age for tobacco sales is supported across all gender/age groups, especially by women.

Legal Age by Gender/Age + Seniors



Missouri Endorsers of Tobacco 21



PREVENTING TOBACCO ADDICTION FOUNDATION



www.actmissouri.org



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"Tobacco 21" is a policy recommendation by Tobacco 21 Missouri, in a partnership with local and national community members and organizations. On average, Missouri youth try cigarettes for the first time at age 12, and 95% of long-term smokers start before age 21. Tobacco 21 Missouri supports a "Tobacco 21" policy that raise the minimum legal sales age of all tobacco products to 21. Such policies are projected to reduce youth initiation, saving thousands of lives and reducing tobacco use among youth.

Count our organization among the growing number of organizations, businesses and individuals that support Tobacco 21 policies.

Organization Name: _____

Your Name and Title: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-Mail: _____

May we use your organization logo on Tobacco 21 materials? _____ yes _____ no

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Total Annual Excess Cost of a Smoker to a Private Employer

	Estimate
Excess Absenteeism	\$517
Presenteeism	\$462
Smoke Breaks	\$3,077
Excess Health Care Costs	\$2,056
Pension Benefit (if provided)	(\$296)
Total Costs	\$5,816

Opposition

- Most common argument against Tobacco21

“Old enough to fight for our country and
old enough to vote ...

... then old enough to buy tobacco”

Opposition

- Will decrease city sales tax revenue and hurt business income

18-20 year olds are not a major portion of tobacco sales

18-20 year olds account for only 2% tobacco sales



Opposition



John @vaping4lifer · 9h

.@ksdknews don't get left out at the @Tobacco21 attack on #ecigs st louis county council vote 6p.m. bring camera's



Flavors Hook Kids

**THIS IS NOT
HOT SAUCE.**



What is it?



2018 California Department of Public Health
www.flavorhookkids.org

Flavors Hook Kids

**THIS IS NOT
ICE CREAM.**



What is it?



2018 California Department of Public Health
www.flavorhookkids.org

Flavors Hook Kids

**THIS IS NOT
APPLE JUICE.**



What is it?



2018 California Department of Public Health
www.flavorshookkids.org

Flavors Hook Kids

**THIS IS NOT
WHIPPED
CREAM.**



What is it?



2018 California Department of Public Health
www.flavorhookkids.org

Flavors Hook Kids

**THIS IS NOT
A FLASH DRIVE.**



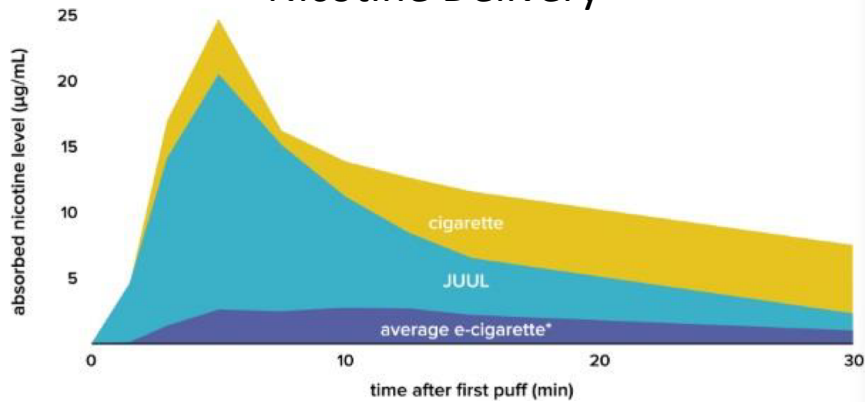
What is it?



