



Increasing the Tobacco Sale Age to 21

**An emerging policy strategy
to reduce youth tobacco use**

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Tobacco's Toll in U.S.

- Tobacco use is the leading preventable cause of death, killing more than 480,000 people each year
- Tobacco use costs the nation as much as \$170 billion in health care costs each year
- Nearly 90% of lung cancer deaths, 1 out of 3 cancer deaths, and nearly 1 in 3 deaths from heart disease are tobacco-related
- More than 2,800 kids try their first cigarette every day; 700 other kids become regular daily smokers every day; 1/3 will die from smoking-related diseases



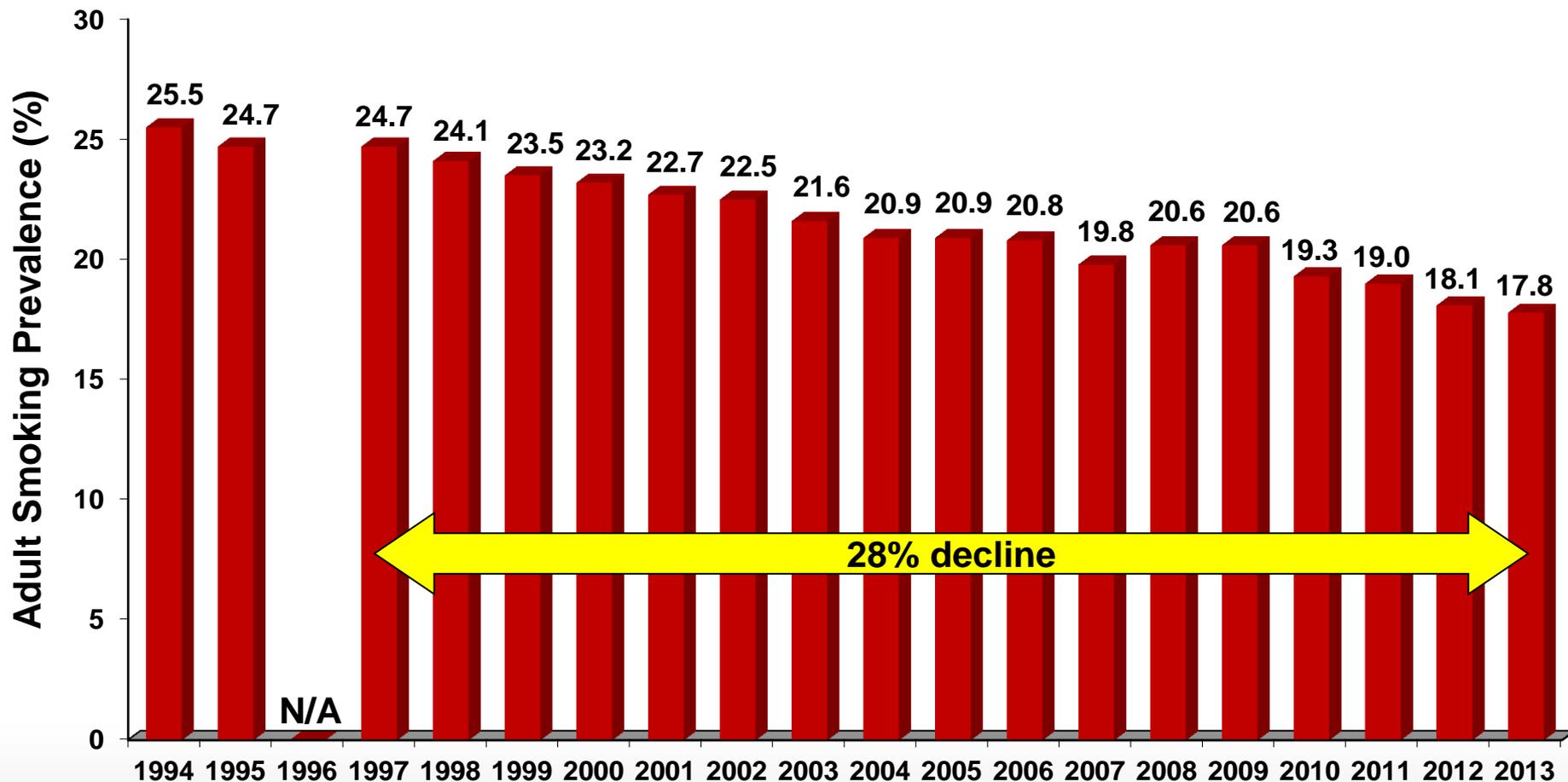
Tobacco's Toll in Arizona

- Annual health care expenditures in Arizona directly caused by tobacco use: \$2.38 billion
 - State Medicaid program's total health expenditures caused by tobacco use: \$382.7 million
- Kids (under 18) who try cigarettes for the first time each year: 21,600
- Additional Kids (under 18) who become new regular, daily smokers each year: 5,500
- Kids alive in state today who will ultimately die from smoking: 115,000 (given current smoking levels)



