Tobacco 21

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JoAnn Parker ---- *American Heart Association*
Ellen Reinhard --*Tobacco Free Action Communities in Ulster, Dutchess & Sullivan Counties*

Tobacco 21

- What is it?
- Why is it important?
- How to educate & mobilize for T21 in your community

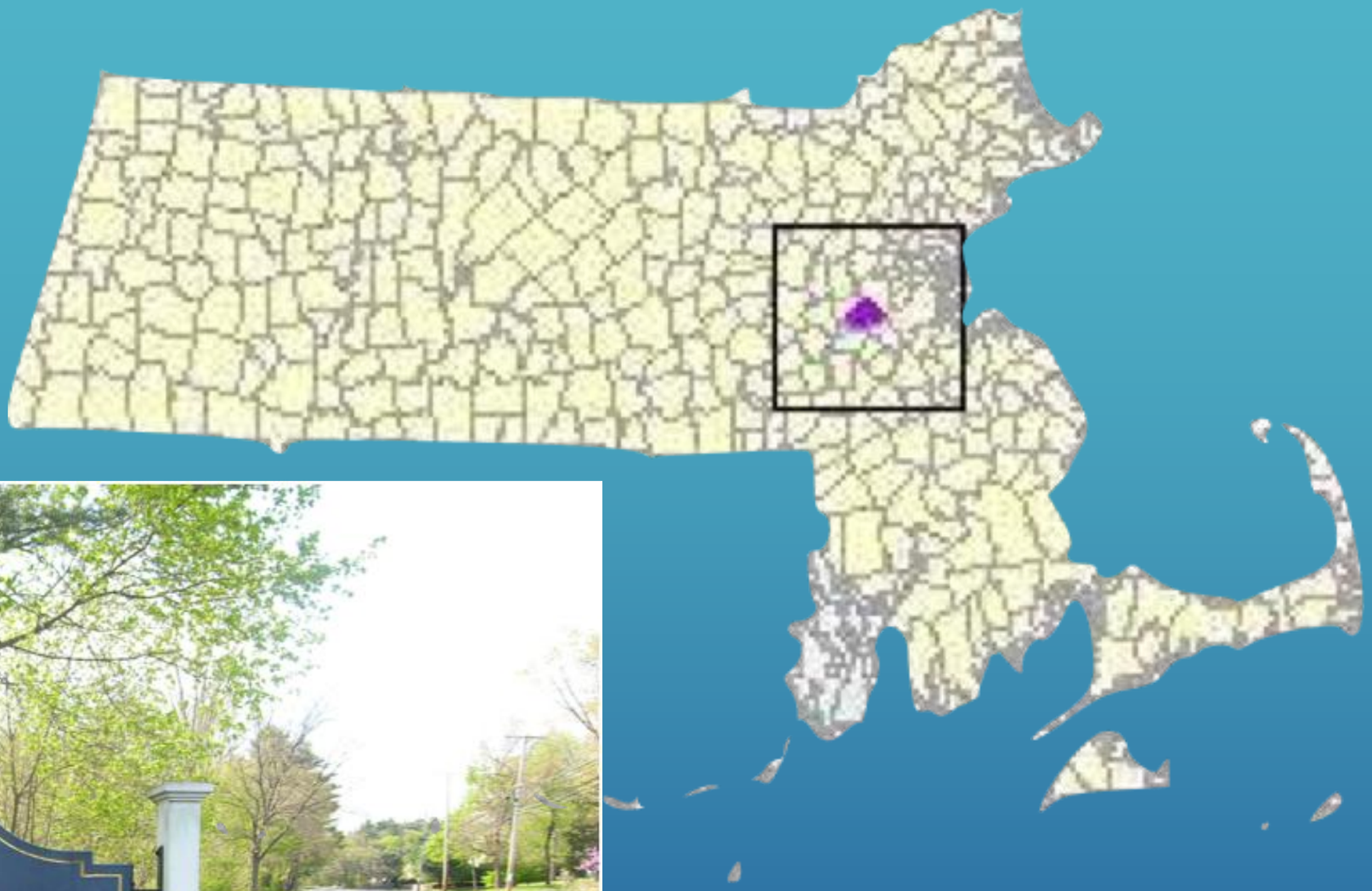
Tobacco-Free Generation

United State Surgeon General
Centers for Disease Control
Department of Health and Human Services

