

Reducing Youth Initiation and Use of Tobacco Products in North Port, Florida

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North Port City Commission - Special Meeting

Presented by

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THE TOBACCO LANDSCAPE TODAY



WHAT WE KNOW

- 95% of smokers start before age 21. Ages 17-20 are associated with the transition from experimental or occasional use to daily use and addiction.
- Young adults age 18 to 20 are the primary source of tobacco products for younger peers and family members.
- Nicotine is addictive and adolescents and young adults are uniquely vulnerable to the effects of nicotine and more susceptible to nicotine addiction.
- Nicotine causes adverse consequences on brain development and wires the brain for future addictions.
- Addictions formed in the teen years are stronger and harder to break than those formed later in adulthood.



THE TOLL OF TOBACCO IN THE UNITED STATES

- Despite enormous progress in reducing smoking, tobacco use is still the leading cause of preventable death in the United States and imposes a terrible toll on families, businesses and government.
- Tobacco kills more than 480,000 people annually – more than AIDS, alcohol, car accidents, illegal drugs, murders and suicides combined.
- Tobacco costs the U.S. approximately \$170 billion in health care expenditures and more than \$150 billion in lost productivity each year.
- Of the more than 200,000 kids who become new regular, daily smokers each year, almost a third will ultimately die from it. In addition, smokers lose a decade of life because of their smoking.



THE TOLL OF TOBACCO IN FLORIDA

- High school students who smoke 3.6% (34,700)
- Male high school students who smoke cigars (female use much lower) 5.9%
- High school students who use e-cigarettes 24.8%
- Kids (under 18) who become new daily smokers each year 4,700
- Adults in Florida who smoke 14.5% (2,475,100)
- Proportion of cancer deaths in Florida attributable to smoking 29.4%

U.S. National Data

- High school smoking rate (2019): 5.8%
- Male high school students who smoke cigars (2018): 9.0%
- High school students who use e-cigarettes (2019): 27.5%
- Adult smoking rate (2017): 14.0%



