

# Northfield Alliance for Substance Abuse Prevention Proposed Tobacco Ordinance

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# Agenda

Historical Context

Proposed Ordinances

Each Ordinance Is  
Important

# MN Commercial Tobacco History

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Minnesota has been a leader in commercial tobacco prevention with a history of pioneering policies and programs

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First state to enact a Clean Indoor Air Act

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First State-Funded tobacco control program focusing on reducing youth access, promoting smoke-free environments, and increasing access to cessation resources

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City of Northfield was part of the pioneering of Tobacco 21 which raised the minimum purchasing age of 21 before the state of Minnesota enacted the policy

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The City of Northfield can continue to be on the cutting edge of this work by ending the sale of flavored and menthol commercial tobacco products.

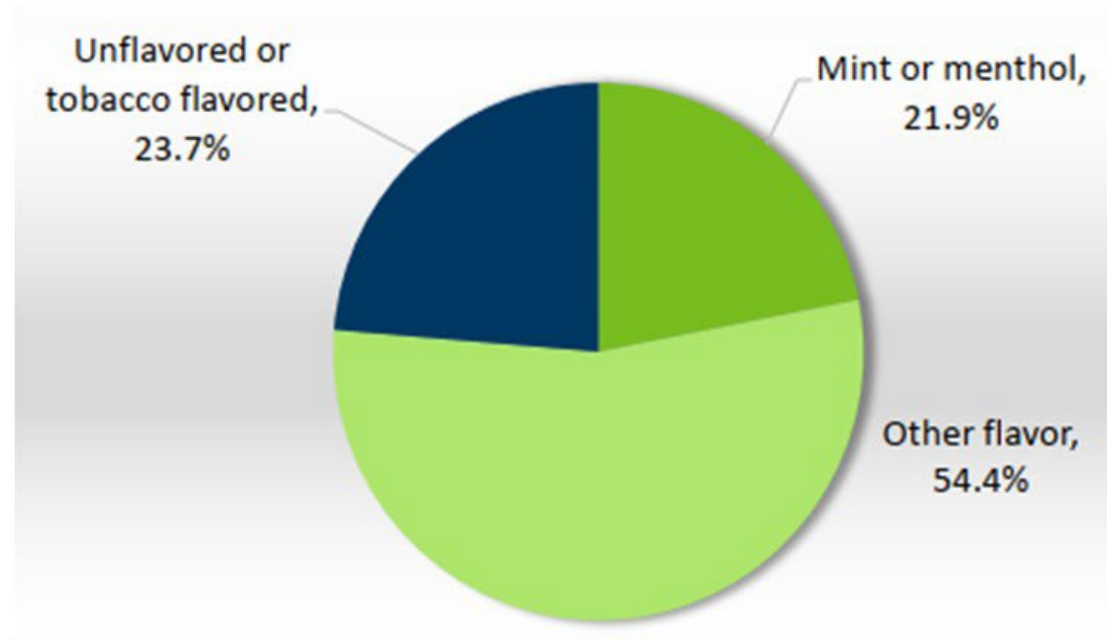
# Proposed Ordinance Updates

1. End the Sale of Flavored and Menthol Commercial Tobacco Products
2. Prohibit the use of Coupons and Promotions
3. Prohibit the Delivery Sale of Commercial Tobacco Products
4. Raise the Minimum Clerk age from 18 to 21

# Why ending the sale of flavors and menthol is important

## 2023 Minnesota Youth Tobacco Survey

Percent of students who reported their first tobacco product was mint or menthol, flavored, or unflavored.



**75%**

Of students report that their **FIRST TOBACCO PRODUCT** was **FLAVORED**

# Nicotine dependence is a serious concern

**92.6%** of students who recently vaped reported a sign of nicotine dependence



Source: 2023 Minnesota Youth Tobacco Survey



# Why we need to protect our youth from flavors and menthol

Cigarette companies have always recognized youth as their “replacement generation” and have employed a myriad of strategies and tactics to target, attract, and addict them to tobacco products. (American Lung Association)

Menthol products are used by younger people **more** than older people and it makes it harder to quit. (MDH)