2018 California Department of Public Health
www.flavorshookkids.org

JUUL

Nicotine Delivery



Market Growth

E-Cig 4-wk Share Performance Overall



Schroeder
Institute
FOR TOBACCO RESEARCH
AND POLICY STUDIES

truth
initiative
INSPIRING
TOBACCO-FREE
LIVES



TOBACCO21: SAMPLE ORDINANCE



Components:

- Strong definition of Tobacco Products, including e-cigarettes
- Setting the SALE age at 21
- Enforcement
 - Tobacco Retail License
 - Health Department
 - Systematic Compliance Checks
- Penalty on Retailer
 - Minimum of \$300, graduated, ability to suspend or revoke license
- No penalty on youth for Purchase, Use or Possession
- Age Verification
- Signage
- Education of Retailers
- Effective Date



PREVENTING TOBACCO ADDICTION FOUNDATION

DRAFT Model Tobacco 21 Policy

Purpose

Tobacco use is the foremost preventable cause of premature death in the United States, responsible for more than half a million deaths per year in the United States and costing the nation approximately \$300 billion in healthcare and lost worker productivity costs each year; and

- (1) About ninety-five percent (95%) of all adult smokers began smoking before age twenty-one (21), and adolescence is a critical period when smokers move from experimental smoking to addictive, daily use;
- (2) There is strong evidence that those who begin smoking at an early age are more likely to develop a severe addiction to nicotine than those who start at a later age;
- (3) Electronic nicotine delivery system use among adolescents has recently tripled, and use of these systems are associated with and clearly encourage the use of conventional tobacco products;
- (4) Raising the minimum legal sales age for all tobacco products to twenty-one (21) reduces access to these products by youth, as teens often acquire such products from social networks, including older friends: the vast majority of those providing nicotine and tobacco products for youth 17 and under are themselves between eighteen (18) and twenty (20) years old and are able to purchase legally.

Preparing for Implementation

- Educational Materials

- Staff
- Retailers
- Signage
- Web

Tips for Retailers

1. Educate Yourself and Your Employees about the Law and Penalties.

- Obtain and display your tobacco license.
- Develop and follow store policies.
- Train and monitor your clerks.
- Post the required age-of-sale warning signs.

2. Develop Store Policies

- Develop a written company policy that employees must read and sign, which should require that employees:
- Ask for valid ID and check the age of anyone who looks younger than age 27.
- Regularly review local, state, and federal laws regarding tobacco sales, including newer regulations on minimum sales age and electronic cigarettes.

3. Train Your Clerks/ Employees

- Ask for ID from anyone who looks younger than 27.
- Accept only valid government-issued IDs.
- Check the age on the ID to confirm the customer is age 21 or over (if you are not sure the ID is valid, refuse the sale).
- Check for the expiration dates on IDs.
- Check if ID picture matches the person.
- Train employees on how to refuse a sale.
- Make sure employees know about and can identify any electronic cigarettes/vapes/e-liquids that your store sells.

4. Remind Your Employees THAT:

- State and local enforcement agencies do tobacco compliance checks.
- Store owners AND clerks can be cited which may result in a fine and criminal record.

5. Use Reminders and Other Aids

- Post age-of-sale warning signs.
- Place calendars and other age-of-sale reminders by all registers to assist clerks in calculating age when needed.
- Use register screen pop-ups as reminders to check age.

6. Monitor Your Clerks

- Observe your clerks and give prompt feedback on what they are doing right and what they are doing wrong.
- Do periodic secret shopper programs to check on your store's compliance.
- Follow through with rewards and corrections.

7. Refusing a Sale/ What to Say

- "I'm sorry. It's against the law."
- "I'm sorry. I can't sell tobacco products without a picture ID."
- "I'm sorry. It's store policy to check IDs."
- "We could be fined if I break the law."

NO SMOKING



OR VAPING

Section 1: 602.300

Prohibition of Sale of Tobacco and Electronic Devices to Persons 21.

It is unlawful for any person to sell, cause to be sold, distribute samples of or tobacco products or electronic devices to any person under (21) years of age."