THE TOLL OF TOBACCO IN FLORIDA

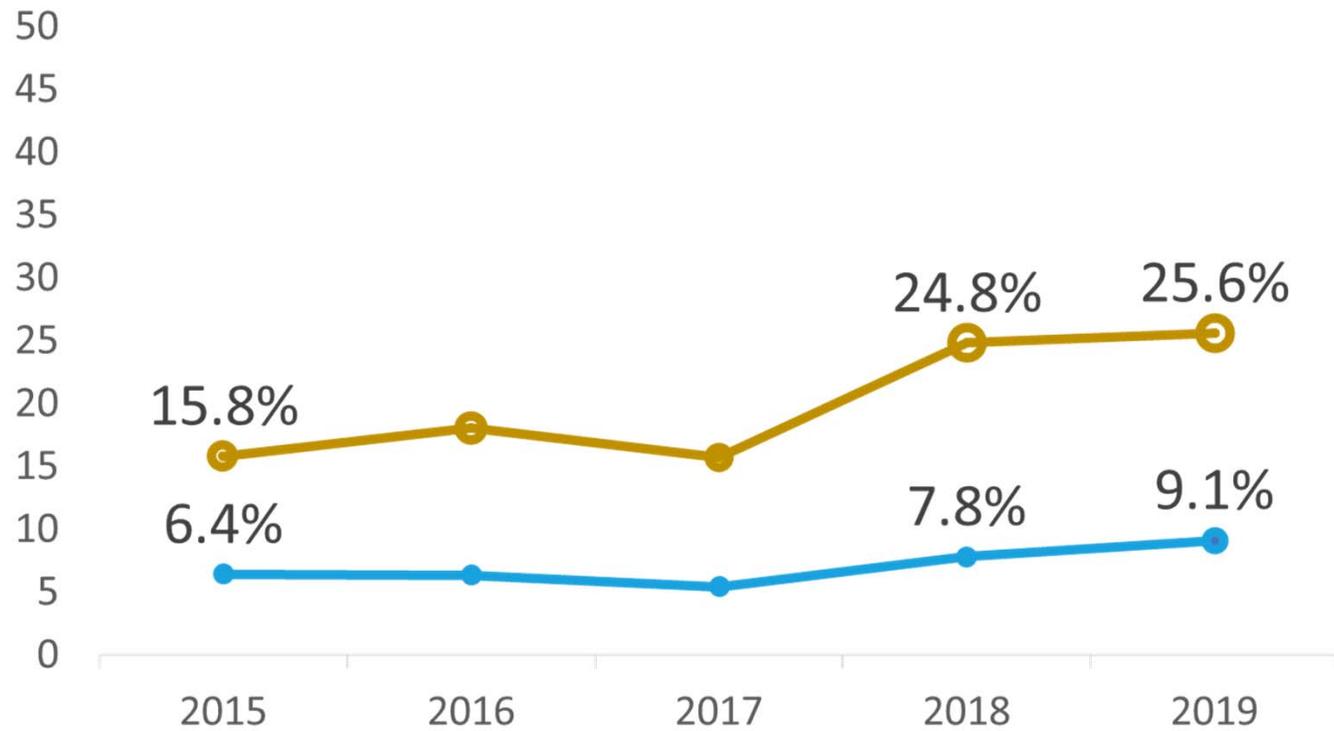
Deaths in Florida from Smoking

- Adults who die each year from their own smoking 32,300
- Kids now under 18 and alive in Florida who will ultimately die prematurely from smoking 270,000
- Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined — and thousands more die from other tobacco-related causes — such as fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use.

Smoking-Caused Monetary Costs in Florida

- Annual health care costs in Florida directly caused by smoking \$8.64 billion
- Medicaid costs caused by smoking in Florida \$1.51 billion
- Residents' state & federal tax burden from smoking-caused government expenditures \$684 per household
- Smoking-caused productivity losses in Florida \$8.32 billion

Florida Youth Use of E-cigarettes 2015-2019



Source: Florida Health 2019



***PREVENTING TOBACCO USE AMONG YOUTH
IS CRITICAL TO ENDING THE TOBACCO EPIDEMIC
IN THE UNITED STATES.***

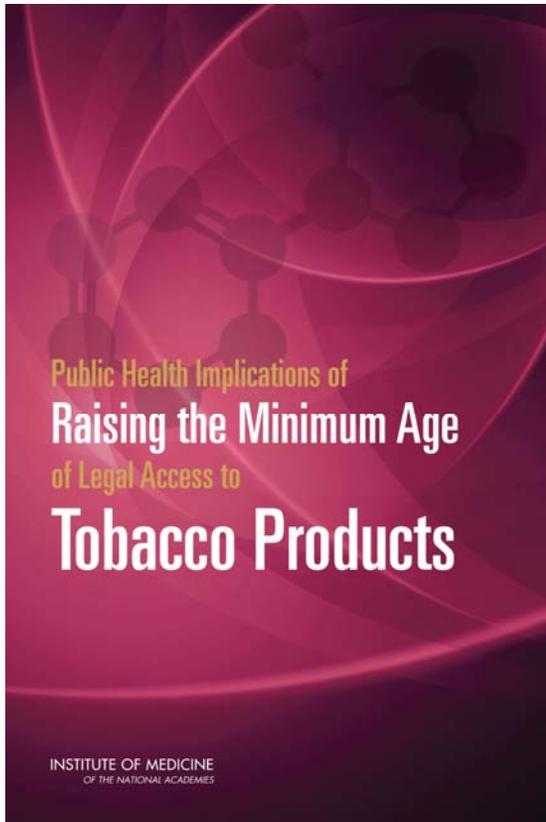
TOBACCO ~~eighteen~~ twenty-one

Tobacco 21 is a youth prevention policy that raises the minimum legal sales age (MLSA) of all tobacco and nicotine products to 21. It puts the responsibility for compliance on the RETAILERS who profit from the sales rather than on the YOUTH who are targeted by the tobacco industry.

Key Benefits of Increasing the Sale Age to 21

- Delays the age when people first use tobacco and reduces risk of becoming a regular smoker.
- Younger adolescents would have a harder time passing as 21 year-olds.
- Helps keep tobacco out of schools - puts tobacco beyond the reach of high school social networks.
- Simplifies ID checks for retailers – alcohol and tobacco both 21.

Predicted Impact of Tobacco 21



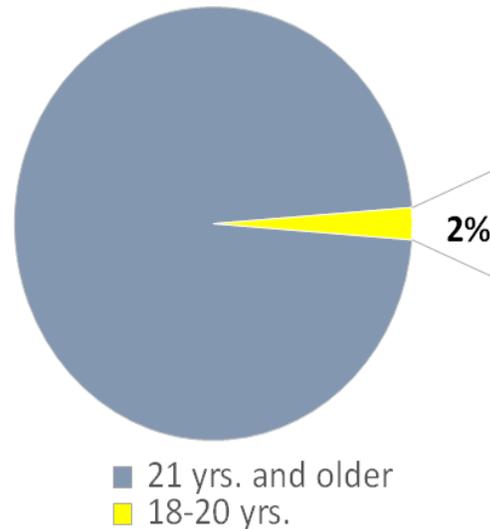
2015 Institute of Medicine Report

- Raising the minimum legal age to 21 would reduce tobacco initiation among youth age 15-17 by 25%;
- Reduce overall prevalence of tobacco use by 12%;
- Protect 4.2 million young people alive today from premature death related to tobacco use;
- 223,000 fewer premature deaths overall;
- 50,000 fewer deaths from lung cancer.

