

Electronic Cigarettes and Tobacco 21



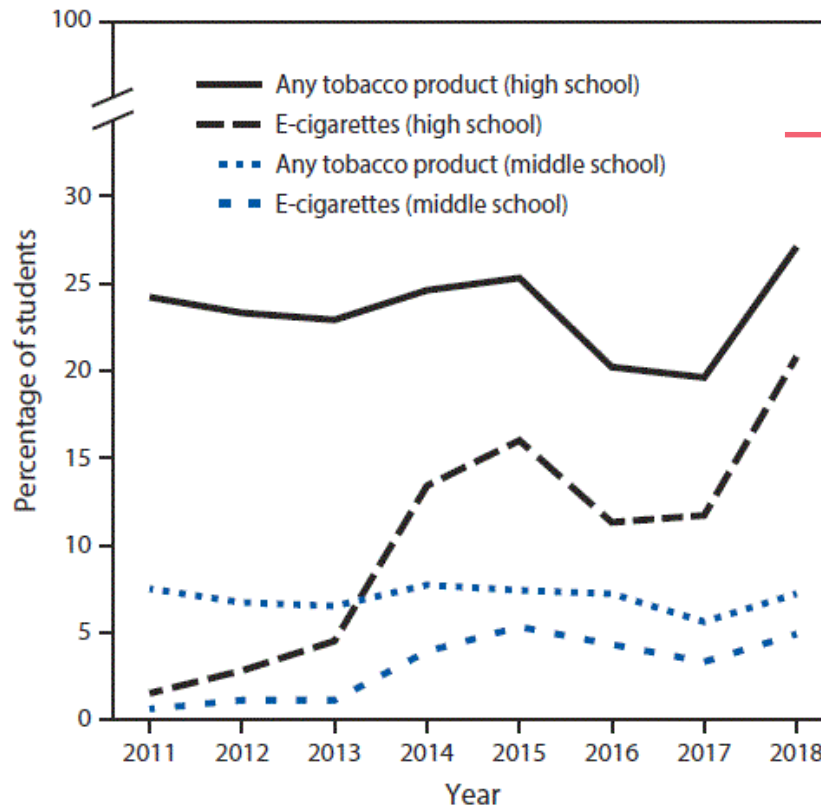
American Heart Association | American Stroke Association®

life is why™

The Problem

- **95%** of current smokers started **before the age of 21**
- Having the first cigarette **by age 18** makes it **twice as likely** to become a **lifelong smoker**
- **Using e-cigarettes** increases the **likelihood of smoking** the following year
- In 2018 **1 in 3 high school students** are **using tobacco** in the past month

noun a widespread occurrence of something in a community at a particular time.



**20.8% -
3.05
million
students
using
e-
cigarettes
in 2018**

The Problem



- **Key Findings:**
- **2018 National Youth Tobacco Survey**
- **78% increase** in e-cigarette use among high school students between 2017 and 2018.
- **48% increase** in e-cigarette use among middle school students between 2017 and 2018.
- E-cigarette use surge led to uptick in overall tobacco use, **reverses previous declines.**

