



Reducing Youth Access to and Use of Tobacco in Lakewood, Colorado

Youth Tobacco Use

- Almost **90%** of all regular smokers begin smoking at or **before age 18**.¹
- The 2017 Healthy Kids Colorado Survey indicated that among high school students in Colorado: **27% use e-cigarettes, 7.2% smoke cigarettes, 5.9% smoke cigars/cigarillos/little cigars, and 3.1% use chew**.²
- **E-cigarettes are now the most commonly used tobacco product among youth**.³
- Current e-cigarette use among high school students nearly doubled from 2017-2018.³

Youth Access to Tobacco in the Retail Setting

- Over half of Colorado high school students under the age of 18 reported that it is easy or very easy to get cigarettes/vape products.²
- A study conducted by UC Denver in Colorado reported a sales to minor violation rate of 25.3%.⁴
- Teenage store clerks are a **major source of tobacco products for high school age smokers**.⁵

How the Tobacco Industry Uses the Retail Environment

- Pervasive **retail tobacco promotional practices**, including product and advertising placement and pricing tactics, known to **influence youth towards using tobacco products**, contribute to increased initiation, experimentation and regular smoking.⁶
- Big Tobacco now spends more than **95 percent** of its **\$9 billion** marketing budget to advertise and promote their products in convenience stores, gas stations and other retail outlets.⁷
 - **Note: Two-thirds** of middle school students visit a convenience store, small grocery, or liquor store at least once a week, and weekly or more frequent exposure to retail tobacco marketing has been associated with a **50% increase in the odds of ever smoking**.⁸
- Tobacco products are advertised most heavily in stores **where adolescents shop**.⁸
- The tobacco industry continues to market and sell products that are appealing to youth in sweet flavors at cheap prices.

Gaps in the FDA and State Laws

- Existing federal and state law, including the final deeming regulations from the FDA, **do not require**:
 - tobacco retailers to have a license to sell tobacco.
 - suspension or revocation of ability to sell tobacco by retailers that repeatedly break tobacco-related laws
 - prohibition of self-service displays of cigars and e-cigarettes.
 - prohibition of flavors for smokeless tobacco, cigars and e-cigarettes.

More Information

www.TobaccoFreeJeffco.com/Youth | email: tobaccofree@jeffco.us | phone: 303-275-7558



Best Practices and Proposed Solutions

- Requiring a license to sell tobacco is essential to youth tobacco prevention:
 - Licensing is a proven approach to increasing and enforcing restrictions on illegal sales and other known youth-targeted promotional, product placement and pricing tactics.⁹
 - Licensing is a common-sense approach to ensure that retailers operate legally, ethically and responsibly when it comes to preventing illegal tobacco sales to kids.¹⁰
 - Local tobacco retail licensing programs that include retailer fees high enough to pay for enforcement have been shown to be the *most effective* policy at reducing illegal sales by merchants.¹¹
 - Licensing empowers communities to better respond at a local level to the changing landscape of tobacco issues.
 - Licensing creates a level playing field for all members of the business community by ensuring they are following the law and being held to the same standards.
- Minimum recommended provisions in a tobacco retail license include:
 - Language that states that a violation of any federal, state or local tobacco law is a violation of the retail license
 - Increase clerk age to sell tobacco to 18
 - Prohibit self-service of all tobacco/nicotine products and paraphernalia
 - No admittance under 18 in tobacco business
 - Limit location and number of tobacco retailers (near schools, for example)
- Cutting edge tobacco retail policy options:
 - Raise minimum age to purchase tobacco to 21
 - Set minimum package size
 - Prohibit price discounting of tobacco products
 - Prohibit the sale of flavored tobacco products
 - Include other paraphernalia, such as pipes and rolling papers, to be covered by law
 - And more.... *contact Jefferson County Public Health for additional provisions.*

Communities with Tobacco Retail Licensing Laws

- **Eleven Colorado communities** have tobacco retail licensing laws: Aspen, Basalt, Avon, Edgewater, Fountain, Golden, La Junta, Manitou Springs, Pueblo, Rocky Ford, and Steamboat Springs.
- **919 communities nationwide** have adopted local tobacco retail licensing policies.¹²

Residents Support It

Among Lakewood* Residents...

- **77%** believe that youth e-cig/vapes use is a health concern
- **78%** believe that tobacco companies market their products to youth.
- **75%** believe that where tobacco is displayed/sold inside a retail store can encourage youth tobacco use.
- **80%** believe that tobacco advertising in retail stores can encourage youth tobacco use.
- **72%** believe that cheaper / lower priced tobacco products can encourage youth tobacco use.

Lakewood residents mistakenly think...

83% think that retailers are already required to have a license to sell tobacco, **when in fact this is not the case.**

70% think that it is illegal for youth under 18 to sell tobacco products when working in a retail store, **when in fact this is not the case.**

Lakewood residents support...

71% support requiring retailers to have a license to sell tobacco products.

78% support requiring that a retail clerk who is selling tobacco be 18 years of age or older.

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