Saint Louis
COUNTY
PUBLIC HEALTH

Smoking Offices

City Government Center
1 Ferry Road
St. Louis, MO 63129
314-241-0227

County Government Center
Wilson Center
St. Louis, MO 63129
314-655-9259

County Public Health Campus
Hanley Road
St. Louis, MO 63134
314-669-4669

TOBACCO
21

PROHIBITION OF SALE OF
TOBACCO PRODUCTS AND
ELECTRONIC SMOKING
DEVICES TO PERSONS
LESS THAN 21.

Tips for
Retailers

Saint Louis
COUNTY
PUBLIC HEALTH

Policy Enforcement

Environmental Health Division

- 21 environmental health specialists and 2 underage tobacco auditors
- Each specialist covers a territory, based on zip code
 - Conducts 2 tobacco enforcement inspections annually at each tobacco retailer
- Supervisory staff conducts tobacco compliance audits at 50% of the tobacco retailers each year
 - 1 of 4 supervisors takes an underage person into the field and sends them into the establishment to attempt to purchase tobacco/alternative cigarette products
- Compliant retailers = thanked for denying sale to the underage person
- Non-compliant retailers = citation requiring payment of a \$250 fine is given to the clerk *and* to the owner of the tobacco retail establishment.
 - If the fine is not paid within 60 days, a copy of the citation is sent to the courts and a court appearance is scheduled

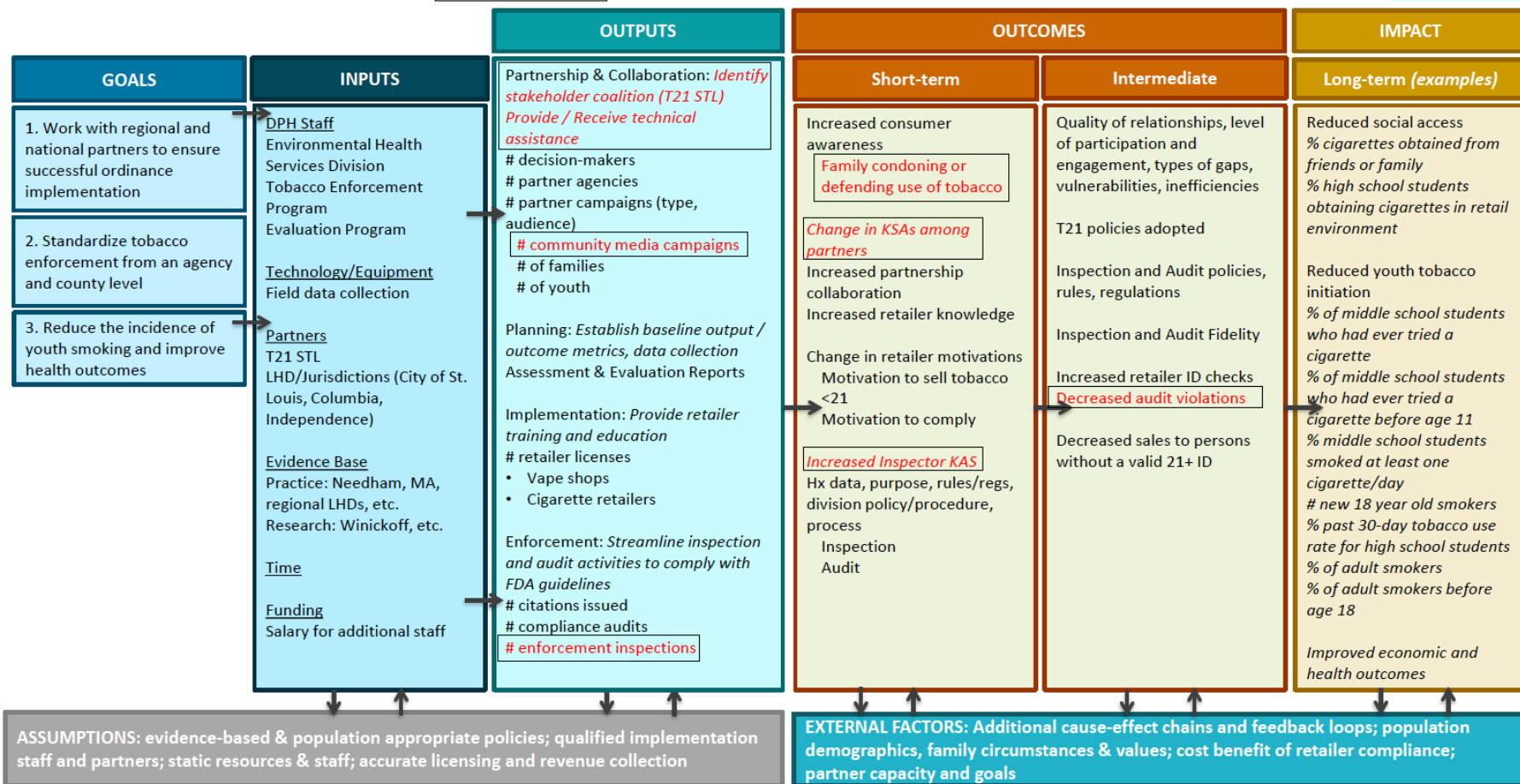
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St. Louis County Logic Model ~~eighteen~~ twenty-one