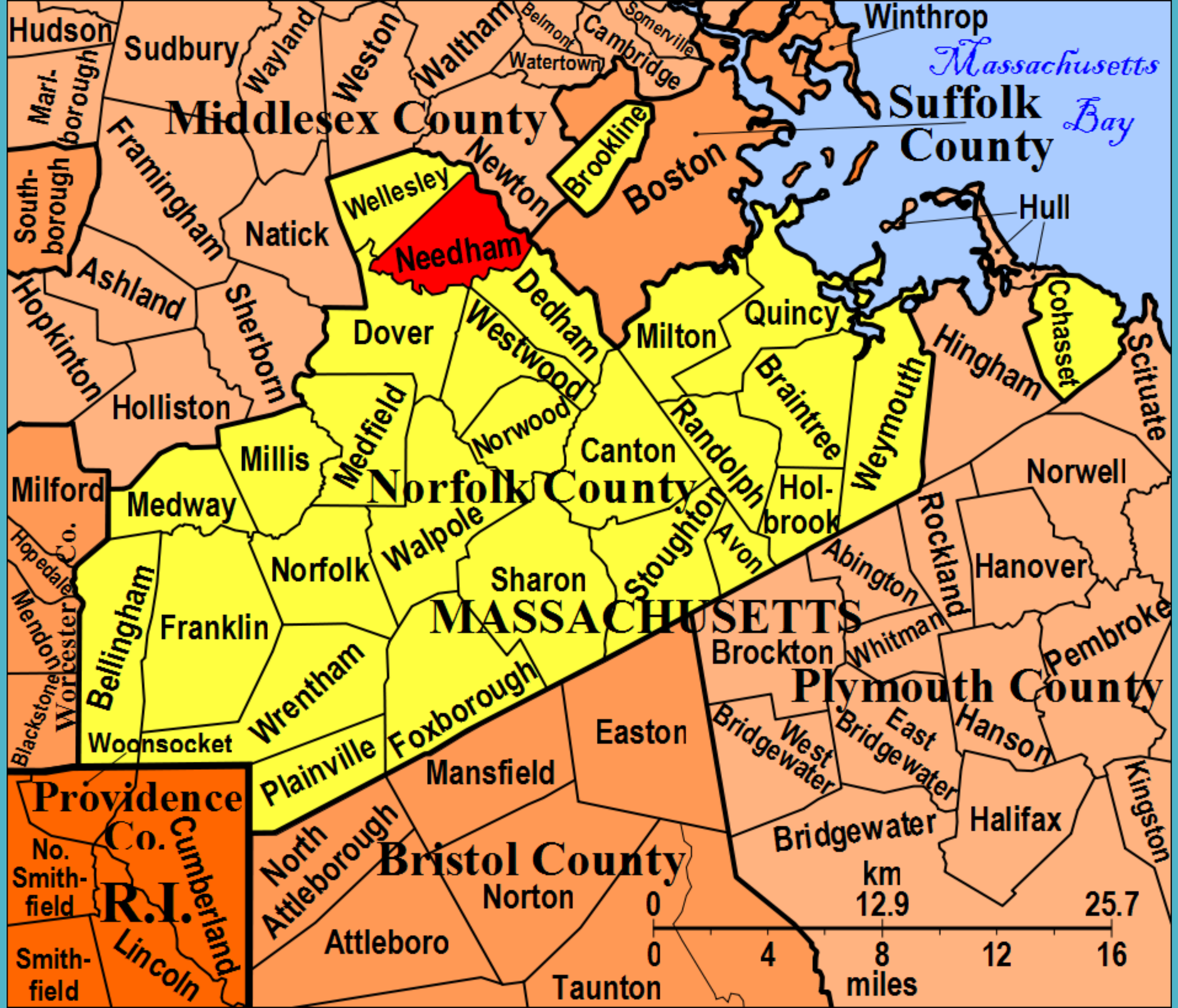
5.6 Million

What is T21?

- Raises the Minimum Legal Sale Age (MLSA) to 21



Welcome To
NEEDHAM
~ Incorporated 1711 ~



Hudson
Sudbury
Wayland
Weston
Waltham
Belmont
Watertown
Cambridge
Somerville
Winthrop
Massachusetts
Bay
Suffolk
County
Marl-
borough
Middlesex County
Framingham
Brookline
Boston
Newton
Wellesley
Hull
South-
borough
Natick
Needham
Ashland
Sherborn
Dedham
Quincy
Hopkinton
Dover
Westwood
Milton
Hingham
Cohasset
Scituate
Braintree
Weymouth
Holliston
Medfield
Norwood
Randolph
Canton
Millis
Norfolk County
Norwell
Milford
Medway
Hol-
brook
Walpole
Stoughton
Avon
Rockland
Hopedale
Norfolk
Sharon
Abington
Hanover
Mendon
Worcester Co.
Bellingham
Franklin
MASSACHUSETTS
Whitman
Pembroke
Brockton
Blackstone
Wrentham
Plymouth County
Foxborough
Easton
Bridgewater
West
Bridgewater
East
Hanson
Woonsocket
Plainville
Mansfield
Providence
Co.
Halifax
Kingston
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Smith-
field
Cumberland
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Bristol County
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Norton
km
0
12.9
25.7
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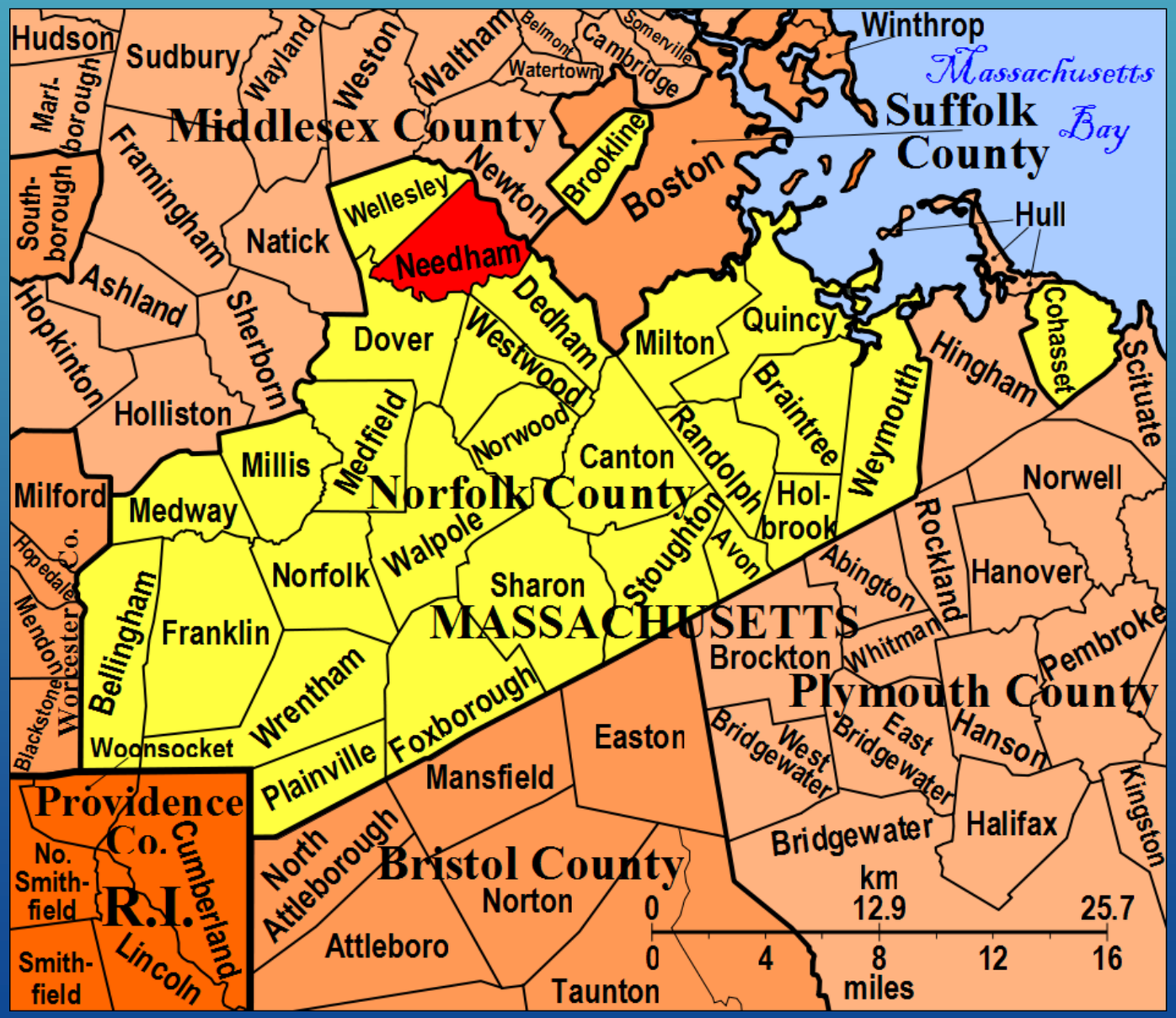
4
8
12
16
miles
Smith-
field
Lincoln
Taunton