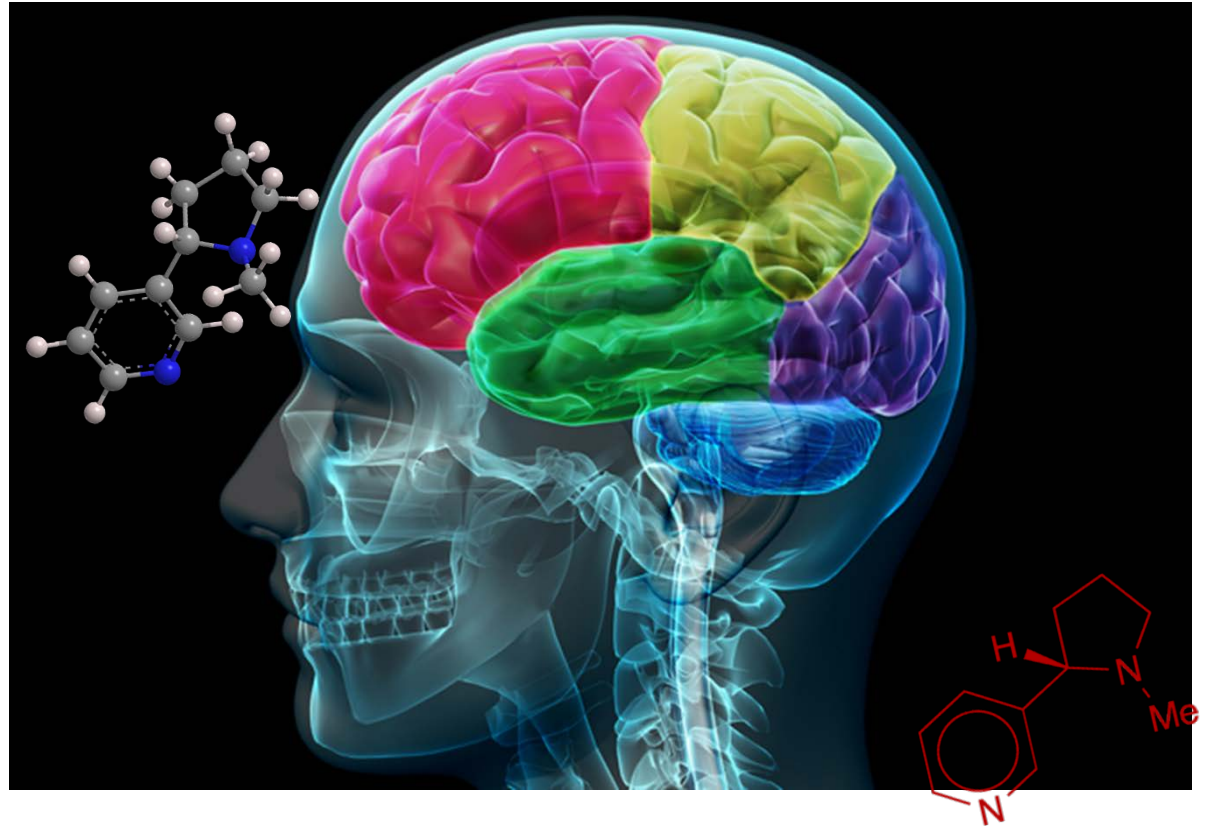
Nicotine Addiction and Youth



- Brain development continues until mid-20s
 - Decision making
 - Impulse control
 - Sensation seeking
 - Peer Pressure
- Adolescent brains are uniquely vulnerable to addiction
- Nicotine harms the developing brain

Nicotine in the Brain

- Drug
- Stimulant
- Highly Addictive
- Causes changes in brain chemistry
- Found in tobacco products