National Adult Smoking Trends

1994 - 2013*

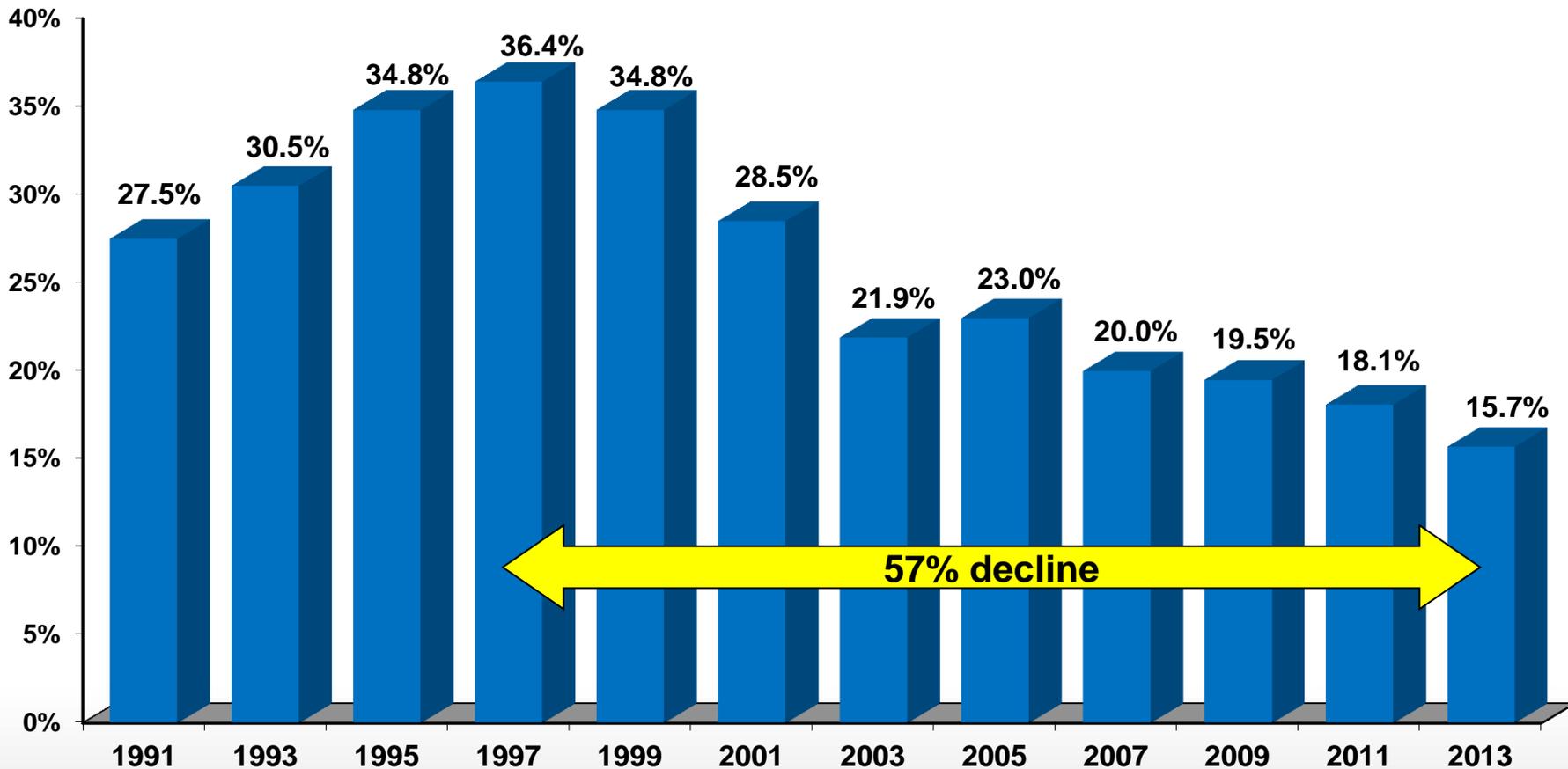


*Data are from the National Health Interview Survey



National Youth Smoking Trends

1991 - 2013



Source: Youth Risk Behavior Surveillance Survey, 1991 - 2013



Accelerating the Decline

“Our work to protect our children’s health and improve the public’s health is not close to completion...if more is not done to combat tobacco use, then 5.6 million of today’s youth will die prematurely from a smoking-related illness.”

**—2014 U.S. Surgeon General’s Report,
*The Health Consequences of Smoking: 50 Years of Progress***

CAMPAIGN
for
TOBACCO-FREE
Kids

The State Trifecta





Why Raise the Age?

Tobacco companies know that if they don't capture new users by their early 20's, it's unlikely that they ever will.

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

—RJ Reynolds, September 10, 1982



Why Raise The Age?

Most Smokers Start Before Age 21

- 95% of adult smokers begin smoking before they turn 21
- Many smokers transition to regular use during the ages of 18-21
- Nationally, 18-20 year olds are twice as likely as 16-17 year olds to be current smokers

“Raising the legal minimum age for cigarette purchaser to 21 could gut our key young adult market (17-20) where we sell about 25 billion cigarettes and enjoy a 70 percent market share.”

—Philip Morris report, January 21, 1986



Why Raise The Age?

Nicotine Is Addictive

- Nicotine is addictive, and adolescents and young adults are more susceptible to its effects because they are still going through critical periods of growth and development
