

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



How We Got Here

- Introduction by ASAP & Coalition Members
- How/Why we are here
- Coalition statements

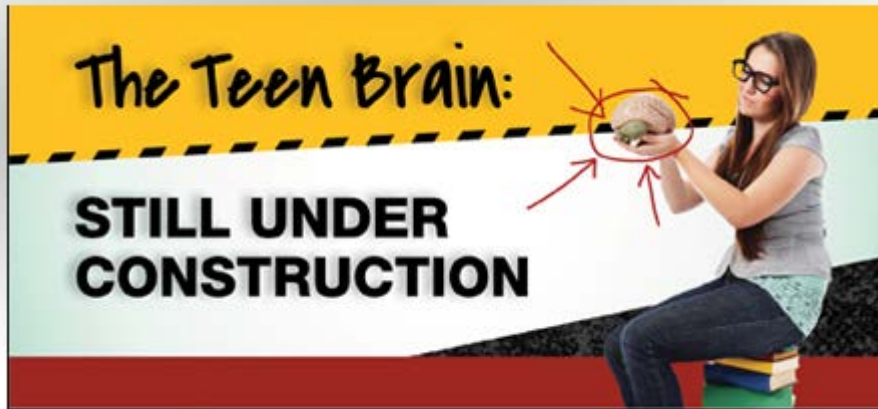


“Tobacco 21 – An Idea Whose Time Has Come”

Winickoff, J. et al, 2014.



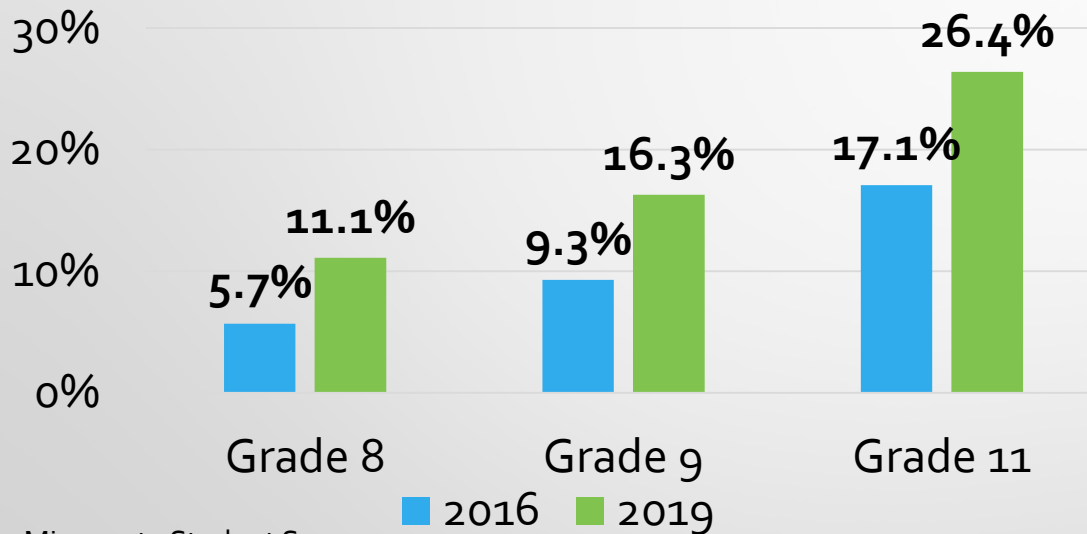
Nicotine Addiction and Youth



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

The Problem- statewide

Percent of Minnesota students who vaped in the past 30 days



Significant increases among students in all grades from 2016-2019.