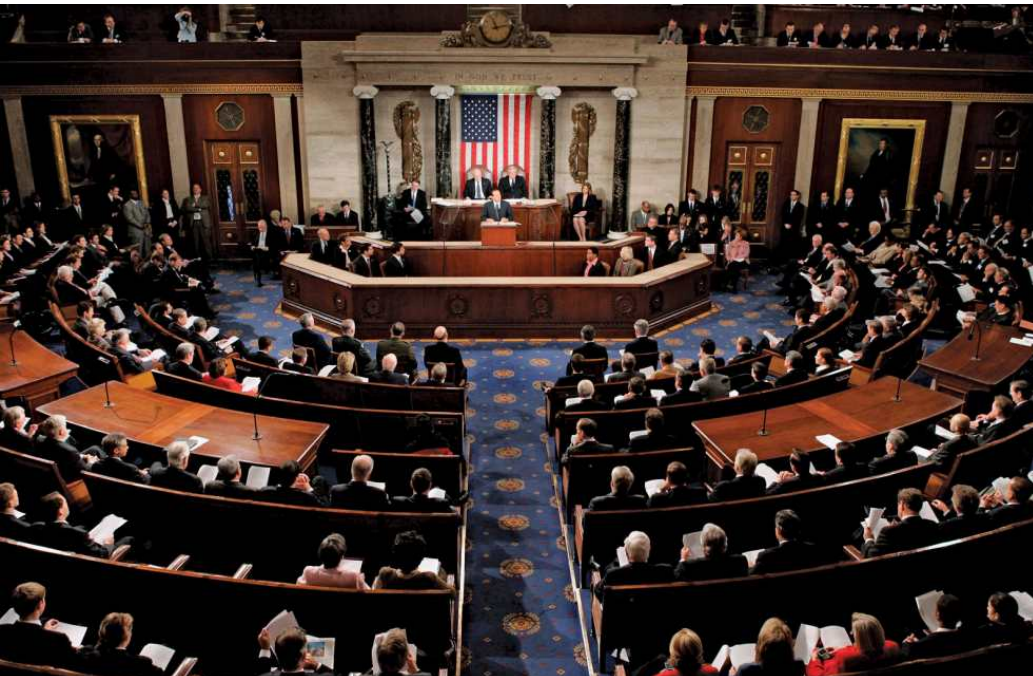


The Solution

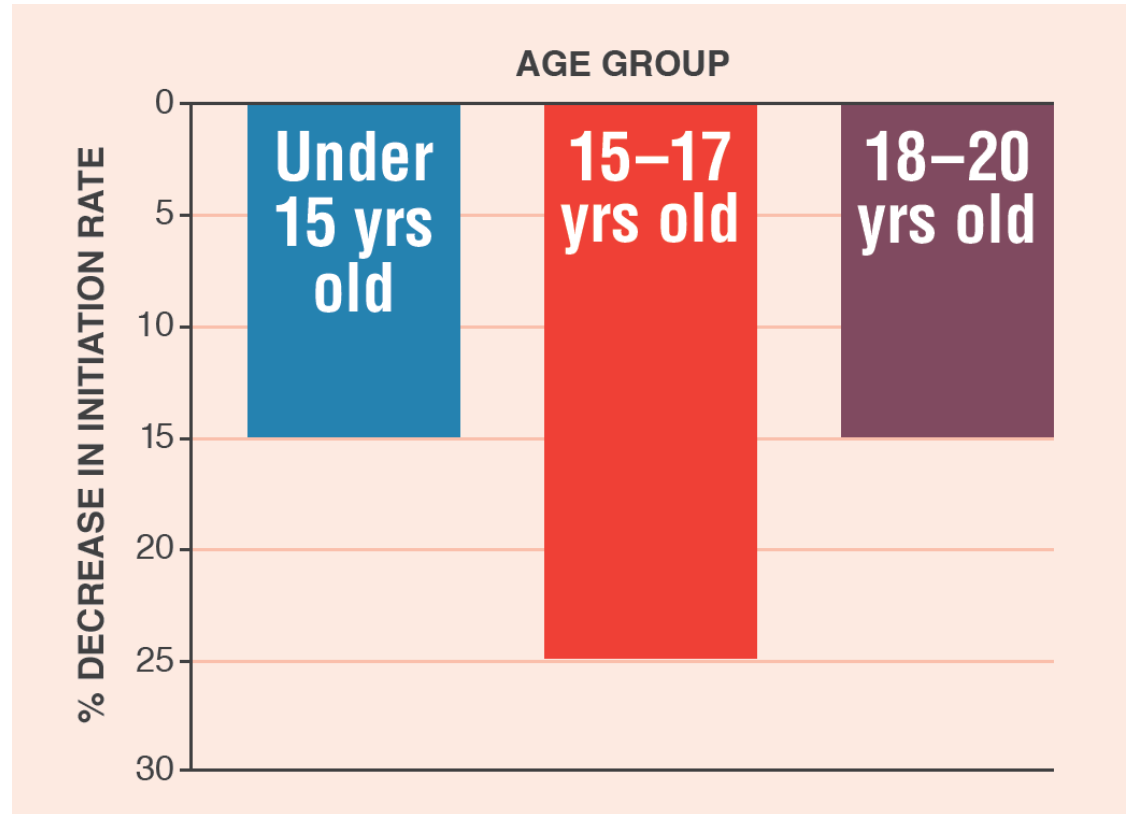
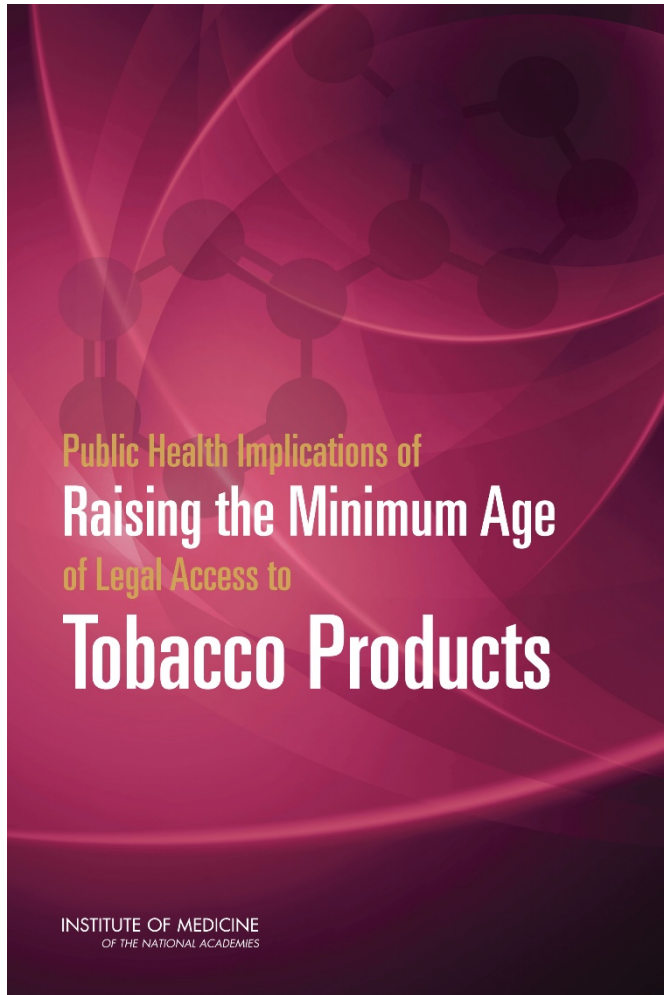


2009 Family Smoking Prevention & Tobacco Control Act

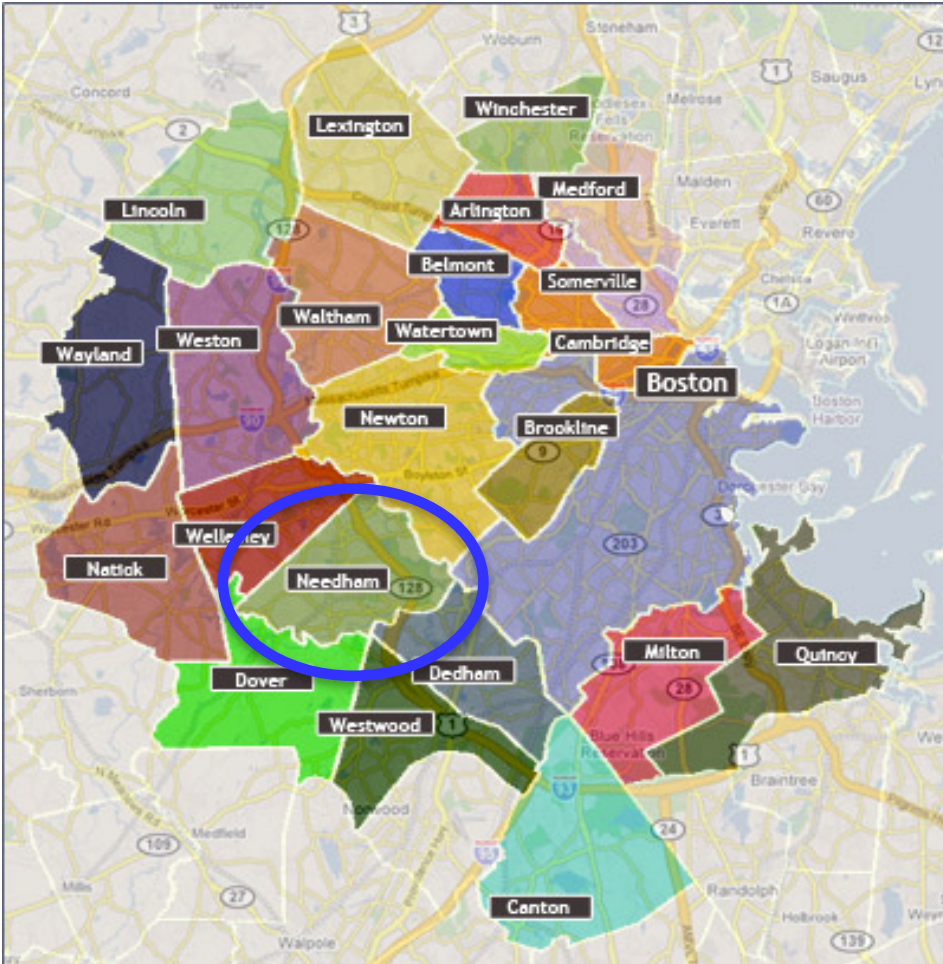
- Set a federal minimum age at 18 and gave states authority to have stronger regulations
- Called for a study on the implications of raising the minimum sale age