- Symptoms of dependence—withdrawal, tolerance—can occur after just minimal exposure to nicotine
- As a result of nicotine addiction, about 3 out of 4 teen smokers end up smoking into adulthood, even if they intend to quit after a few years



Why Raise The Age?

Older Kids Are A Source of Cigarettes

- More than two-thirds of 10th grade students and nearly half of 8th grade students say it's easy to get cigarettes
- Older youth smokers (18-19 years) are a major supplier of cigarettes for younger kids who rely on friends and classmates to buy them
- More 18-19 year olds in high school means younger kids have daily contact with students who can legally purchase tobacco
- Retailer violation rate is low (9.6%) – kids are getting cigarettes from other sources

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Kids

Why Raise The Age? Tobacco Companies Target Young Adults

**Music
Events**

CAMEL
TURKISH JADE™
PRESENTS
PSYDECAR
THE WEST END
THURSDAYS

...the original Latin reggae funk of
PsydecAR every Thursday night.

Doors open at 9pm.
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310-313-3293

All events are 21 or over

CAMEL TURKISH JADE
17 mg. "tar", 1.1 mg. nicotine
av. per cigarette by FTC method.
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visit www.cameltobacco.com

PLEASURE
TO
BURN!

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

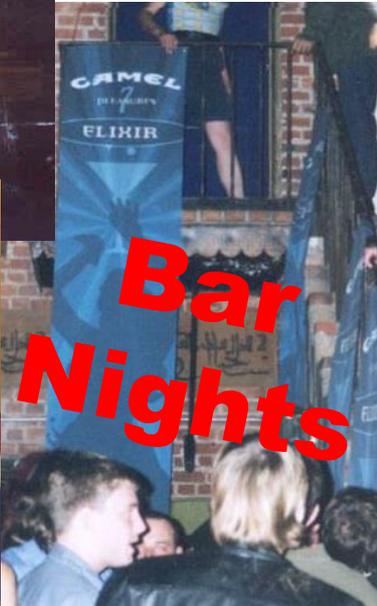
© 2001 (4) R.J. REYNOLDS TOBACCO CO.