# Over 15,000 Flavors on the Market



photo from Counter Tools store audit data collection in MN



# Disposable Products Nicotine Content



Photo Source: ANSR-MN

Loon Pluto:  
2500 puffs  
(6ml x 50mg)=  
**10 Packs of  
cigarettes**



Photo Source: ANSR-MN

Loon Juice Box:  
4000 puffs  
(14ml x 50mg) =  
**23 Packs of  
Cigarettes**



Photo Source: tienda 273

Loon Air 6000Puffs  
(13ml x 60mg) =  
**26 Packs of  
cigarettes**



Photo Source: ANSR-MN

Elf Bar 3500+ puffs  
(10.5ml X 50 mg)=  
**17.5 packs of  
Cigarettes**

Cost: \$19.99  
Cost of 10 packs of  
cigarettes: \$104.90

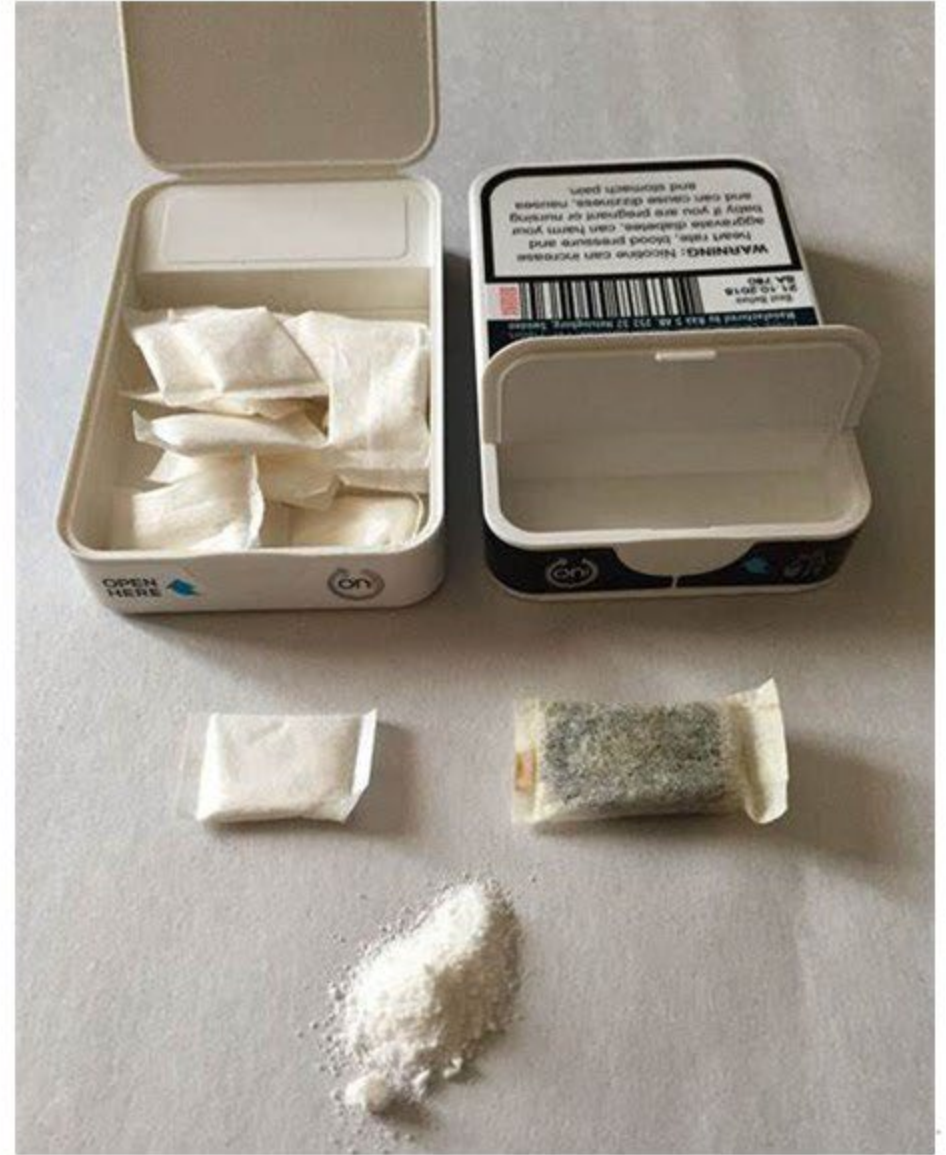
Cost: \$22.99  
Cost of 23 packs of  
cigarettes: \$241.27

Cost: \$18.99  
Cost of 26 packs of  
cigarettes: \$272.74

Cost: \$12.99  
Cost of 17.5 packs of  
cigarettes: \$183.58

# Nicotine Pouches- Key Points

- Marketed as “**tobacco-free**”
- They do contain **nicotine**
- Many contain **flavorings & sweeteners**