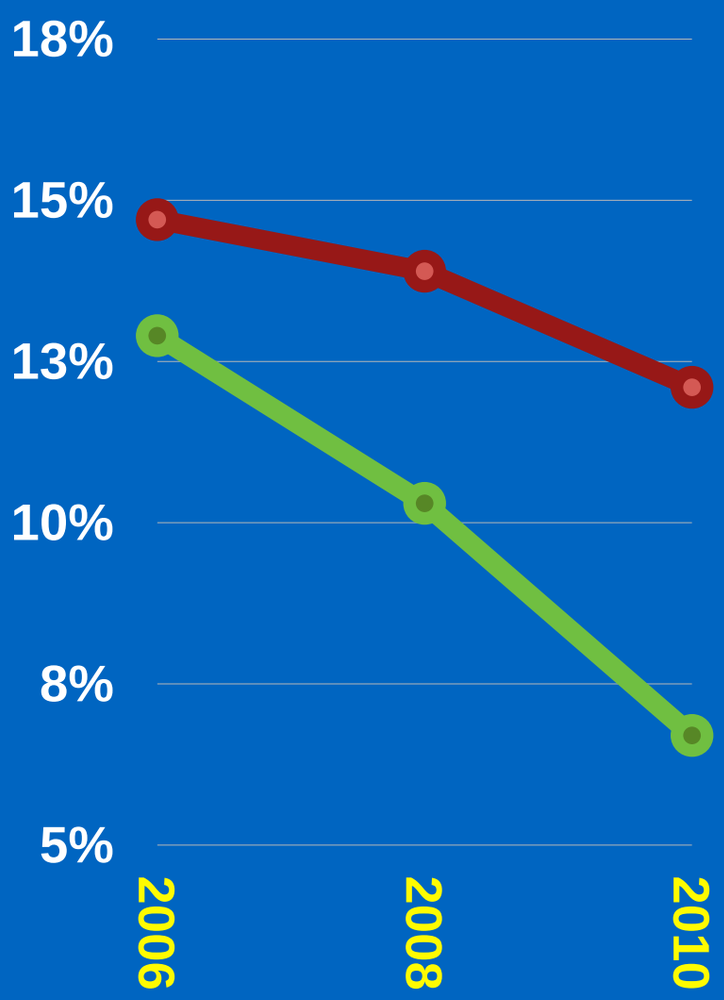
Needham, Massachusetts

- 2004 Health Board Acts
- Grandfathering 2005-2008

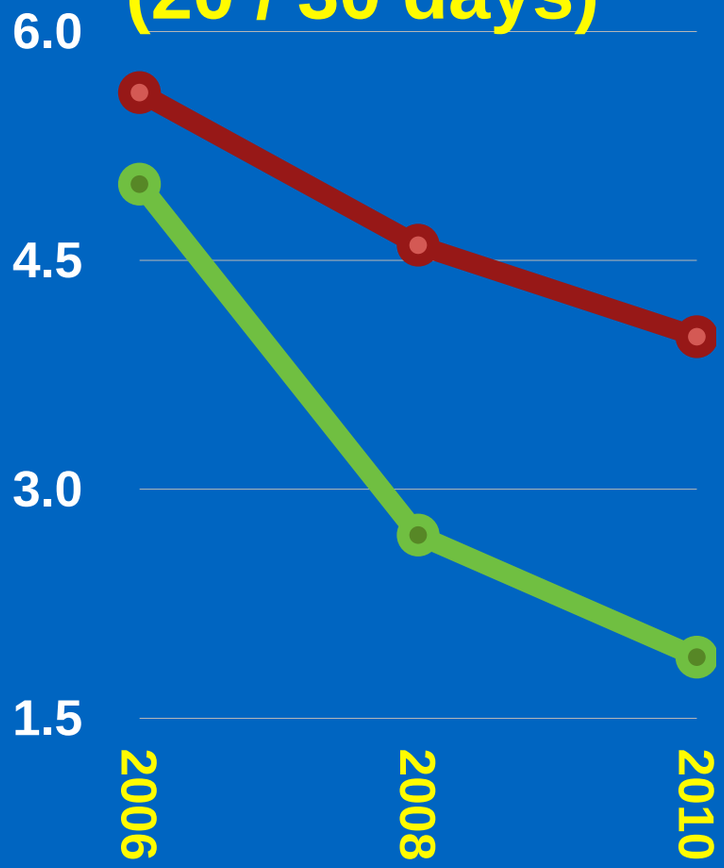


High School Smoking - Two Age Limits

30 Day Prevalence



Frequent Use (20 / 30 days)