Policy Impact on Initiation

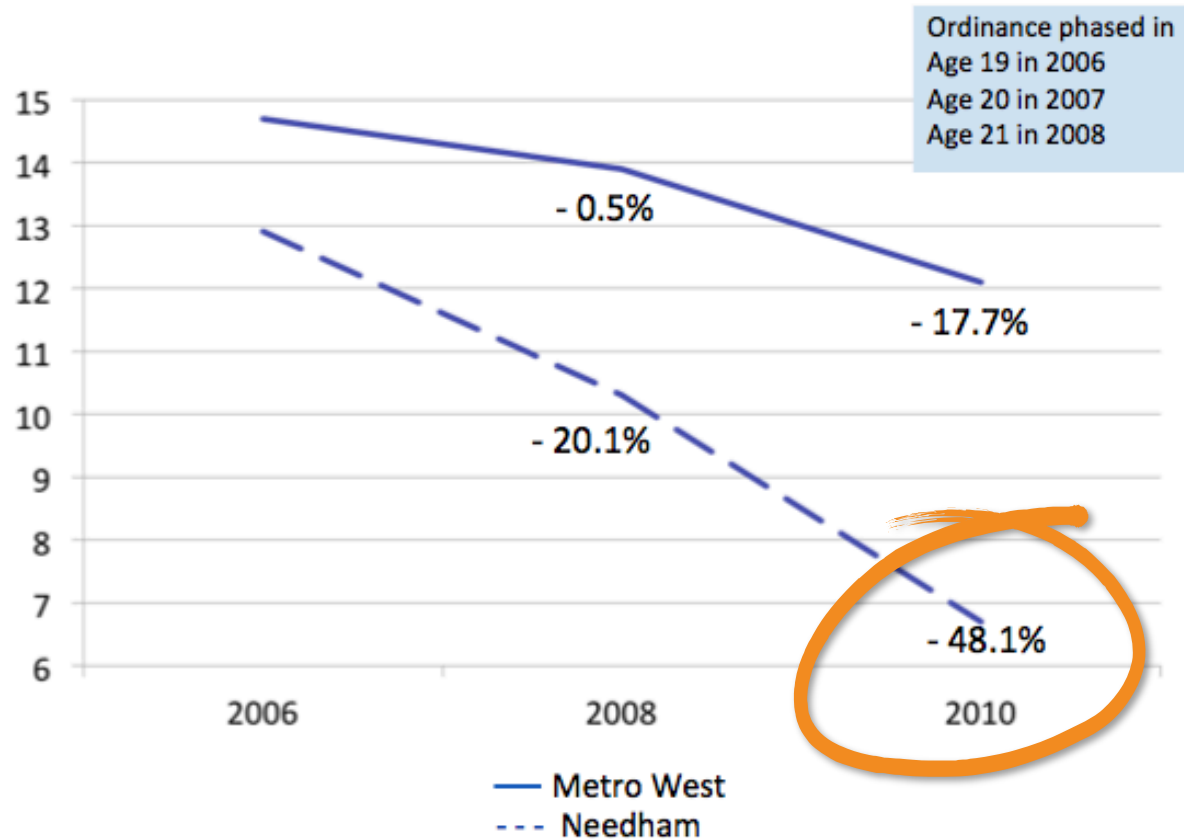


Needham Case History



- Surrounded by cities in West-Metro Boston
- Youth can literally walk across the street and be in another city
 - Why is this important to know?

Needham High School Smoking Rates



Changing the Trend



“Tobacco 21 works by putting the legal purchasers outside the social circles of most high school students, making it more difficult for 15 to 17 year-olds to pass as legal purchasers or have legal purchasers as a friend.”

***Rob Crane, MD
President
Preventing Tobacco Addiction Foundation***

“Tobacco 21 – An Idea Whose Time Has Come”

Winickoff, J. et al, 2014.