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Internships



Parties



**Bar
Nights**

Scholarships



Why Raise The Age?

The Tobacco Industry Has Not Changed

“From the 1950s to the Present, Different Defendants, at Different Times and Using Different Methods, Have Intentionally Marketed to Young People Under the Age of Twenty-one in Order to Recruit ‘Replacement Smokers’ to Ensure the Economic Future of the Tobacco Industry.”

—U.S. District Court Judge Gladys Kessler,
Final Opinion, U.S. V. Philip Morris USA, Inc., et al., August 17, 2006



Key Messages

- Tobacco kills more than 480,000 Americans each year. Virtually all of them started using tobacco before age 21.
- Since tobacco is so harmful, we should do everything we can to prevent tobacco use among young people. Increasing the legal sale age of tobacco products will help reduce smoking and save lives.
- Tobacco companies target kids and young adults because they know that's when most users become addicted. Increasing the sale age will help counter tobacco company efforts to target young adults at a critical time when many move from experimenting with tobacco to regular smoking.



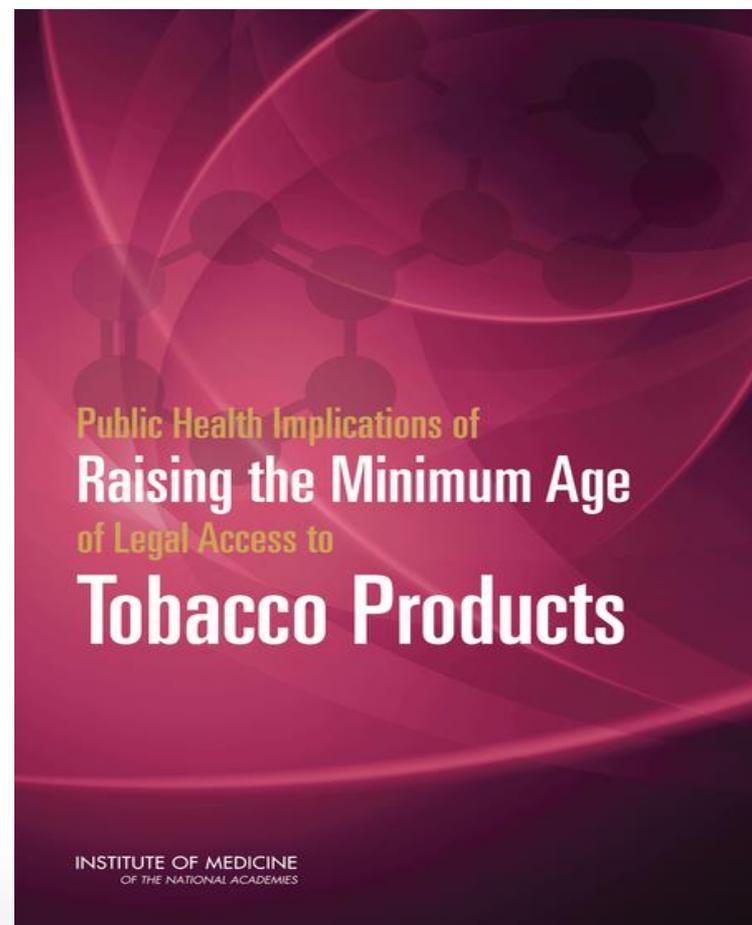
Benefits of Increasing the Sale Age

- Delay the age when people first use tobacco and reduce risk of becoming a regular smoker
- Help keep tobacco out of schools
- Younger adolescents would have a harder time passing themselves off as 21 year olds
- Simplify ID checks for retailers

