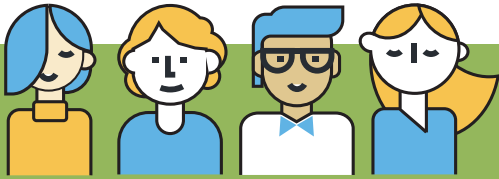


LICENSING TOBACCO RETAILERS IS RIGHT FOR OUR COMMUNITIES

Colorado youth are using tobacco products at alarming rates, threatening the health of our kids, our communities and the state as a whole.



Retailers are selling tobacco to kids, even though it is against the law.

Gaps in federal and state law open the door to illegal sales to minors. Passing local law to include the following provisions would reduce underage sales of tobacco products:



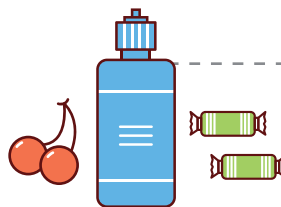
Colorado research shows that more than 68% of youth under the age of 18 who attempt to buy tobacco products can complete the transaction.¹ This is significant because nearly 90% of adult cigarette smokers first tried tobacco before the age of 18.²



Require tobacco retailers to have a license to sell tobacco.



Suspend or revoke the ability of individual retailers to sell tobacco if they repeatedly break tobacco sales laws.



Require cigars and e-cigarettes to be behind the counter.

Prohibit the sale of flavored tobacco including menthol cigarettes, smokeless tobacco, cigars and e-cigarettes.

Retail licensing reduces youth access to tobacco through friends and family, sometimes called “social sources.”³



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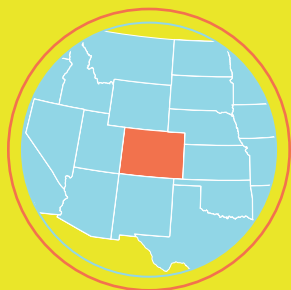
1 Healthy Kids Colorado Survey. (2015). Retrieved July 2016 from <http://www.ucdenver.edu/academics/colleges/PublicHealth/community/CEPEG/UnifYouth/Pages/Healthy-KidsSurvey.aspx>

2 Preventing Tobacco Use Among Youth and Young Adults. (n.d.). Retrieved September 20, 2016, from <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>

3 U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: 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.



Requiring a license is a common-sense approach that ensures tobacco retailers operate legally, ethically and responsibly and reduces youth tobacco use.



Colorado is one of only 12 states that does not require retailers to have a license to sell tobacco.⁴

In Colorado, local licenses are required to sell goods and services ranging from marijuana and alcohol to ice and Christmas trees. However, there is no statewide license required to sell tobacco, the deadliest consumer product.

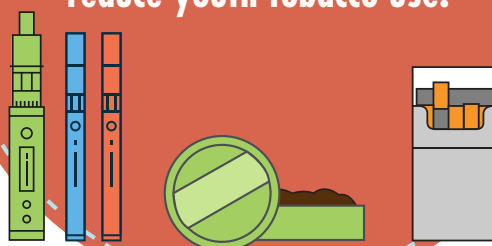
In one study, youth who live in places that had a strong tobacco retailer license were 33% less likely to start smoking and 26% less likely to start vaping.⁵

33%
LESS LIKELY
TO START
SMOKING

26%
LESS LIKELY
TO START
VAPING

Additional studies show robust enforcement of a local ordinance can lower rates of cigarette and e-cigarette use among youth and young adults.^{5,6}

Penalizing youth for purchase, use, and/or possession of tobacco is not an effective strategy to reduce youth tobacco use.⁷



Retailer Licensing is the first step towards countering tobacco industry tactics targeting youth. Raising the minimum legal sale age and prohibiting the sale of flavored tobacco are additional ways to strengthen the policy.

For more information, visit www.TobaccoFreeCO.org/RetailerLicensing



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⁴ Centers for Disease Control and Prevention. State Tobacco Activities Tracking and Evaluation system. [2018]. <https://chronicdata.cdc.gov/Legislation/STATE-System-Licensure-Fact-Sheet/uey9-5sp9>

⁵ Astor RL, Urman R, Barrington-Trimis JL, et al. Tobacco Retail Licensing and Youth Product Use. *Pediatrics*. 2019;143(2):e20173536 <https://pediatrics.aappublications.org/content/143/2/e20173536>

⁶ American Lung Association. The Center for Tobacco Policy and Organizing. Retrieved at <https://center4tobaccopolicy.org/wp-content/uploads/2016/10/Tobacco-Retailer-Licensing-is-Effective-September-2013.pdf>. June 2019.

⁷ Institute of Medicine. [2015]. Public health implications of raising the minimum age of legal access to tobacco products. Washington, DC: The National Academies Press. <https://www.nap.edu/read/18997/chapter/1>