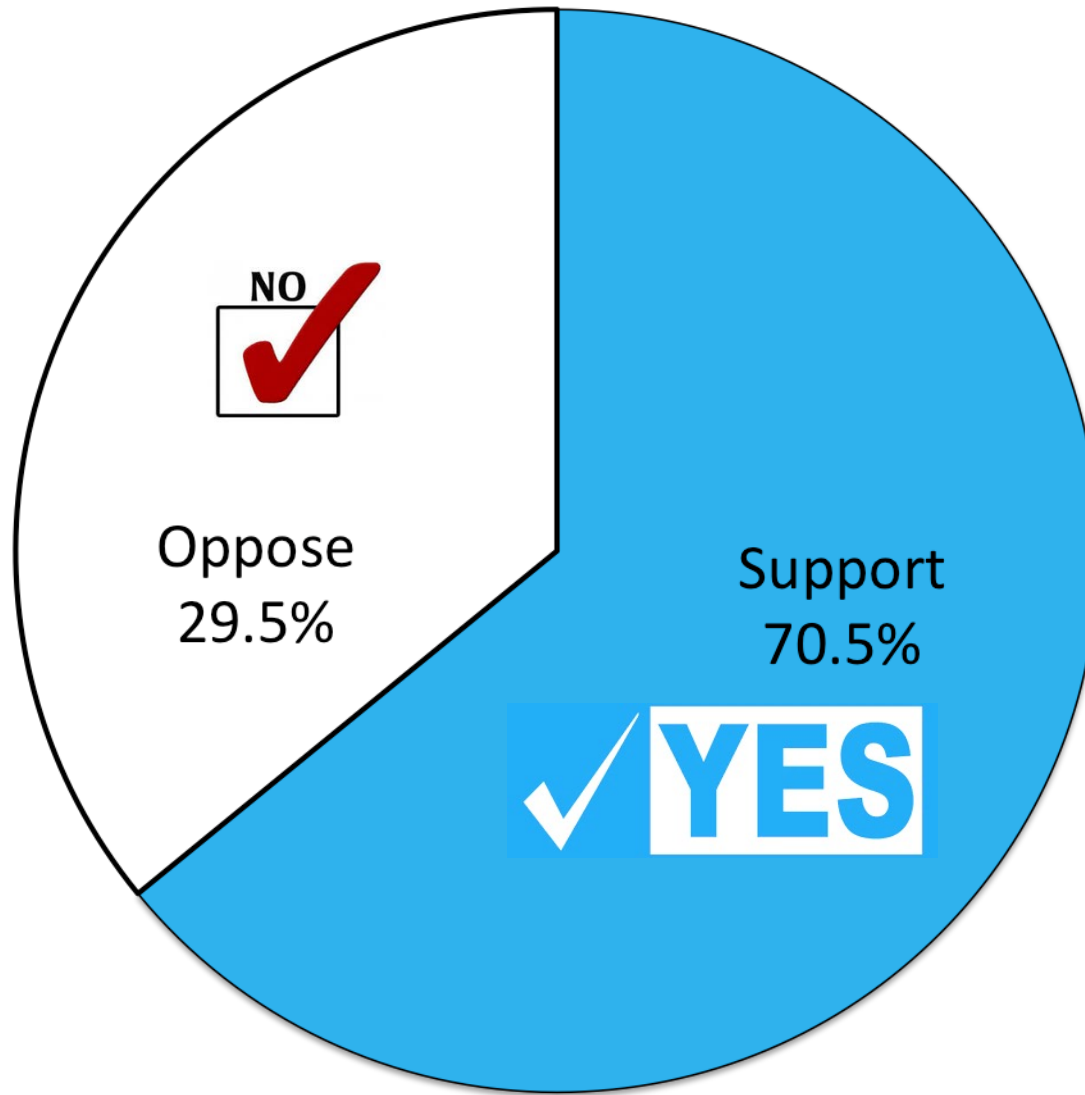




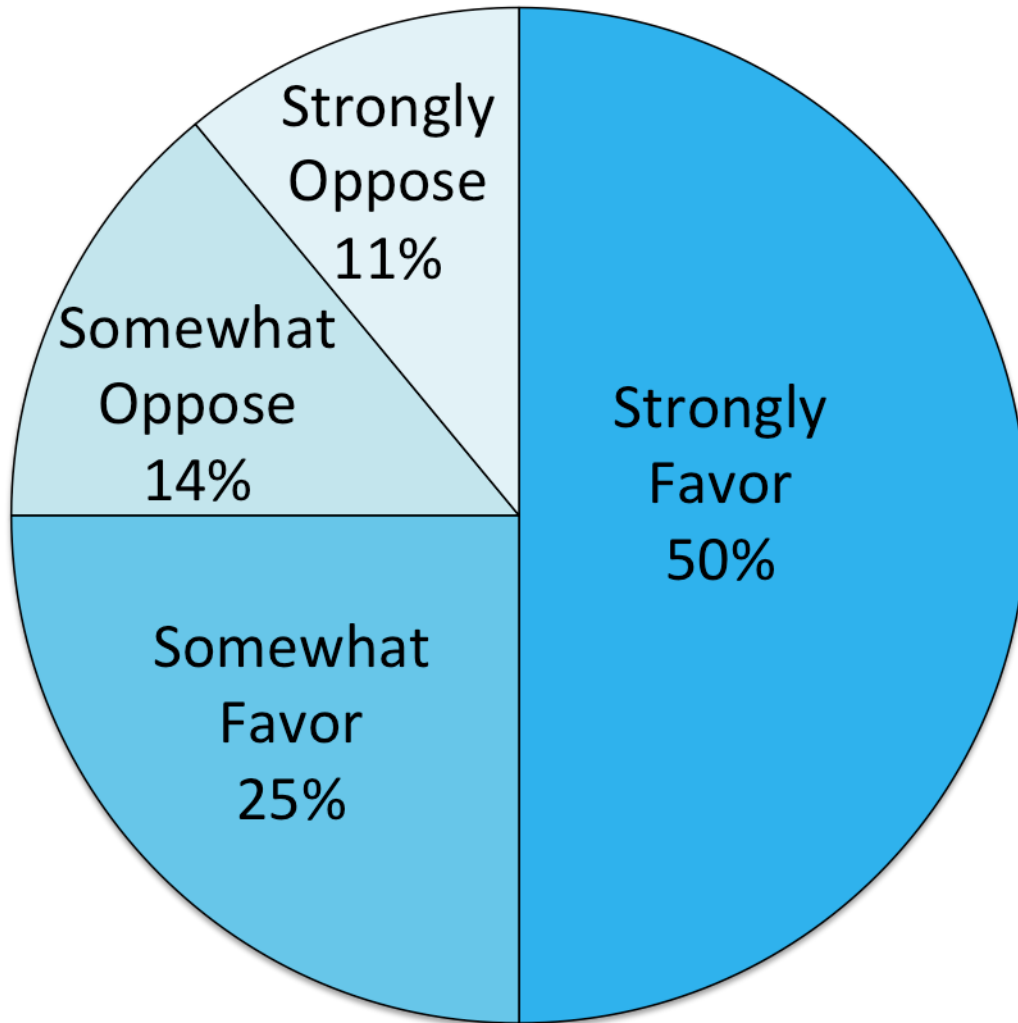
475+ Cities & Counties in **29** States



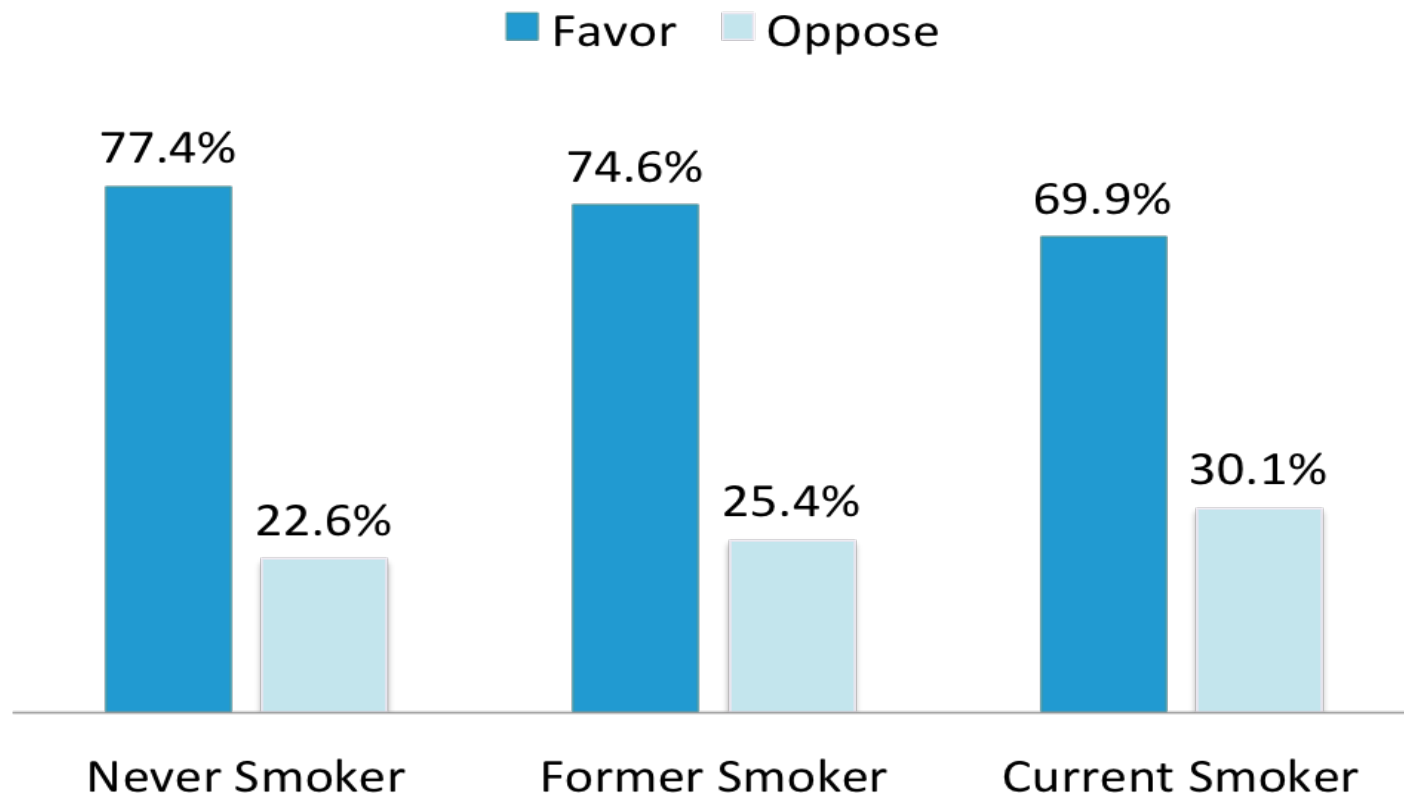
“The age to buy tobacco should be raised to 21.”