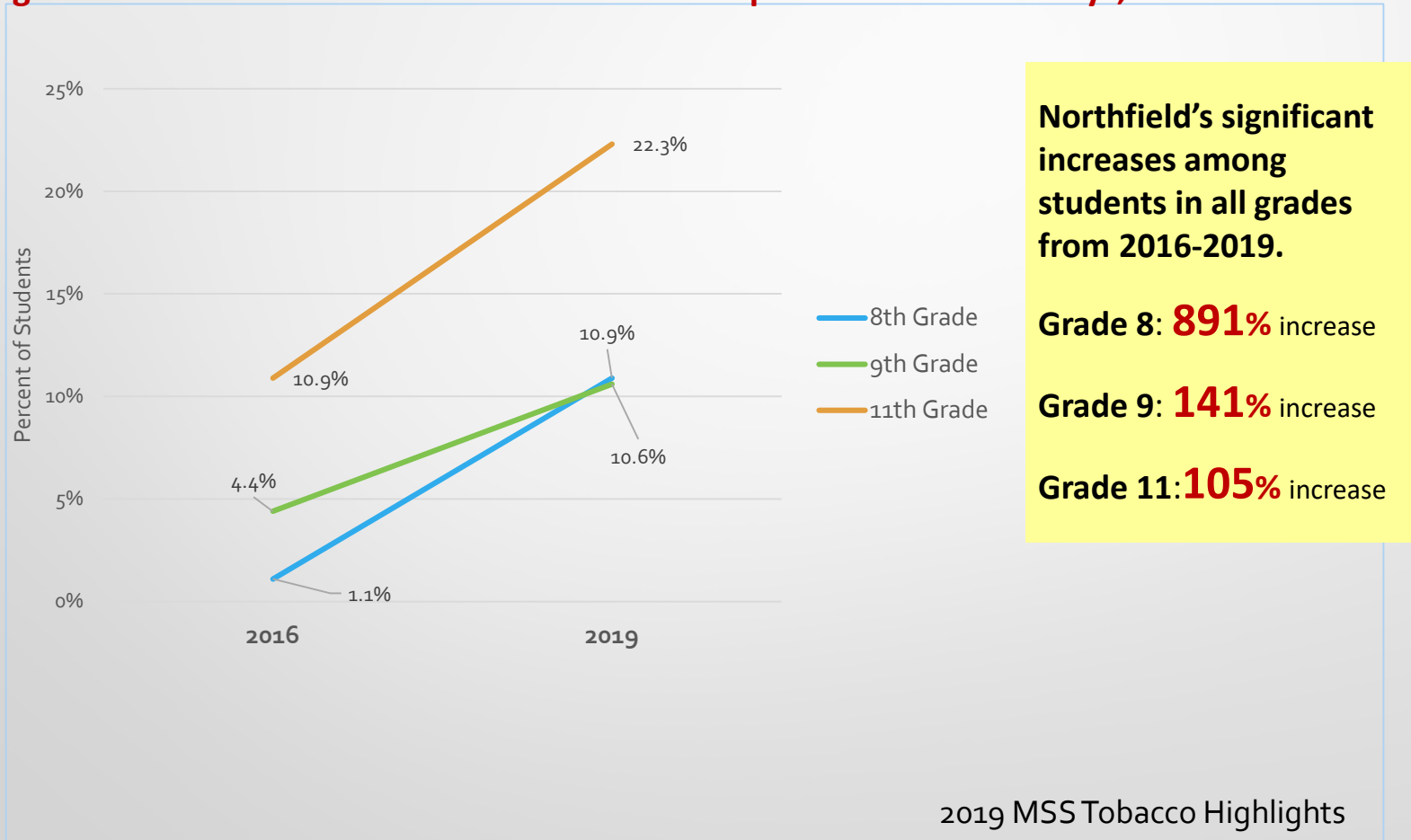
Grade 8: **95%** increase

Grade 9: **75%** increase

Grade 11: **54%** increase

The Problem- Northfield

Figure 1: Percent of Northfield Students Who Vaped in the Past 30 Days, 2016 and 2019





Public Health
Prevent. Promote. Protect.

Rice County Public Health

Rice County Public Health

Youth e-cigarette use is a public health threat. The FDA has even called it an epidemic.

- **95% of current smokers started** before the age of 21.
- Youth who use e-cigarettes are almost **4 times more likely** to move onto cigarettes.
- Having the **first cigarette by age 18** makes it **twice as likely** to become a lifelong smoker.
- We are in a **youth e-cigarette epidemic.**


Flavors Hook Kids

**THIS IS NOT
WHIPPED
CREAM.**

 What is it?