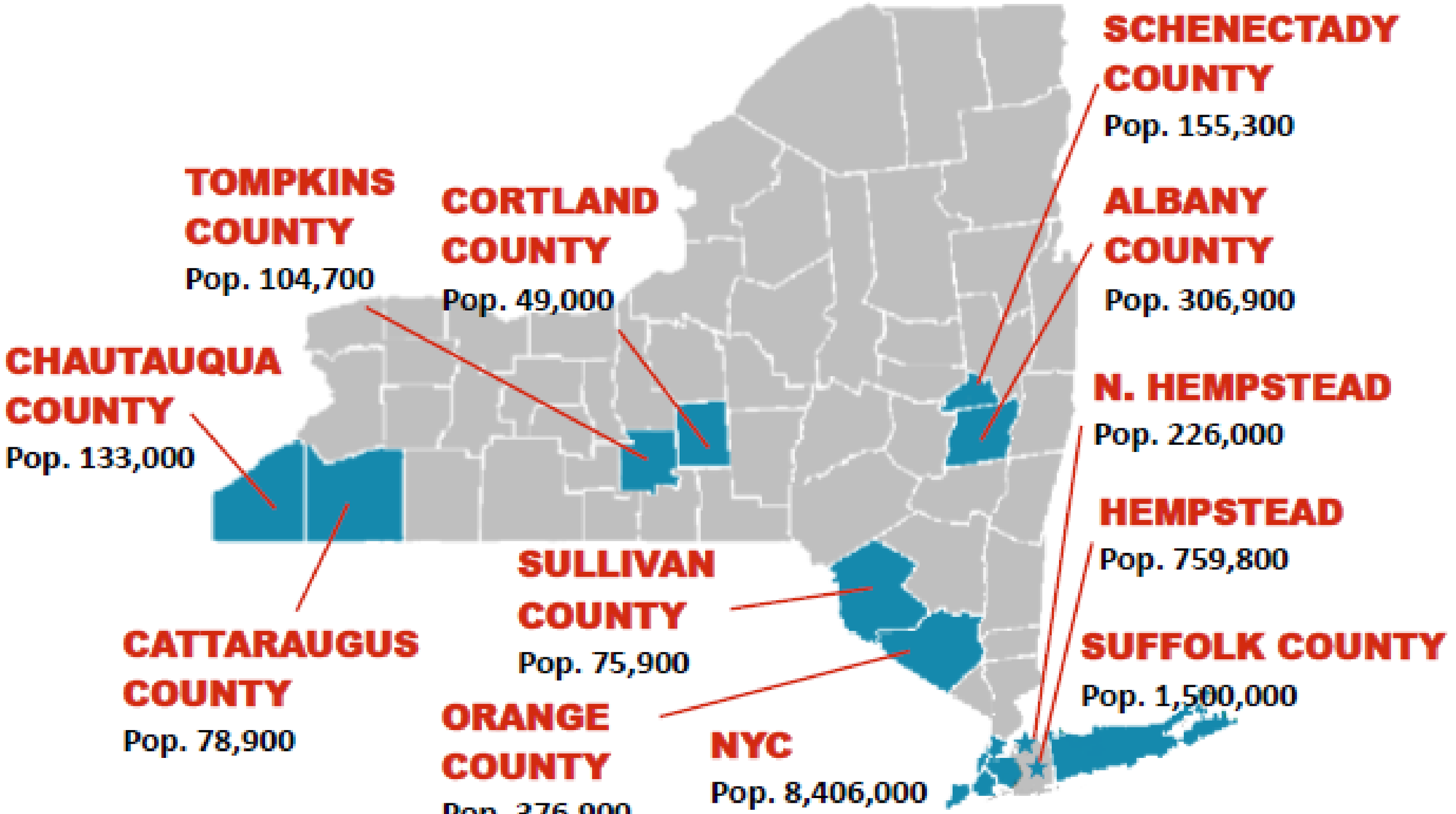
MetroWest (age 18)

Needham (age 21)

260+ Cities & Counties in 18 States

T21 across the country……

TOBACCO 21 LAWS IN NEW YORK



5 STATES

Have raised their tobacco sales age to 21

80,161,406

Population covered by tobacco 21 laws

271

States, cities and counties have raised the age

States:

- Hawaii
- California
- New Jersey
- Maine
- Oregon

Municipalities in New York State:

Counties:

- Albany, Cattaraugus, Chautauqua, Cortland, Orange, Schenectady, Suffolk, Sullivan, Tompkins

Cities/ Towns / Villages:

- New York City, Baxter Estates, Great Neck Plaza, Hempstead, North Hempstead, Port North, Williston Park

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!

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Raising the legal age of sale for tobacco products to 21

Mounting scientific evidence this policy…

Saves lives

and…

Saves money

(healthcare savings)

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How We Fight the **Dangers of Tobacco**

American Heart Association | American Stroke Association
life is why

1 What's the **PROBLEM?**

Smoking is the leading cause of preventable deaths,
claiming **480,000 lives** each year.

34,000 LIVES
lost to heart disease each year because of secondhand smoke.

We've made progress in stopping smoking in airplanes and other public places, but

too many people are still unprotected.

2 What is the American Heart Association doing to **SAVE AND IMPROVE LIVES?**

We are working to **ensure clean air for all.**

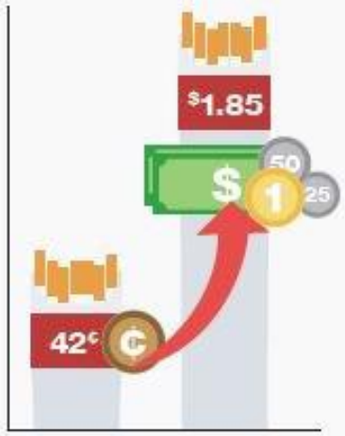
65% of Americans
today live in communities where restaurants and bars are smoke-free.

2020 GOAL:
Achieve 80% smoke free

Success will result in **268,000 fewer deaths** by 2020.

By 2020, we will **help 3 million people have smoke-free lives.**

Increasing taxes will deter more smokers and help fund:



cessation assistance

&

tobacco control programs

Millions more
breathe clean air through our workplace health programs and other smoke-free work environments.

We're partnering for clean air in affordable housing.