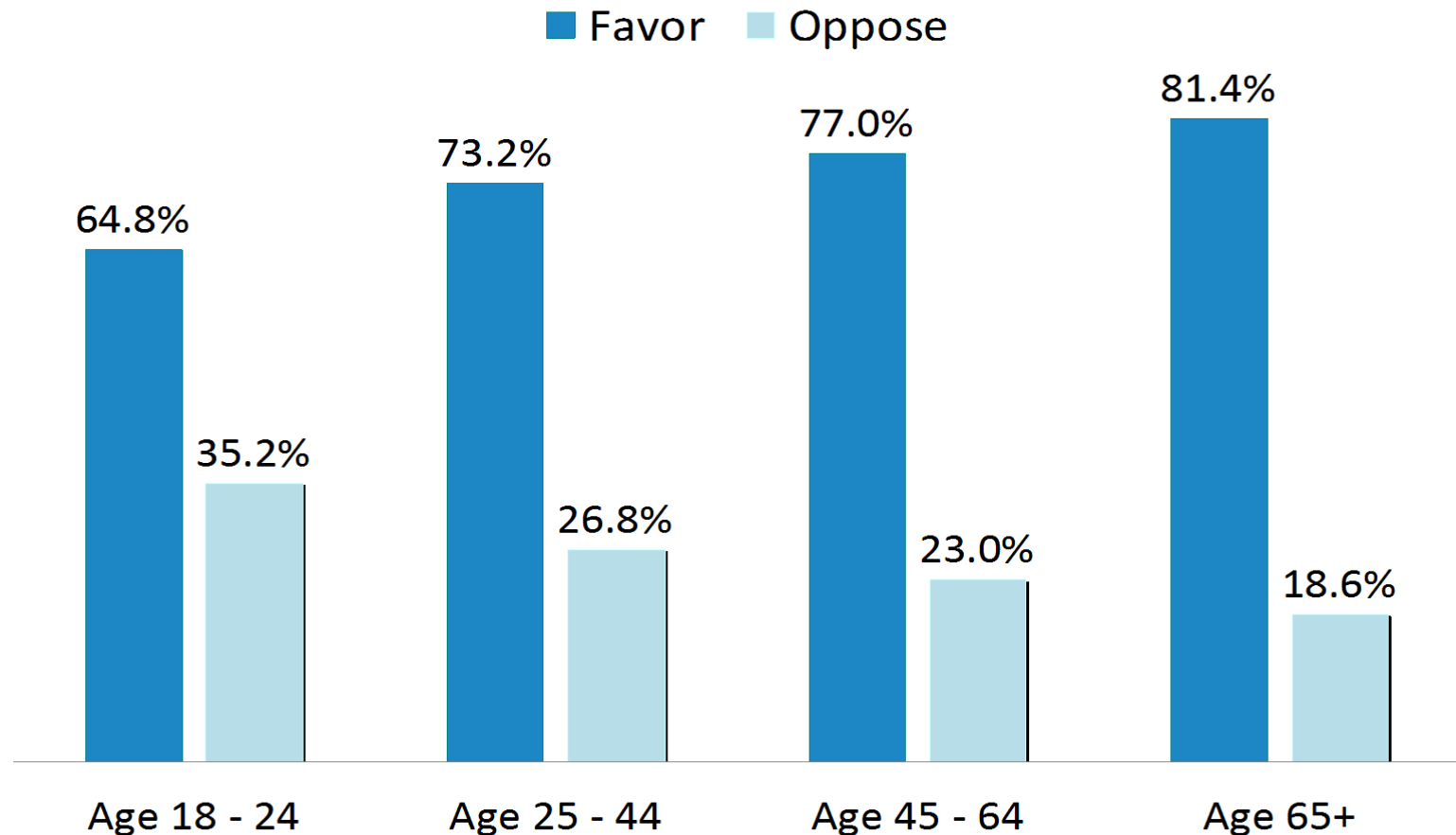
“Do you favor or oppose raising the legal minimum age to purchase all tobacco products from 18 to 21?”



Favorability toward Raising the Legal Minimum Sales Age



Favorability toward Raising the Legal Minimum Sales Age



Tobacco 21 Endorsements





Opposition

Most common argument against Tobacco21

“Old enough to fight for our country and
old enough to vote ...

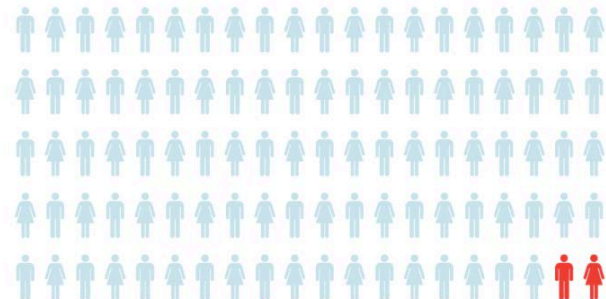
... then old enough to buy tobacco”

Opposition

- Will decrease city sales tax revenue and hurt business income

18-20 year olds are not a major portion of tobacco sales

18-20 year olds account for only 2% tobacco sales



Flavors Hook Kids



**THIS IS NOT
HOT SAUCE.**



What is it?



Flavors Hook Kids



**THIS IS NOT
ICE CREAM.**

 What is it?