Tobacco 21 (T21) Evaluation Framework

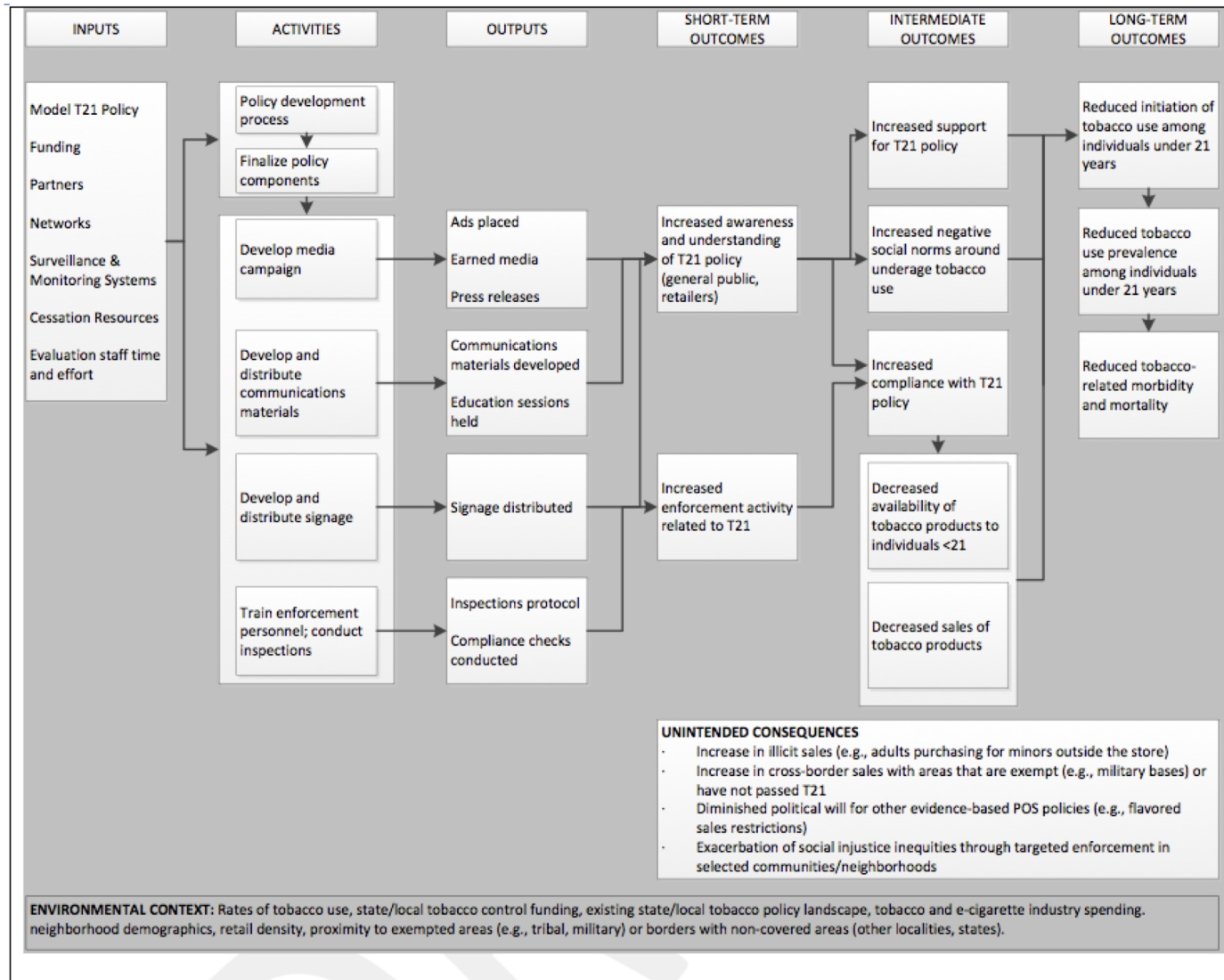
PURPOSE: TO DETERMINE THE EFFECT OF T21 **IMPLEMENTATION** IN ORDER TO DECREASE UNDERAGE TOBACCO USE