Reduce smoking and save lives

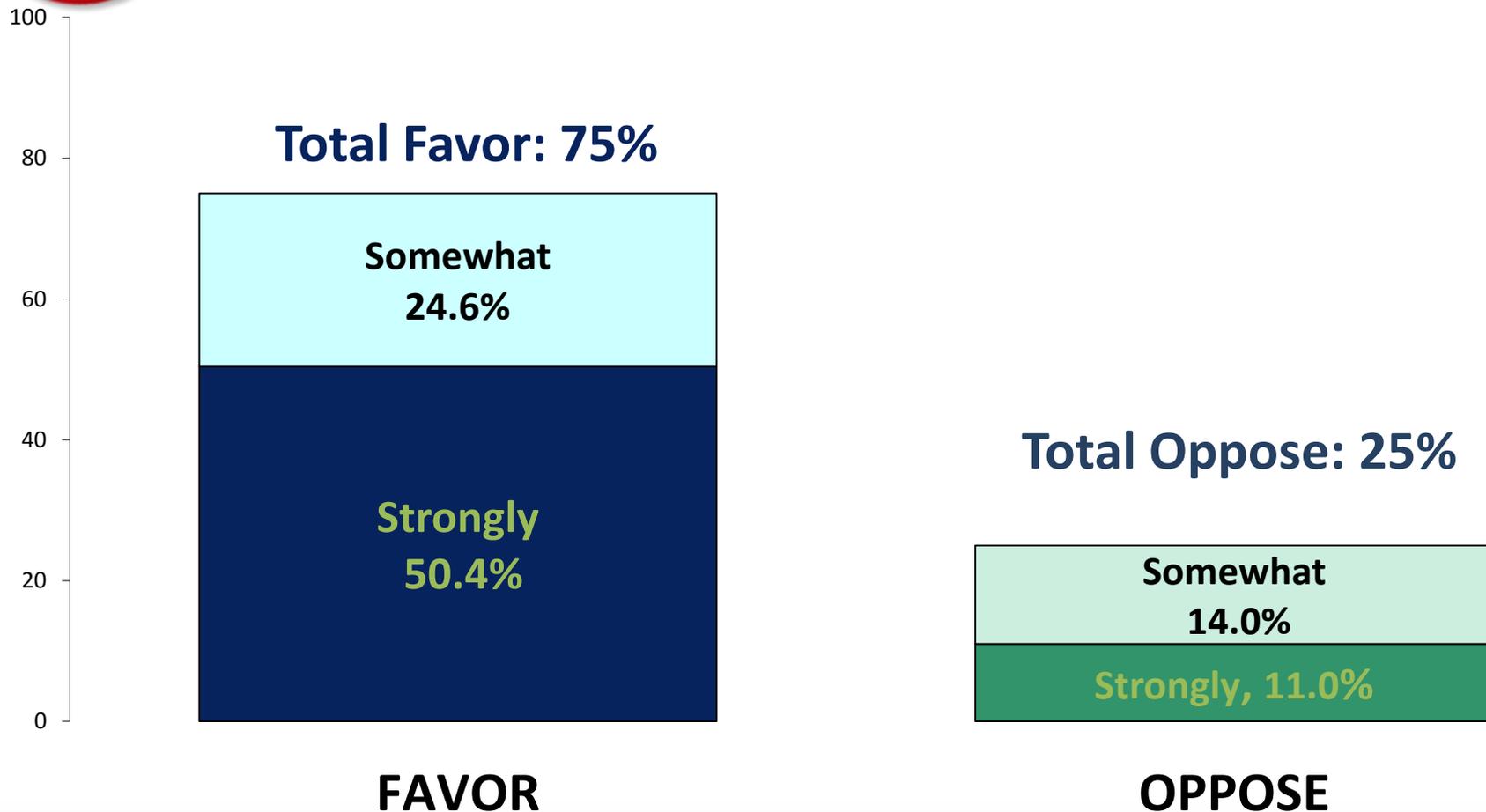
What Is the Science Base On Tobacco 21?

- **The Institute of Medicine released a national report in March.**
- **Data predict substantial improvements in public health.**
- **Specific impacts over the long run:**
 - ✓ reduce the smoking rate by 12 percent
 - ✓ reduce smoking-related deaths by 10 percent
 - 249,000 fewer premature deaths
 - 45,000 fewer deaths from lung cancer
 - 4.2 million fewer years of life lost