3 How can I promote **CHANGE?**

Voice your support

For Clean Air
Support strong smoke-free laws in your community.

For Higher Costs
Support efforts to raise tobacco taxes.

For Support Programs
Increase funds for tobacco prevention and cessation.

Learn more: YoureTheCure.org

Make progress!

Help keep the air clean in your workplace and community.

TOGETHER, let's shape a world where smoking in public seems just as absurd as smoking on a plane.

www.heart.org/quitsmoking

Tobacco use remains the leading cause of preventable death in the United States, killing more than 480,000 Americans each year[1]

1 U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES. THE HEALTH CONSEQUENCES OF SMOKING: 50 YEARS OF PROGRESS. A REPORT OF THE SURGEON

96% of current adult smokers begin smoking before age 21.

The ages of 18 to 21 are a critical period when many smokers move from experimental smoking to regular, daily use.

In 1995, the US Food and Drug Administration declared tobacco use a

“pediatric disease”

The American Academy of Pediatrics and other highly-reputable, national health organizations wholeheartedly endorses the view as well.

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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

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18–20 year olds purchase only 2% of cigarettes sold, but are 90% of the supply of addictive tobacco to younger kids.

90%

2%

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

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“Raising the legal minimum age for cigarette purchaser to 21 could gut our key young adult market…

—Philip Morris report, January 21, 1986

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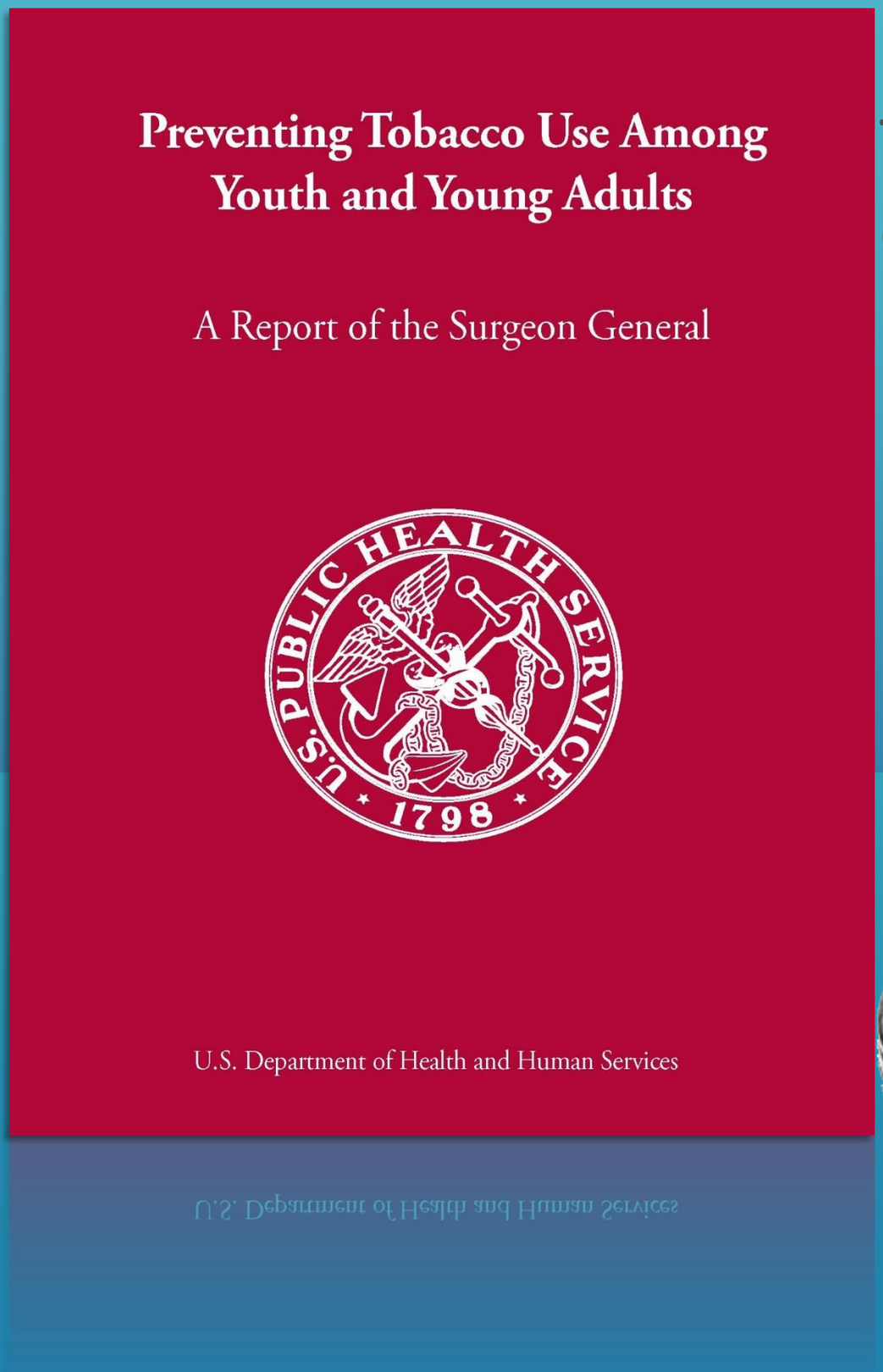

The 2012 U.S. Surgeon General's report concluded that scientific evidence

"consistently and coherently points to the intentional marketing of tobacco products to youth as being a cause of young people's tobacco use."