## **Nic Sick:**

Slang term for physical illness caused by excessive nicotine intake

### **Symptoms within 15 mins**

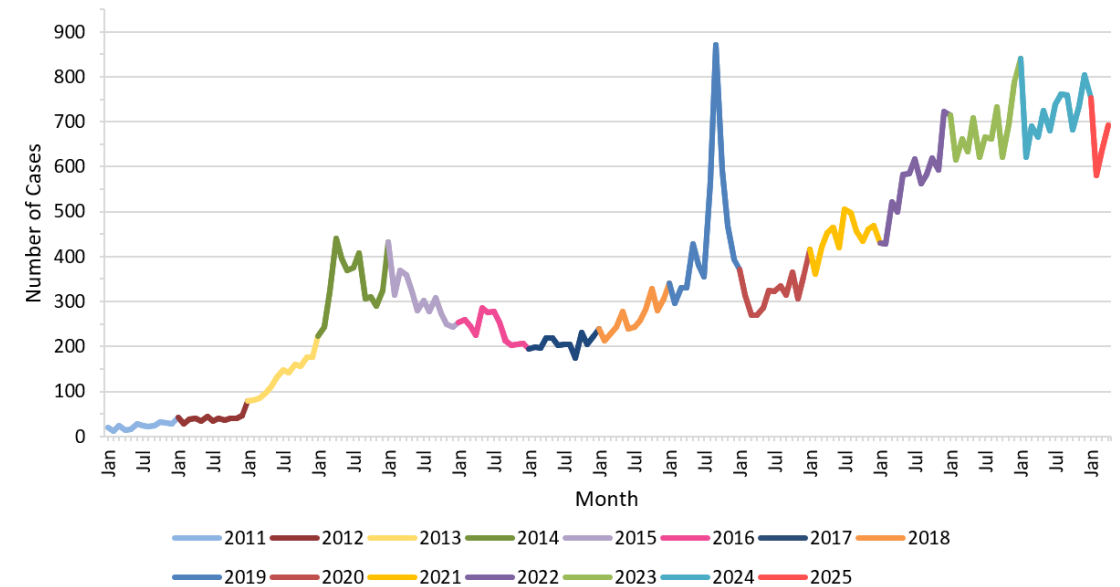
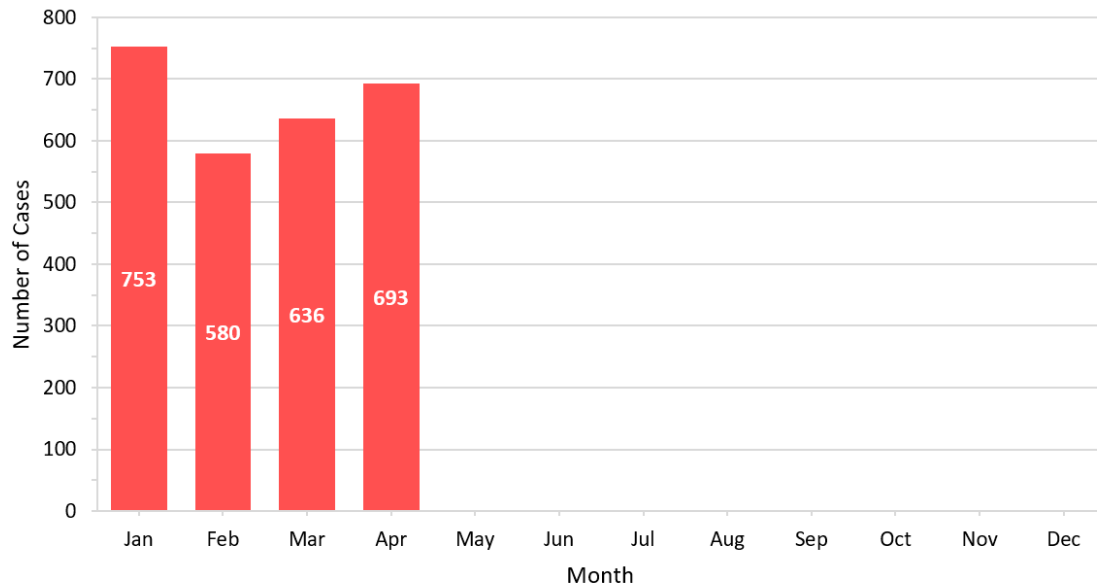
- Nausea/Vomiting
- Stomachache and loss of appetite
- Headache
- Increased heart rate and blood pressure
- Mouth watering
- Quick, heavy breathing
- Dizziness or tremors
- Confusion and anxiety