**THIS IS NOT
APPLE JUICE.**

 What is it?



**THIS IS NOT
ICE CREAM.**

 What is it?

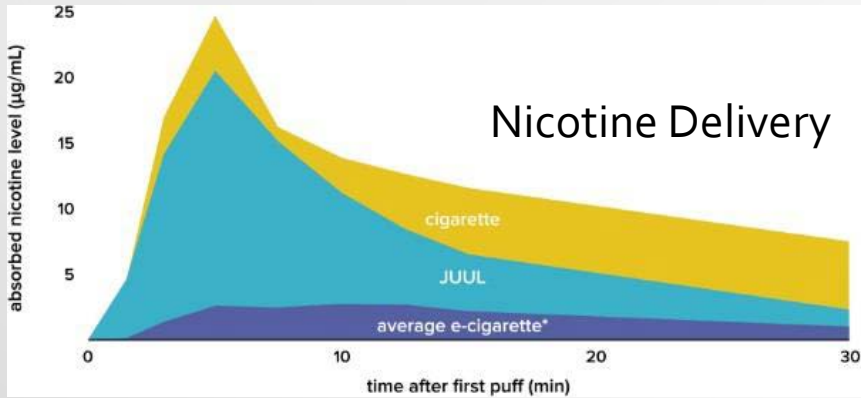


**THIS IS NOT
HOT SAUCE.**

 What is it?