Americans Favor Raising the Tobacco Sale Age to 21

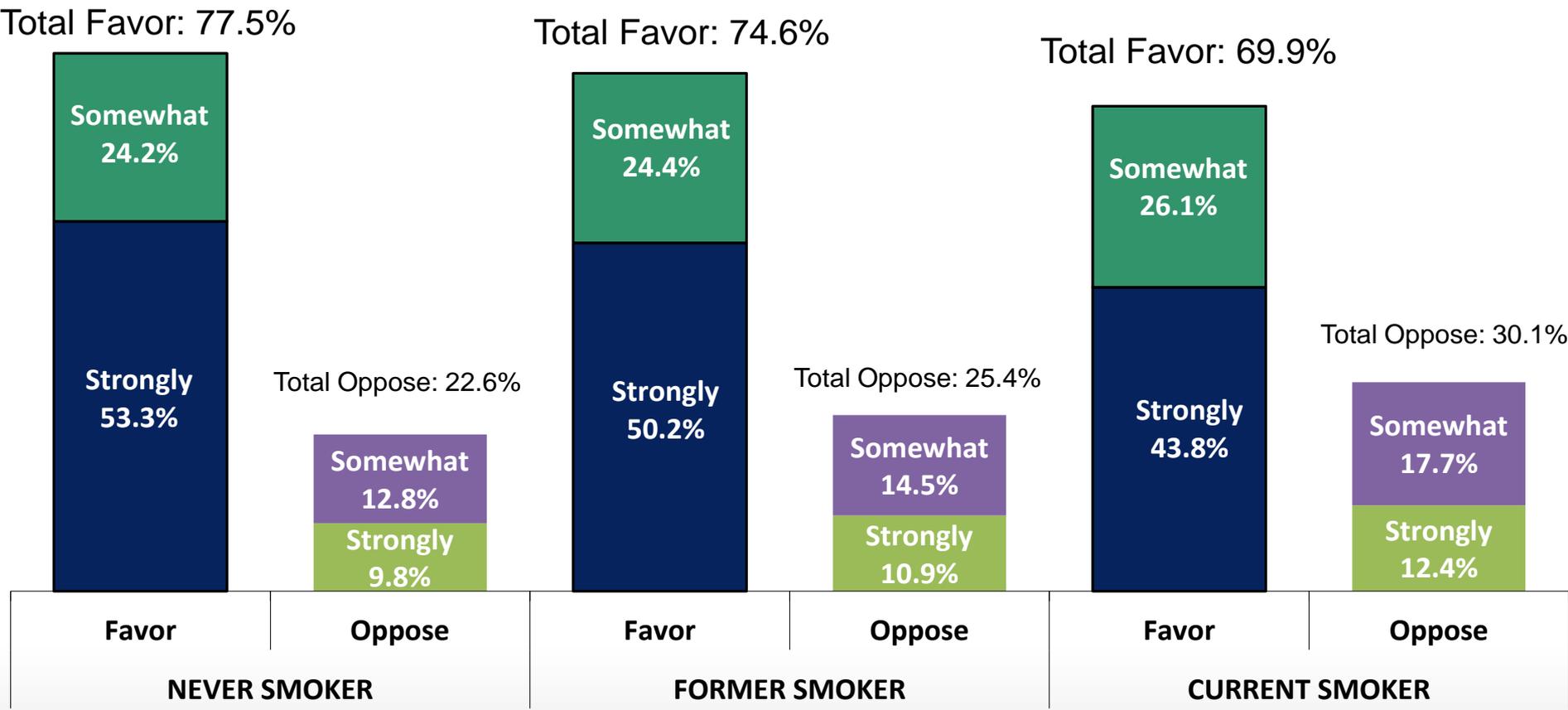


Do you favor or oppose raising the legal minimum sale age to purchase all tobacco products from 18 to 21?