### **Symptoms within 30 minutes**

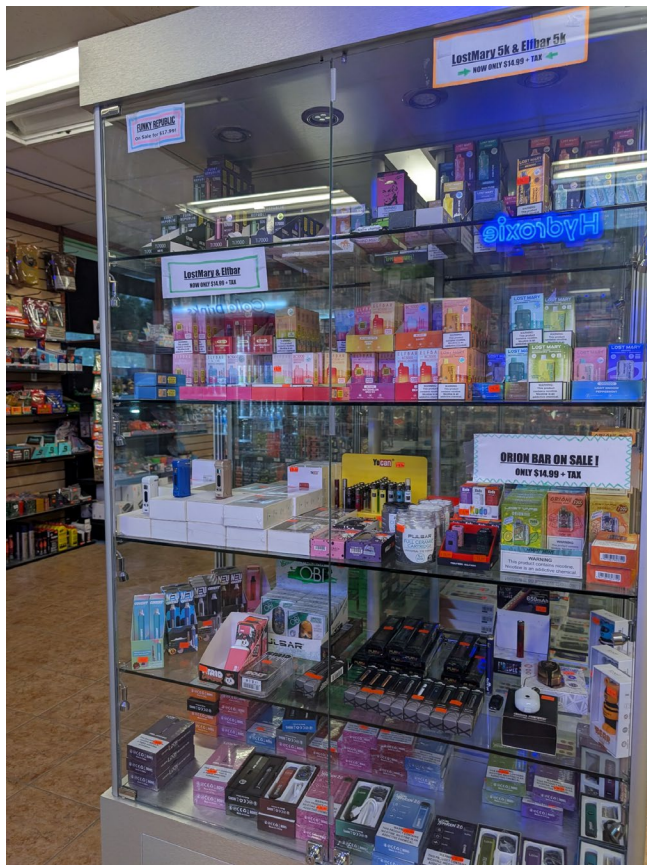
- Diarrhea
- Shallow breathing
- Slower heartbeat and blood pressure
- Extreme fatigue
- Weakness, slow reflexes, unable to control muscles
- Pale skin



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# Northfield Tobacco Shops

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**Blue Cross Blue  
Shield of  
Minnesota**

## **THE COST OF SMOKING REPORT**

SMOKING-ATTRIBUTABLE EXPENSES (DIRECT HEALTHCARE COSTS)

**\$4.7 BILLION**

ON HEALTHCARE COSTS DIRECTLY CAUSED BY SMOKING

This breaks down to \$824  
per Minnesota resident



MORTALITY (LIFE AND PRODUCTIVITY LOSS)

**6,530 DEATHS**

CAN BE ATTRIBUTED TO SMOKING IN  
MINNESOTA IN 2021

This is a 3.5 percent  
increase in smoking-  
attributed deaths  
from 2014.



**81,000 YEARS**

OF POTENTIAL LIFE LOST DUE TO  
PREMATURE DEATH

Resulting in an additional  
\$4.7 billion lost in productivity



COMBINED ECONOMIC COST

**\$9.4 BILLION**

ESTIMATED TOTAL COST IN 2021

Considers both direct medical  
costs and indirect costs associated  
with decreased productivity  
due to illness, disability, and  
premature death





MN Cities and  
Counties that  
have  
implemented  
flavor restrictions











Roseville  
Bloomington  
Columbia Heights  
Moorhead  
Prior Lake  
Big Stone County  
Shakopee  
Nobles County  
Benton County  
Richfield  
Clay County  
Dillworth

Lilydale  
Hennepin County  
Golden Valley  
Rushford  
Traverse County  
Wheaton  
Browns Valley  
Edina  
New Hope  
Fridley  
Rice County  
Brown County

Shoreview  
Minneapolis  
St. Paul  
Robbinsdale  
St. Louis Park  
Duluth  
Falcon Heights  
Lauderdale  
Mendota Heights  
Arden Hills  
Vadnais Heights

# Why restrict coupons and promotions?

- The cost of nicotine products has a very significant effect on youth smoking. Price discounts are among the largest of the tobacco industry's marketing expenditures. (American Lung Association)

