

TOBACCO 21:

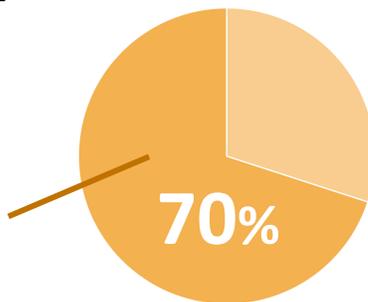
RAISING THE TOBACCO AGE TO 21 WILL SAVE LIVES

We can do more to protect kids from becoming addicted to tobacco. A national movement is growing to prevent tobacco addiction and future health problems by raising the minimum legal sale age to purchase tobacco to 21.

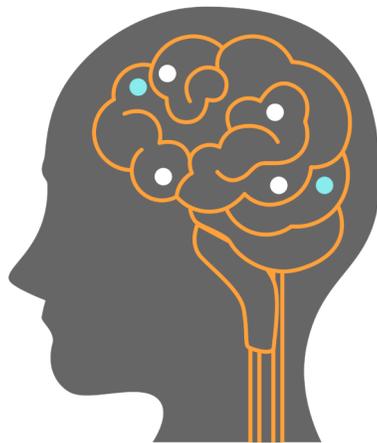
“Raising the legal minimum age for cigarette purchaser to 21 could gut our key **young adult market** (17-20) where we sell about 25 billion cigarettes and enjoy a **70 percent market share.**”¹

-Report from Philip Morris, maker of Marlboro cigarettes January 21, 1986

Young Adult Market



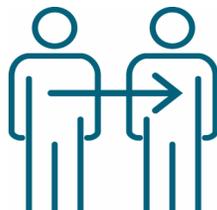
Adolescents and young adults are **more vulnerable** to nicotine addiction because the brain is still going through critical periods of development. Symptoms of nicotine dependence can occur within only days or weeks of experimentation with smoking.³



18-20 year olds

purchase less than 2% of tobacco products but are 90% of the supply to their underage peers.⁵

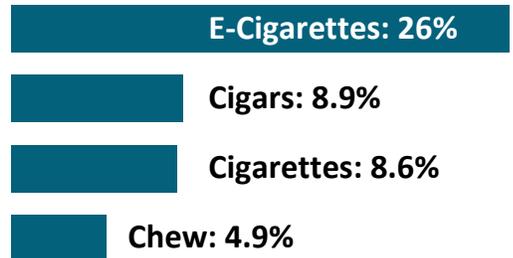
Raising the minimum legal sale age to purchase tobacco to 21 can prevent initiation among youth by putting legal purchasers outside the social circle of most high school students.



95% of adults who smoke started smoking by the age of 21.²



According to the 2015 Healthy Kids Colorado Survey, high school students in Colorado use tobacco products at the following rates:⁴



3 out of 4

U.S. adults favor raising the legal sale age of tobacco to 21, including 7 out of 10 people who smoke.⁶

Nationwide, raising the minimum age to purchase tobacco products could prevent 223,000 deaths among people born between 2000 and 2019, including 50,000 fewer dying from lung cancer, the nation's leading cancer killer.⁷

5 states & 260 municipalities

have raised the minimum legal sale age of tobacco to 21.⁸ In Colorado, Aspen recently passed Tobacco 21 legislation effective January 1, 2018.



Successful passage of Tobacco 21 in Needham, Massachusetts resulted in the youth smoking rate decreasing from **13% to 7%** in the first 5 years after the law took effect.⁹



A 2015 report from the Institute of Medicine concluded that increasing the minimum legal sale age to purchase tobacco made a significant impact on decreasing tobacco initiation, especially among 15-to-17-year-olds.⁷

It is recommended that local municipalities pair laws increasing minimum age to purchase tobacco with laws licensing tobacco retailers to better support effective enforcement.

For more information about raising the minimum legal sale age of tobacco to 21, visit the Tobacco Twenty-One initiative's website at www.Tobacco21.org.

Citations:

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2. 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.
3. DiFranza, JR, et al., "Initial Symptoms of Nicotine Dependence in Adolescents," Tobacco Control 9:313-19, September 2000.
4. 2015 Healthy Kids Colorado Survey
5. Winickoff, JP et. Al. Minimal retail Impact of Raising Tobacco Sales to Age 21. American Journal of Public health. November 2014. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4202948/>
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7. Institute of Medicine. Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products, Washington, DC: The National Academies Press, 2015. www.nationalacademies.org/hmd/Reports/2015/TobaccoMinimumAgeReport.aspx
8. www.Tobacco21.org
9. Kessel Schneider S, Buka SL, Dash K, Winickoff JP, O'Donnell L. Community reductions in youth smoking after raising the minimum tobacco sales age to 21. *Tob Control* 2015 June 12. www.njgasp.org/wp-content/uploads/2015/06/Tobacco-Control-BMJ-21-Needham-Study.pdf

Jefferson County Public Health's Tobacco Prevention Initiative and the Tobacco-Free Jeffco Alliance are working with students, parents and community members to educate about the harms of tobacco and work on sustainable solutions to reduce tobacco's toll in our communities.