Source: King, BA, et al, *American Journal of Preventive Medicine*, 2015



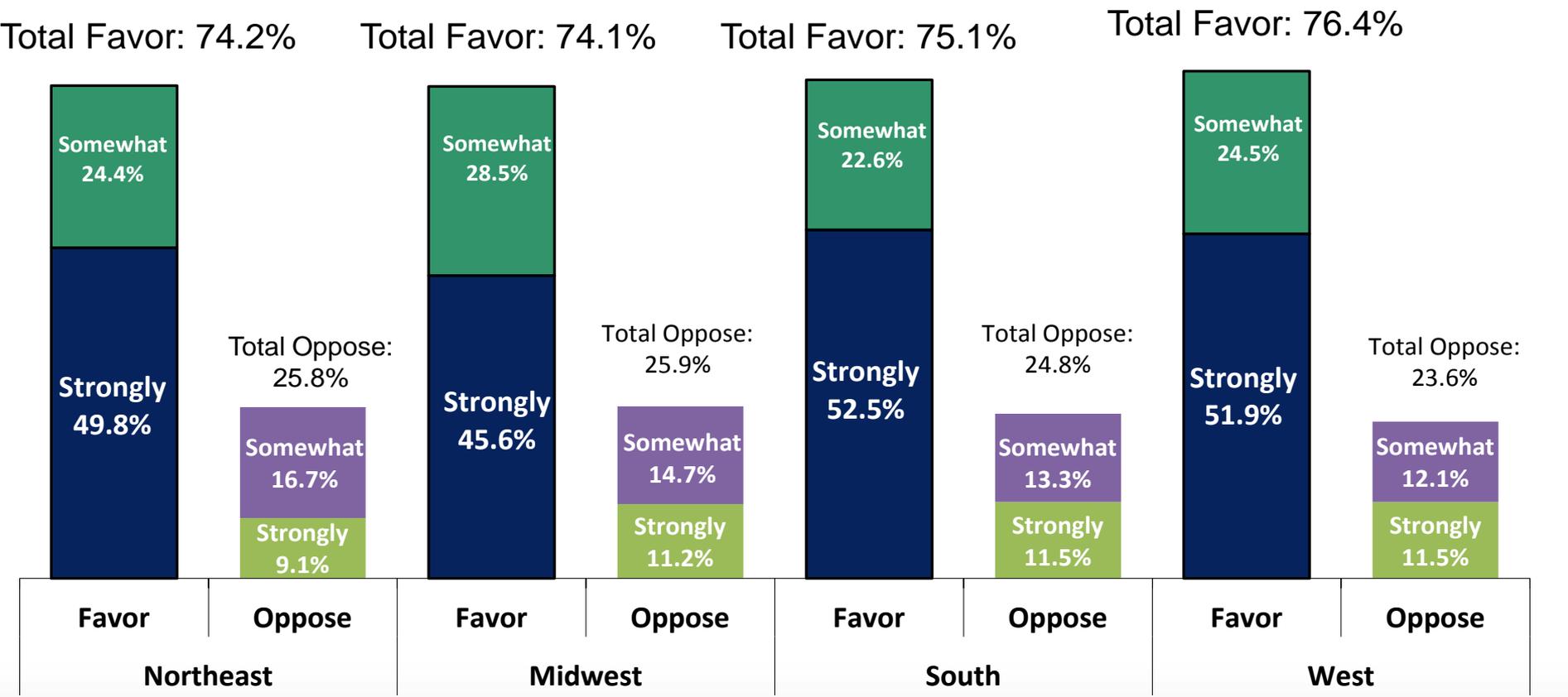
Never Smokers, Former Smokers, and Current Smokers Support Raising the Tobacco Sale Age to 21