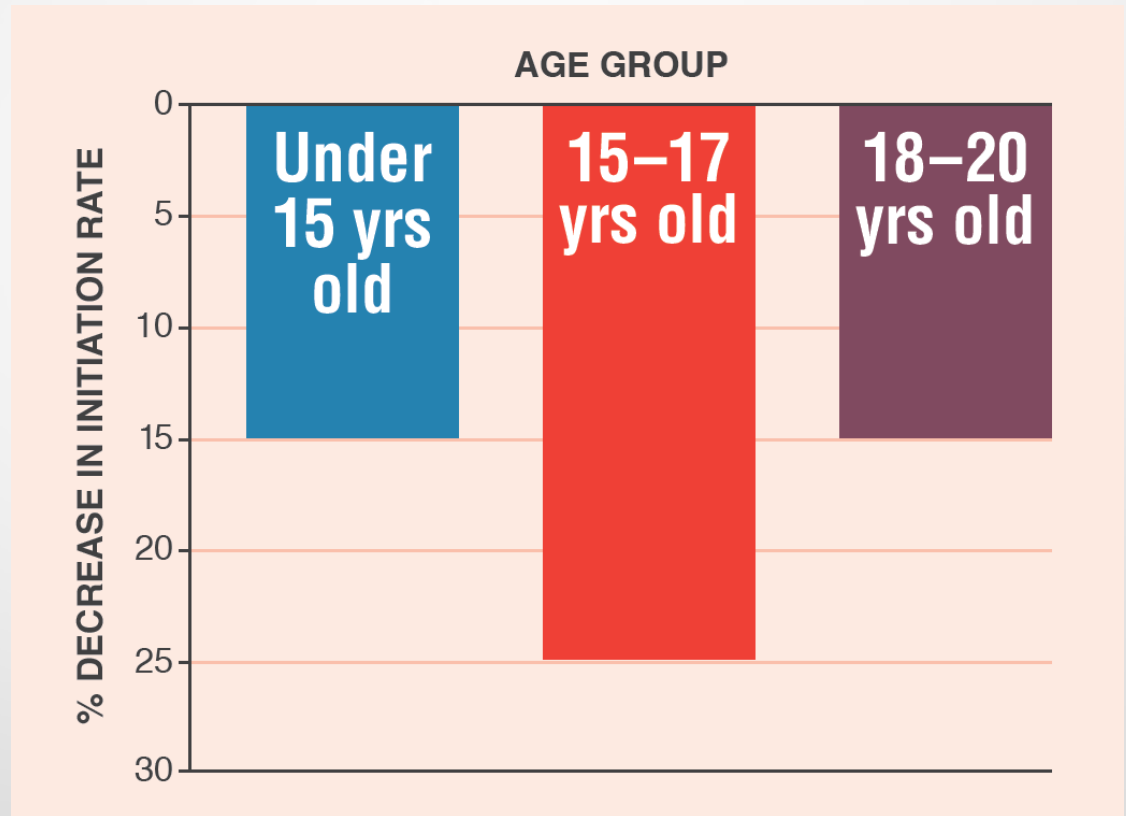
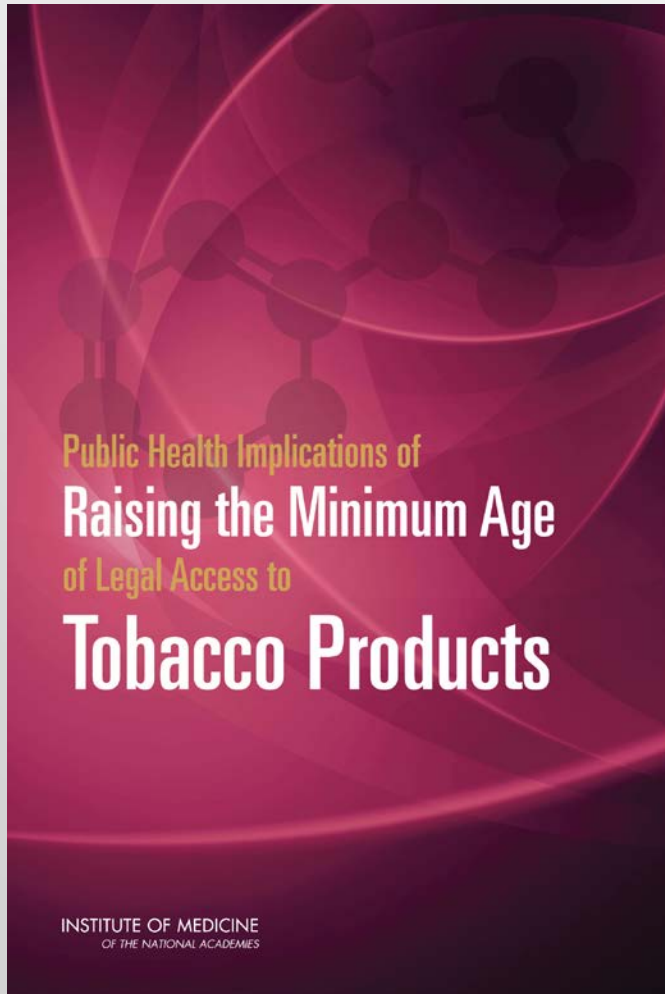
New Technologies Reveal New Risks