Flavors Hook Kids



**THIS IS NOT
WHIPPED
CREAM.**

 **What is it?**



Flavors Hook Kids



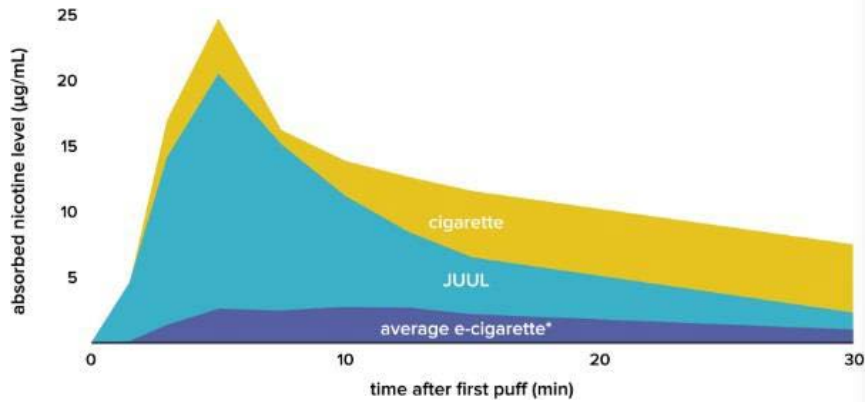
**THIS IS NOT
A FLASH DRIVE.**



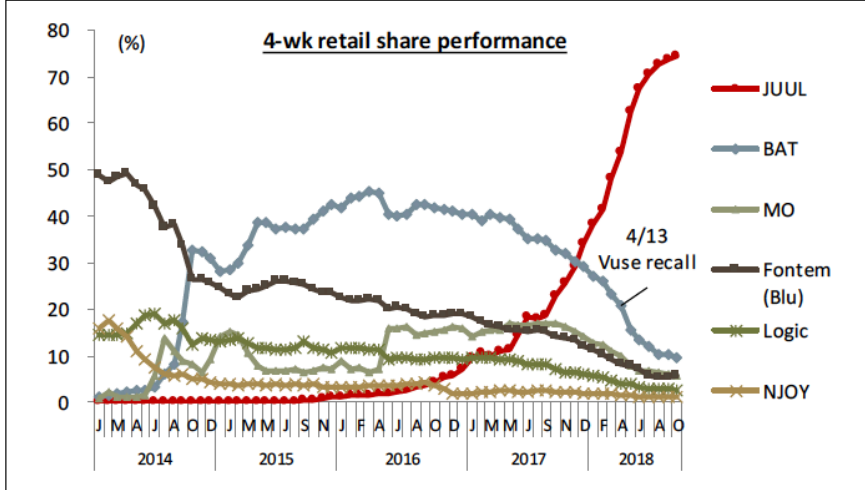
What is it?



JUUL



E-Cig 4-wk Share Performance Overall





63%

**OF JUUL USERS
DON'T KNOW THAT
THE PRODUCT
ALWAYS CONTAINS
NICOTINE.**



truth initiative
INSPIRING TOBACCO-FREE LIVES

truthinitiative.org



American Heart Association | **American Stroke Association**

life is why™

Electronic Cigarettes



Percentage of products that contain nicotine:

- 99.0% of disposable e-cigarettes
- 99.7% of rechargeable e-cigarettes
- 98.8% of refill sales

Percentage that contained nicotine by product type:

- 99.0% of all e-cigarettes products
- 98.7% of flavored e-cigarettes
- 99.4% of nonflavored e-cigarette products



Source: Marynak, K.L.; Gammon, D.G.; Rogers, T.; Coats, E.M.; Singh, T.; King, B.A., "Sales of nicotine-containing electronic cigarette products: United States, 2015," *American Journal of Public Health* 107(5): 702-705, May 2017.



“Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...”

-Philip Morris, 1981

“If a man has never smoked by age 18, the odds are three-to-one he never will. By age 24, the odds are twenty-to-one.”

RJ Reynolds, “Estimated Change in Industry Trend Following Federal Excise Tax Increase,” September 10, 1982

TOBACCO21: SAMPLE ORDINANCE

Components:

- **Strong definition of Tobacco Products, including e-cigarettes**
- **Setting the sale age at 21**
- **Enforcement**
 - **Tobacco Retail License**
 - **Health Department**
 - **Systematic Compliance Checks of All Retailers**
- **Penalty on Retailer**
 - **Minimum of \$300, graduated, ability to suspend or revoke license**
- **No penalty on youth for Purchase, Use or Possession**
- **Age Verification**
- **Signage**
- **Education of Retailers**
- **Effective Date**

Federal



- **H.R. 2339: The Reversing the Youth Tobacco Epidemic Act**, introduced by Reps. Pallone and Shalala. This includes Tobacco-21 as a provision in a larger tobacco control bill, which we support in full. Also addresses issues flavors, marketing restrictions, online sales, and more.
- **S. 1541: Tobacco-Free Youth Act**, introduced by Leader McConnell and Sen. Kaine. We are supportive of the bill but have areas we would like to see improved.
- **H.R. 2084: the SCOTT Act** introduced by Rep. Aderholt. We are against this bill due to a provision that could weaken regulations on heat-not-burn products.
- **H.R. 2411/S. 1258: The Tobacco to 21 Act**, introduced by Sens. Schatz, Durbin, Young, Romney & Reps. DeGette and Stewart. We actively worked on this bill and strongly support it.

Michigan



- **Senate Bills 106 and 155:** Defines electronic cigarettes as “Vapor Products” and “Alternative Nicotine Product” which we oppose. Also allows for a minor to be convicted of a misdemeanor.
- **House Bill 4039:** Raises the minimum legal sale age to 21 in Michigan. Includes electronic cigarettes, which is also defined as a tobacco product. We support.

Why?



Michigan population, July 2018 estimate	9,995,915
# people turning 18 each year	121,061.6
New 18 year-old smokers each year without T21	33,994.1
New 18 year-old smokers each year with T21	25,495.6
# of new 18 year-old smokers prevented each year with T21	6,887.2
# of lives saved each year from T21 law	2,868.5
# of kids alive today spared a tobacco-caused death	51,633.4



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