1. *HHS, Preventing Tobacco Use Among Youth and Young Adults, A Report of the Surgeon General, 2012.*

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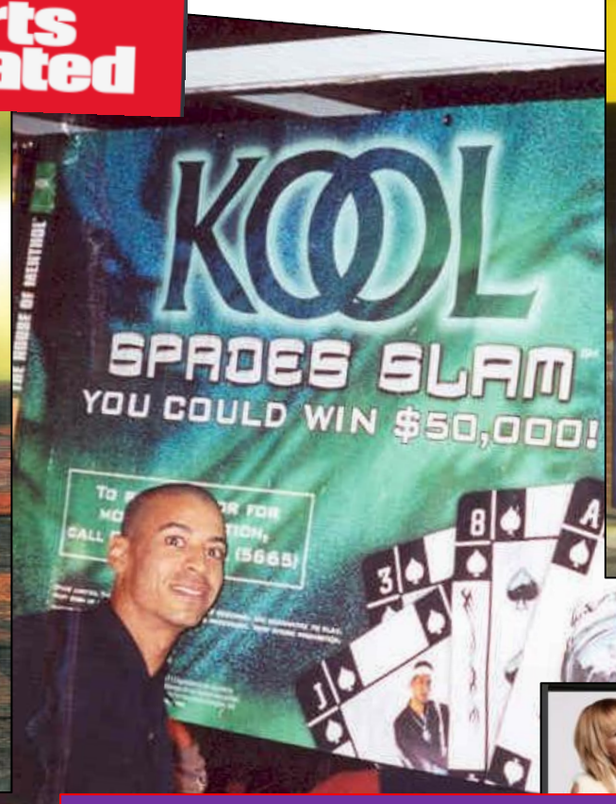
Tobacco Companies Market to Youth & Young Adults



Parties & Bar Nights

The tobacco industry aggressively markets and promotes its products to continue recruiting young adults as new consumers. But despite legal settlements and laws, ***the tobacco companies still spend***:

$9.6B a year

to market their deadly and addictive products, and they continue to entice and addict America's kids.

1. *U.S. V. Philip Morris USA, Inc., et al.*, No. 99-CV-02496GK (U.S. Dist. Ct., D.C.), Final Opinion, August 17, 2006.

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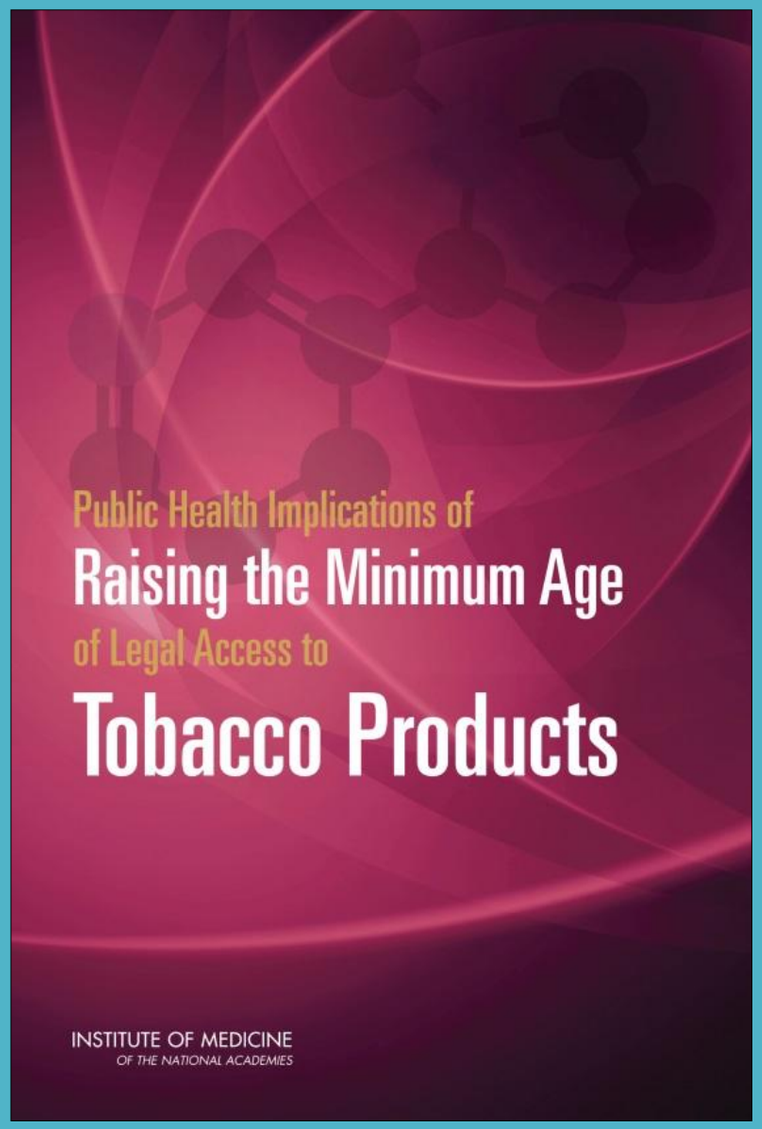
Institute of Medicine Report 2015



360-page report commissioned by the FDA, documents enormous public health benefits that would result from Tobacco 21.

The IOM, one of the most prestigious scientific authorities in the U.S., strongly concluded that

raising the tobacco sale age to 21 will have a substantial positive impact on public health and save lives.

www/iom.edu/tobaccominimumage

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Over time…

25%
decline in smoking initiation by 15-17 year olds

12%
overall drop in smoking prevalence

10%
reduction of smoking related deaths

For kids alive today, **4.2 million years of life** would be saved by virtue of this logical, simple policy change.

Other Important Impacts…

12% Decline in premature births

16% Drop in SIDS cases

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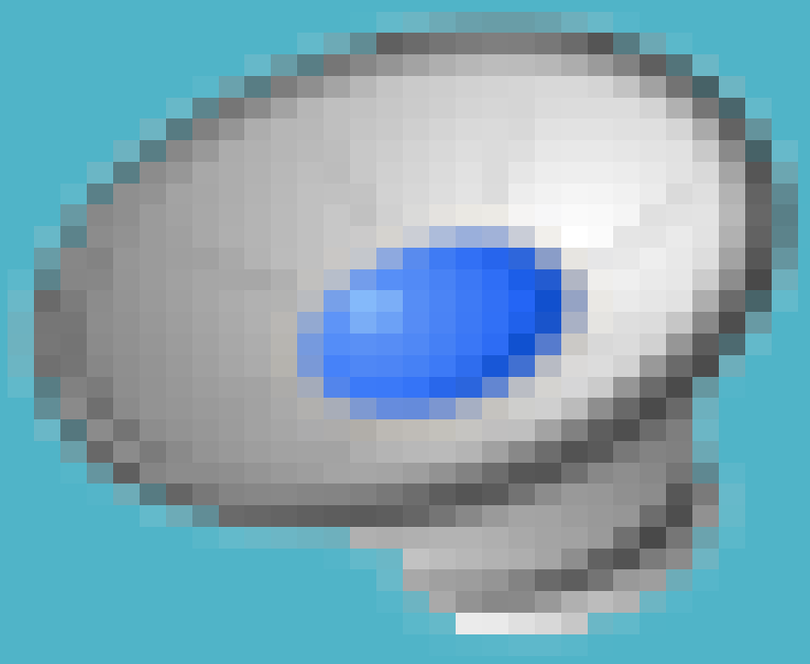
Why Take on T21 ??

