



AGENDA ITEM #8.2

REPORT TO CITY COUNCIL

Report Prepared by: Jen Anderson, PLPD Office Manager

Date: November 5, 2019

Subject: Tobacco 21 Campaign

Report: Chief Klang will update the Council on the Tobacco 21 campaign and potential implementation for the City.

Council Action Requested: Council direction to proceed with implementation of Tobacco 21 for the City.

INCREASE THE TOBACCO AGE TO 21

Minnesotans agree: We can do more to prevent kids from becoming addicted.

A national consensus is growing to prevent addictions and future health problems by **ensuring that those who sell tobacco products do so to adults who are 21 and older.**

Minnesotans for a Smoke-Free Generation supports this movement.

RAISING THE TOBACCO AGE TO 21 WILL PREVENT YOUTH TOBACCO USE AND SAVE LIVES.



Research predicts a **25 percent reduction in smoking initiation** among 15-17-year-olds,¹ and **30,000 fewer young smokers** in Minnesota.²

IN 2017, YOUTH TOBACCO USE IN MINNESOTA ROSE FOR THE FIRST TIME IN 17 YEARS.³

- Over 26 percent of Minnesota high-school students use tobacco.³



ALMOST 95 PERCENT OF ADDICTED ADULT SMOKERS STARTED SMOKING BY AGE 21.⁴

- Increasing the age gap between kids and those who can legally buy tobacco will help remove access to tobacco products from the high-school environment.



THERE IS BROAD SUPPORT FOR RAISING THE TOBACCO AGE TO 21.

- A national survey shows that **75 percent** of adults favor increasing the minimum **sale age for tobacco to 21.**⁵
- **Even 70 percent** of smokers are in support of raising the minimum legal age.⁵



STATE AND LOCAL GOVERNMENTS ARE TAKING ACTION TO PROTECT YOUTH.

- Several cities in Minnesota have raised the age to 21.
- **Five states and more than 290 localities** in the United States have raised the tobacco age to 21.
- Needham, Massachusetts, found that smoking among high-school students **fell by nearly half** after raising the age to 21.⁶



NICOTINE IN ANY FORM HARMS THE ADOLESCENT BRAIN . . . AND YET BIG TOBACCO STILL MARKETS TO YOUTH.

- Nicotine is addictive, and adolescents are especially vulnerable to the health impacts of tobacco use.⁷
- The tobacco industry aggressively markets to youth and young adults to recruit replacement smokers and guarantee profits.^{8,9}



Minnesotans for a Smoke-Free Generation supports policies that reduce youth smoking and help end the death and disease associated with tobacco use, including raising the tobacco age to 21, limiting youth access to menthol-, candy- and fruit-flavored tobacco, keeping tobacco prices high and funding future tobacco prevention and cessation efforts.

Find out more at www.smokefreegenmn.org.

1. National Academy of Medicine. Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products. National Academy Press. 2015.
2. Boyle, Raymond. Tobacco 21: A Life-Saving Opportunity We Can't Afford to Miss. MinnPost. 2017.
3. Minnesota Department of Health. Teens and Tobacco in Minnesota: Highlights From the 2017 Youth Tobacco Survey. 2018.
4. U.S. Department of Health and Human Services. Results From the 2010 National Survey on Drug Use and Health: Summary of National Findings. Substance Abuse and Mental Health Services Administration - Center for Behavioral Health Statistics and Quality. 2014.
5. King BA, et al. Attitudes toward raising the minimum age of sale for tobacco among U.S. adults. *Am J Prev Med*. 2015.
6. Kessel Schneider S, et al. Community reductions in youth smoking after raising the minimum tobacco sales age to 21. *Tob Control*. 2015.
7. U.S. Department of Health and Human Services. The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. 2014.
8. King BA, et al. Attitudes toward raising the minimum age of sale for tobacco among U.S. adults. *Am J Prev Med*. 2015.
9. Truth Tobacco Industry Documents. Results of MDM committee meeting - August 13, 1985 (850813). <https://www.industrydocumentslibrary.ucsf.edu/tobacco/docs/#id=rlfw0082#id=rlfw00825d00/pdf>.