 WARNING: This product contains nicotine. Nicotine is an addictive chemical.	<b>\$2.99 Velo Plus Can</b> Expires: Sep 28, 2025 Offer added	 WARNING: This product contains nicotine. Nicotine is an addictive chemical.	<b>\$8.00 Off 2 Vuse Alto 4-Pod Packs</b> Expires: Sep 28, 2025 Offer added
 WARNING: This product can cause mouth cancer.	<b>\$2.50 Off 2 Grizzly Smokeless Tobacco Cans</b> Expires: Sep 28, 2025 Offer added	 WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.	<b>\$2.00 Off 2 Camel Packs</b> Expires: Sep 28, 2025 Offer added
 WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.	<b>\$1.50 Off 2 Newport Packs</b> Expires: Sep 28, 2025 Offer added	 WARNING: This product is not a safe alternative to cigarettes.	<b>\$1.25 Off 1 Or More Copenhagen, Skoal or Red Seal Cans</b> Expires: Sep 27, 2025 Offer added
 SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.	<b>\$1.80 Off 2 Or More Marlboro Packs</b> Expires: Sep 27, 2025 Offer added	 WARNING: This product contains nicotine. Nicotine is an addictive chemical.	<b>\$5.00 Off 5 or More on! Nicotine Pouch Cans</b> Expires: Aug 23, 2025 Offer added

Chat with

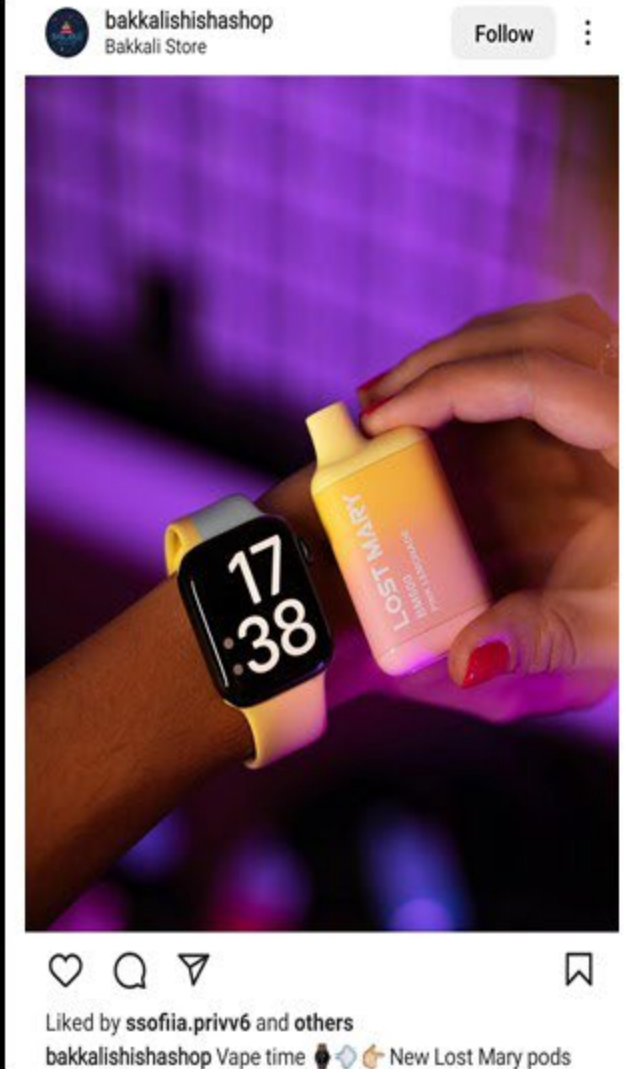


# Marketing- Social Media & Influencers

## Tik Tok & Instagram



# vape	14.1B views	# vaperchallenge	87.1K views
# vapetricks	1.6B views	# vape_	10.0K views
# vapechallenge	75.3M views	# vapelife	598.6M views





# Marketing- Public Advertising

- Point-of-sale promotion at gas stations and convenience stores
- Sponsoring events
- Public billboards & signs





## Local Coupon and Promotional Advertisements (only 2 gas stations featured)



# Prohibiting Delivery Sale's of Tobacco Products

Internet sales of tobacco products to underaged individuals significantly undermine efforts to protect public health and risks creating a new generation of nicotine users

Laws preventing the sale of tobacco products to youth and young adults plays an essential role in averting a lifetime of addiction and tobacco related disease

Internet retailers have often failed to implement necessary controls to avoid illegally selling tobacco products to young people

(Public Health Law Center)



# Raising the Minimum Legal Sale Age for Commercial Tobacco Products

- Setting or raising the minimum clerk age could limit underage clerks' exposure to tobacco products and industry marketing and decrease the likelihood of clerks using these products in the future
- It can be difficult to properly train youth who often have limited work hours





Questions?

Thank you for  
your time and  
consideration!

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