- Most adults start smoking before age 21
- Older youth are a source of cigarettes
- Tobacco companies target young adults
- IT WORKS!!



Develop Partnerships

Community Organizations

Chamber of Commerce

MiSN Where Healthy Futures Start

United Way

the YMCA

Catholic Charities
Community Services
of Orange County, NY

Big Brothers Big Sisters of America

ULSTER COUNTY Community Action

Girl Scouts

HealthAlliance of the Hudson Valley

BOYS & GIRLS CLUBS OF AMERICA

American Heart Association

American Cancer Society

AMERICAN LUNG ASSOCIATION

Local DOH
Public Health
Services

Media

PAMAL BROADCASTING LTD.

RADIO WOODSTOCK 100.1 WDST

townsquare media hudson valley

iHeartRADIO

Community Education / Mobilization

1. Attend various county coalitions
2. Develop relationships with community leaders
3. Educate legislators
4. Engage youth
5. Letters to Editor
6. Statements of Support
7. Community email blasts from American Heart, Lung, Cancer

Resolution Supporting a Minimum Legal Sales Age of 21 for Tobacco Products In Sullivan County

WHEREAS, tobacco use is the foremost preventable cause of premature death in the United States[1], responsible for approximately 480,000 deaths a year [2] and approximately 8.5 million persons in the U.S. living annually with tobacco-related chronic illnesses;[3]

WHEREAS, the annual economic impact of smoking in the U.S. is approximately $300 billion in health care and lost worker productivity costs;[4]

WHEREAS, nearly all smokers start smoking before the age of 21, and the risk of smoking initiation does not lower until the age of 22;[5]

WHEREAS, the transition from experimental to regular smoking typically occurs around the age of 20;[6]

WHEREAS, the developing brains of those 21 and under are particularly susceptible to the addictive properties of nicotine,[7] and tobacco industry documents show that those who start smoking by the age of 18 are almost twice as likely to become lifetime smokers as those who start after they turn 21;[8]

WHEREAS, electronic smoking device use among minors has recently tripled,[9] and use of electronic smoking devices is associated with and may encourage the use of conventional tobacco products;[10]

WHEREAS, 90% of all adults who purchase tobacco products for minors are between the ages of 18 and 20;[11]

WHEREAS, by one estimate, raising the minimum legal sales age ("MLSA") – prohibiting the sale of tobacco products to those under the age of 21 – would decrease smoking prevalence from 20% to 6.6% for 14- to 17-year olds and from 26.9% to 12.2% for 18- to 20-year olds;[12]

WHEREAS, in 2005, Needham, Massachusetts raised the MLSA for tobacco products to 21. Since then, the number of high school students who report smoking has dropped almost 60%;[13]

WHEREAS, more than 90 communities have enacted laws mandating a minimum legal sales age for tobacco products to 21,[14] including the state of Hawaii;[15]

WHEREAS, three-quarters of U.S. adults favor raising the MLSA for tobacco products to 21, including seven in ten smokers;[16]

WHEREAS, the retail impact of ordinances mandating a minimum legal sales age of 21 for tobacco products is minimal, with an estimated decrease of only 2%;[17]

WHEREAS, raising the legal drinking age to 21 led to reduced alcohol use and dependence among youth, and dramatically decreased drunk driving fatalities;[18]

WHEREAS, 58% of Sullivan County residents are in favor of a Tobacco 21 local policy;

RESOLVED, [Name]_____ recommends raising the minimum sales age for tobacco products to 21. *Date*_____

