

# Why License: TOBACCO RETAILERS?

Tobacco sales to minors are illegal. However, kids are still buying tobacco from some retailers despite existing laws intended to protect youth. A tobacco retail license holds retailers accountable to these laws and limits a minor's likelihood of successfully purchasing tobacco.

## The Problem: MINORS HAVE ACCESS TO TOBACCO

More than **60%** of Colorado minors who tried to buy tobacco reported being able to do so. Half were not even asked to show an ID.



**90%** of people who use tobacco start **before the age of 18.**

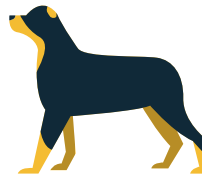


Which of these does **NOT** require a license in the state of Colorado?

Selling alcohol requires a license



Owning a dog requires a license



Selling tobacco **DOES NOT** require a license



## The Solution: TOBACCO RETAILER LICENSING



A tobacco retail license acts as a strong deterrent for violators through fines, penalties, suspension and revocation of the license. A license would pay for...



An accurate list of tobacco retailers



Funds for retailer education



Enforcement and inspections

Tobacco retail licensing protects our kids and reduces the toll of tobacco.



Decreases youth tobacco addiction and overall use of tobacco



Decreases public burden from tobacco-related health costs



Decreases tobacco-related diseases and deaths

Support tobacco retailer licensing efforts in your community!  
It's good for kids, good for health, and good for Jefferson County.



For more information, contact Jefferson County Public Health's Tobacco Prevention Initiative at [tobaccofree@jeffco.us](mailto:tobaccofree@jeffco.us) or 303-258-7558.

Sources:

1. U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: 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, 2012 [accessed 2016 January 18].
2. [www.TobaccoFreeCO.org](http://www.TobaccoFreeCO.org)
3. Annual SYNAR Report: OMB No 0930-022.
4. FFY 2011 Colorado Tobacco Program Evaluation Group, 2010.