truth
initiative
30 PUFFS
850MG PG/150MG VG
1.1% NIC



Policy Impact on Initiation



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

Changing the Trend

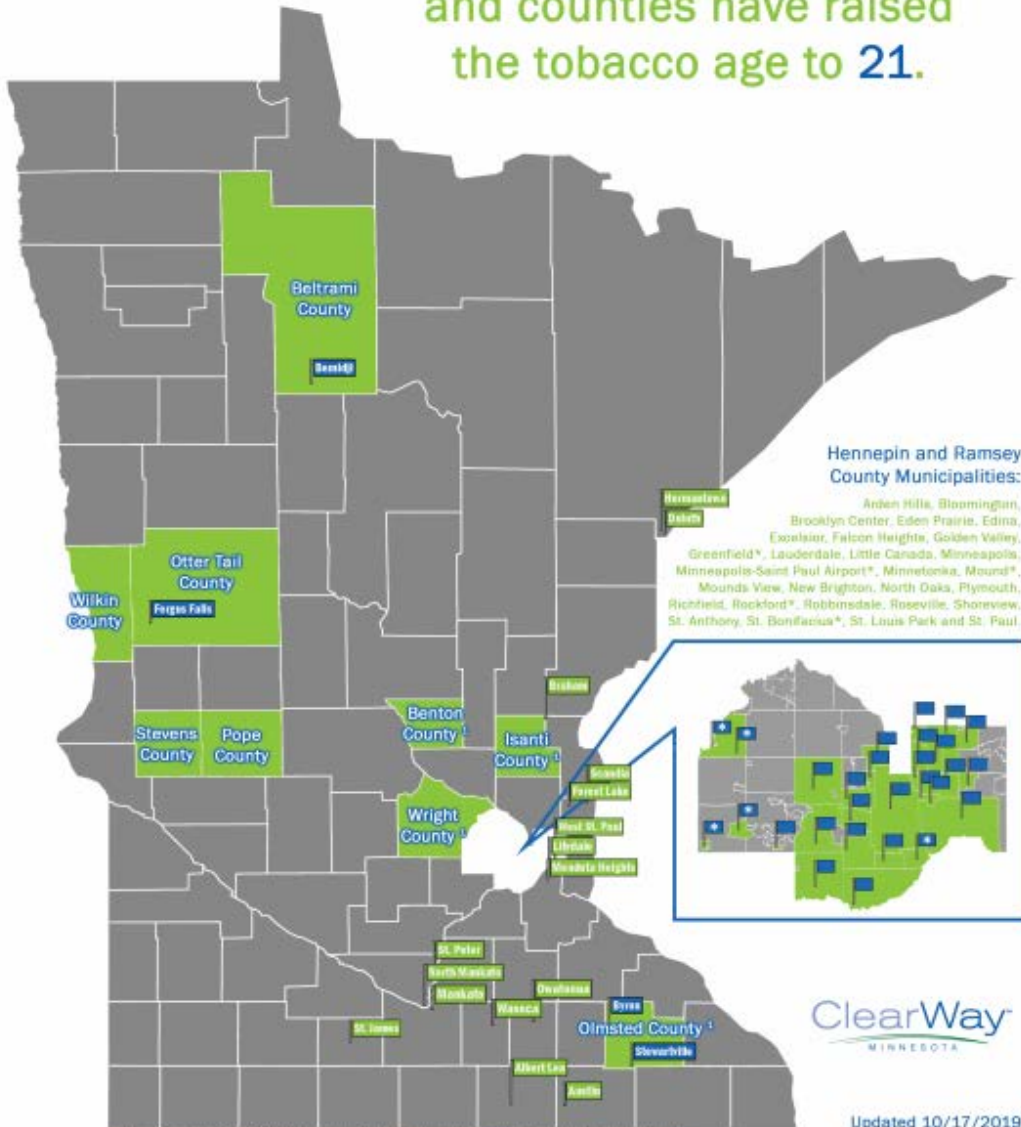


“Tobacco 21 works by putting the legal purchasers outside the social circles of most high school students, making it more difficult for 15 to 17 year-olds to pass as legal purchasers or have legal purchasers as a friend.”

*Rob Crane, MD
President
Preventing Tobacco Addiction Foundation*

Tobacco 21 Policies in Minnesota

53 Minnesota cities and counties have raised the tobacco age to 21.



Hennepin and Ramsey County Municipalities:

Anden Hills, Bloomington, Brooklyn Center, Eden Prairie, Edina, Excelsior, Falcon Heights, Golden Valley, Greenfield*, Lauderdale, Little Canada, Minneapolis, Minneapolis-Saint Paul Airport*, Minnetonka, Mound*, Mounds View, New Brighton, North Oaks, Plymouth, Richfield, Rockford*, Robbinsdale, Roseville, Shoreview, St. Anthony, St. Bonifasius*, St. Louis Park and St. Paul

ClearWay
MINNESOTA

Updated 10/17/2019

* Hennepin County passed a policy 7/24/19. The county licenses these cities. † County policy excludes cities that do their own tobacco licensing

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Youth Statements



Northfield ASAP---we are asking



Northfield Ordinance Change

- Change age to purchase tobacco from 18 to 21
- Change age of seller to 18
- Require that tobacco license holders and their clerks go through training
- Increase fines and penalties for failed compliance checks

Questions?



Thank you for supporting the health of our Northfield community!