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



All Regions Support Raising the Tobacco Sale Age to 21



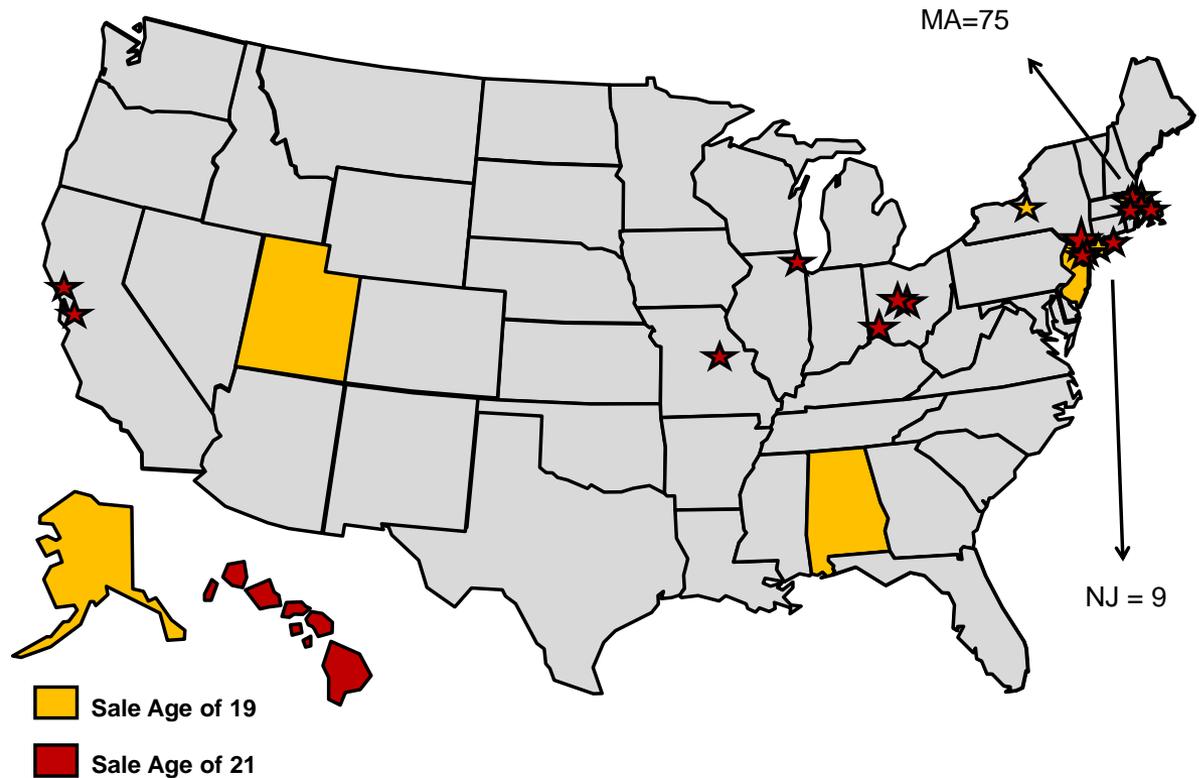
Do you favor or oppose raising the legal minimum sale age to purchase all tobacco products from 18 to 21?



Increasing the Sale Age to 21: An Emerging Strategy

One state and at least 90 localities in 8 states have raised the tobacco sale age to 21.

- In 2005, Needham, MA became the 1st city to implement a sale age of 21
- NYC became 1st major city to raise the sale age to 21 in November 2013; Hawaii County, HI followed that same month
- HI statewide bill signed by Governor June 2015; CA bill passed Senate.





Hawaii Adopts Tobacco 21

On June 19, 2015, Hawaii Governor David Ige signed the bill raising the minimum legal sale age for tobacco products to 21.



Governor Ige stated: *“Raising the minimum age as part of our comprehensive tobacco control efforts will help reduce tobacco use among our youth and increase the likelihood that our keiki (children) will grow up to be tobacco-free.”*



Model Legislation Basics

- Prohibit sales to individuals under 21
- Attend to Synar compliance issues
- Signage
- Penalize the sale instead of the possession – hold vendors and the tobacco industry accountable
- Allow time for educational outreach before law goes into effect



Resources

Fact sheets on:

- Increasing the sale age to 21
- Marketing to kids
- Harms of tobacco use
- Toll of tobacco use (e.g. smoking rates)

Talking points

Policy analysis

The screenshot shows the website's navigation menu with options for 'FACTS & ISSUES', 'TAKE ACTION', 'WHAT WE DO', 'WHO WE ARE', and 'MEDIA CENTER'. The main content area is titled 'U.S. State and Local Issues' and 'Increasing the Sale Age for Tobacco Products to 21'. It features a photo of diverse young people and a quote from a 1986 Philip Morris report. The text discusses the benefits of raising the age to 21, such as reducing smoking and tobacco use among young people. It also mentions that nearly all smokers start as kids or young adults. A section titled 'Most Adult Smokers Start Smoking Before Age 21' provides national data showing that 95% of adult smokers begin before age 21. Another section, 'Tobacco Companies Target Kids and Young Adults', explains how companies market to kids to recruit 'replacement smokers'. On the right side, there are sections for 'RELATED MATERIALS' and 'RELATED PRESS RELEASES', each with a 'more' link.

http://www.tobaccofreekids.org/what_we_do/state_local/sales_21