LAST UPDATED 6/28/2017



CDC Generic Logic Model

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~~eighteen~~ twenty-one



Maximizing the Impact of Tobacco 21 Laws Across the United States

- ✓ Increase random compliance check inspections by having those aged 18 to 20 years attempt to buy tobacco products multiple times per year at each location where tobacco is sold.
- ✓ Use epidemiological mapping to track where illegal sales are occurring and where fines are being imposed to identify high-priority locations to crack down on youth access to tobacco, especially in areas where tobacco retail density is high.
- ✓ Levy maximum penalties for each infraction to help deter illegal sales and to defray the cost of enforcement activities.
- ✓ Publicize fines and license suspensions so that all tobacco retailers understand the severe consequences of noncompliance with Tobacco 21 laws.
- ✓ Revoke and then retire the license to sell tobacco when multiple infractions occur within a defined period.
- ✓ Pursue maximum criminal penalties for illicit tobacco suppliers and for selling illegal loose single tobacco products.
- ✓ Continue studying Tobacco 21 laws in real-world settings to optimize effectiveness for different geographic and regulatory contexts.

Current Findings

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Tobacco Control Policy Adoption Dynamics: A Case Study of Missouri

...look at raising the age of purchase or sale from 18 to 21 and to me that is an easier lift...because you are not asking elected officials to increase taxes, you are not asking voters to increase taxes...and you are not pulling in enemies

Clean indoor air was the hard one. And actually, our vape ordinance was more difficult than Tobacco 21.

Tobacco tax is a much, much, much tougher sell... and it's a different conversation and big and little tobacco stood up and that made it harder.