Community Statement of Support

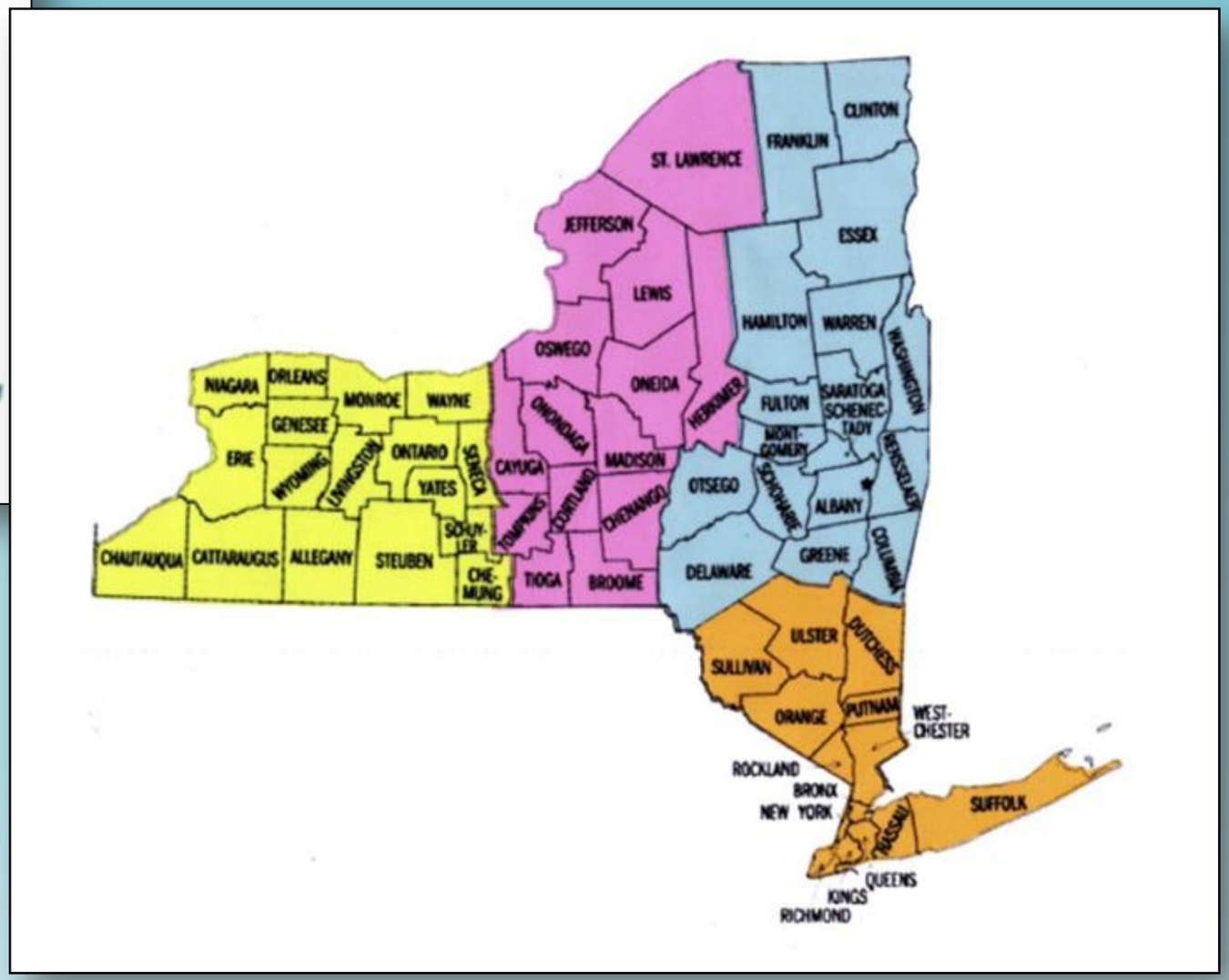
Helps to show lawmakers individual support from community residents

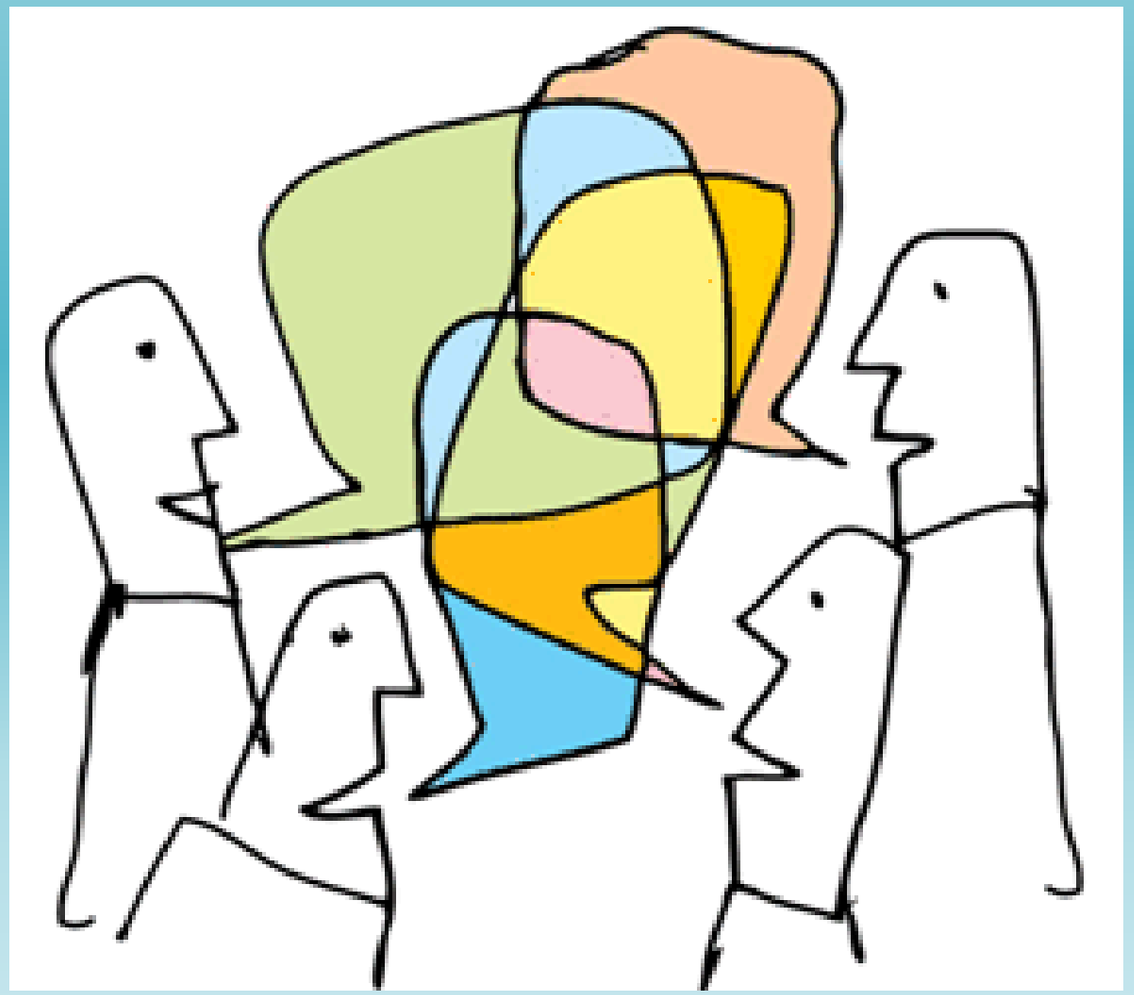
Letters to Editor

May inspire everyday citizens to take action that truly makes a difference.

New York State Tobacco Control Community Partners

Twenty-five funded Advancing Tobacco-Free Communities Grants covering every county



Never give up!
Look at Challenges as
Windows of Opportunities

Questions, Thoughts, Discussion……