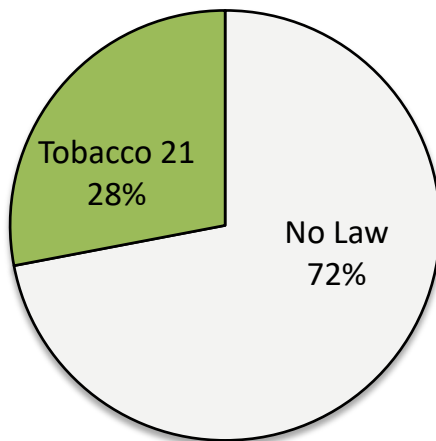
Current Findings

TOBACCO

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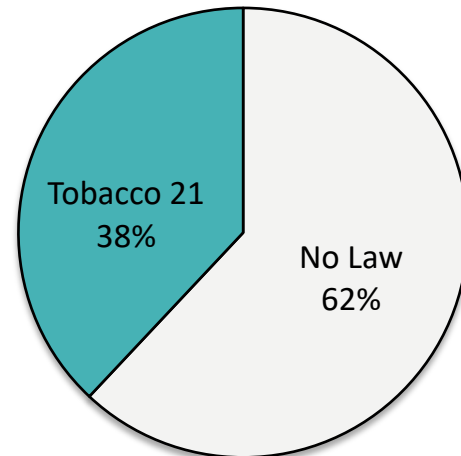
United States

- 28% of population, 340 jurisdictions throughout 18 states, six complete states, the District of Columbia, and one U.S. territory have a Tobacco 21 law



Missouri

- 38% of population, 105 municipalities by 17 jurisdictional votes have a Tobacco 21 law

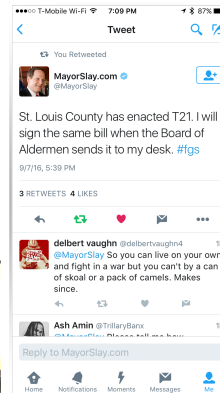


Implementation timeframe and support

	Comprehensive Smokefree	Tobacco 21
Council Vote (Support):	82.3% (57-100%) n = 24	88.2% (60-100%) n = 14
Ballot Initiative:	61.0% (52-73%) n = 11	n = 0
Rate of Adoption (in weeks):	58.0 (0 -131) n = 34	5.7 (0-37) n = 14



Seventeen-year-old Jordan Elder, a senior at Park Hill High School, spoke Thursday at a news conference at Union Station about her support for raising the legal age to buy cigarettes in the Kansas City area. Jim Heeter, president of the Kansas City Chamber of Commerce, announced the campaign, called Tobacco 21|KC. Joe Ledford - jledford@kcstar.com



Home / Local News

Columbia city councilwoman wants tobacco products restricted for those under 21

Leaders in the first city to enact Tobacco 21 say teen smoking has dropped significantly

Heather Hourigan, Reporter, heather.hourigan@kmlz.com

POSTED: 02:10 AM CDT Sep 16, 2014

UPDATED: 08:12 PM CDT Sep 16, 2014

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Columbia city councilwoman wants tobacco products restricted

COLUMBIA, Mo. - Slowly cities across the nation are turning to "Tobacco 21".

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Missouri Lives Saved

Calculator

Missouri Population Covered by T21

(Columbia, Kansas City, Independence, Lee's Summit, Gladstone, Grandview, St. Louis County, Liberty, St. Louis, Jackson County, Jefferson City, Excelsior Springs, Oak Grove, Parkville, Raymore, Peculiar, Unity Village)

2,315,549

people turning 18 each year¹

26,860

New 18 year-old smokers each year without T21²

5,211

New 18 year-old smokers each year with T21³

3,908

of new 18 year-old smokers prevented each year with T21³

1,303

of lives saved each year from T21 law⁴

543

Estimated # of kids alive today in Missouri that will be saved by existing Tobacco 21 laws

9,767

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~~eighteen~~ **twenty-one**



“If a man has never smoked by age 18, the odds are three-to-one he never will. By age 24, the odds are twenty-to-one.”

*RJ Reynolds, “Estimated Change in Industry Trend Following Federal Excise Tax Increase,”
September 10, 1982*

T21

“Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...”

From 1981 report by Myron Johnston of Philip Morris' marketing research department.



NO REGRETS

blu ELECTRONIC CIGARETTE

With **no odor** and **no ash**, blu allows you to enjoy your habit anywhere with **no regrets**.

blucigs.com

New blu Smart Pack

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

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www.tobacco21.org

Contact

Ginny Chadwick

Ginny.Chadwick@tobacco21.org



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