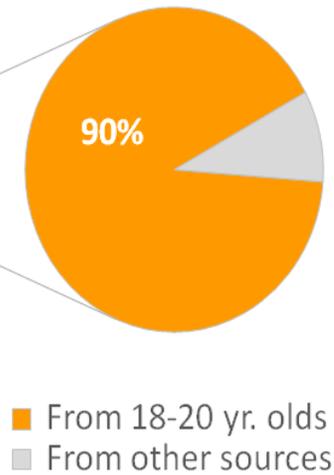
Why Raise the Age?

Only 2% of tobacco sold is purchased by 18-20 year olds, but that group supplies 90% of the addictive tobacco to younger people.

Sale of Tobacco Products by Age



Supply of Tobacco to People 17 years and younger



TOBACCO 21 MODEL POLICY



10 ELEMENTS OF A TOBACCO 21: Model Policy

1. Define tobacco products to include all tobacco products.
2. Prohibit sale of tobacco products & accessories to persons under the age of 21.
3. Require the tobacco retailer to verify age prior to sale.
4. Require tobacco retailers to post signs.
5. Designate an enforcement agency and establish clear enforcement protocols.
6. Create a tobacco retail licensing program.
7. Dedicate funding to fully cover enforcement cost.
8. Provide penalties only on retailers, not youth or clerk.
9. Establish civil penalty structure for violations rather than criminal.
10. Do not include exemptions (ex. Military) that weaken the intent and impact of the policy.

Tobacco Industry Tactics to Weaken Tobacco 21 Laws

- Add or Expand Preemption (licensing, smoke-free, sales, marketing etc.)
- Add or Strengthen PUP laws/provisions in existing law
- Add Military or product exemptions (cigar/hookah)
- Keep Strong Enforcement Provisions Out
- Language that Protects Retailer Profits

TOBACCO & THE MILITARY

TOBACCO USE WEAKENS OUR MILITARY

- Tobacco use is a threat to the health and fitness of our forces and compromises readiness, the foundation of a strong national defense.
- Service members who use tobacco are more likely to drop out of basic training, sustain injuries and have poor vision, all which compromise troop readiness.

THE TOLL OF TOBACCO ON OUR TROOPS

- The Department of Defense (DoD) estimates that 175,000 current Active Duty Service members will die from smoking unless they are able to quit.
- More than one-third of servicemembers who use tobacco products started *after* joining the military.
- Tobacco users are more likely to be injured and their injuries are slower to heal.

TOBACCO & THE MILITARY

MILITARY LEADERS SUPPORT TOBACCO PREVENTION AND TOBACCO 21

- As part of the military's tobacco prevention efforts, General Robert Magnus, Assistant Commandant of the Marine Corps, has stated,

“Tobacco impairs reaction time and judgment. It stands in the way of a Marine's number one priority: to be in top physical and mental shape - combat ready.”



WE ARE AT WAR.
TOBACCO USE IMPACTS
PHYSICAL FITNESS,
NIGHT VISION, AND
HEALING—IT IMPAIRS
MISSION READINESS.
**THE SUPPORT IS
HERE TO HELP
YOU QUIT.**

— Rodney J. McKinley
Chief Master Sergeant of the Air Force

QUIT TOBACCO.
make everyone proud
www.ucanquit2.org



Mission: Readiness was founded in response to U.S. Department of Defense data indicating that 71 percent of 17- to 24-year-olds across the country DO NOT QUALIFY for military service.

- The principal disqualifiers include inadequate education, a disqualifying criminal record or poor physical fitness.
- **Raising the age for sale of tobacco products will improve the overall health of young people in our country.**
- In addition to lowering the physical readiness of potential recruits, tobacco use also hampers the fitness and endurance of our current military force causing higher rates of absenteeism and lost productivity.
- The use of tobacco is banned during basic training because those service members who use it are more likely to drop out, sustain injuries or suffer from delayed healing of wounds.
- Tobacco use costs the Department of Defense an estimated \$1.7 billion annually in medical costs and lost work time.
- All branches of the Armed Forces have implemented tobacco cessation policies/programs and have restricted use and/or sales of tobacco products as part of a broader strategy to improve the health and fitness of the force and their families.

Our future national security is dependent upon the physical fitness and well-being of young people who are willing to serve.

STARS AND STRIPES®

TOBACCO PRODUCT USE THREATENS MILITARY READINESS

By VICE ADM. JEROME ADAMS, LT. GEN. NADJA WEST, VICE ADM. FORREST FAISON AND LT. GEN. DOROTHY HOGG | Special to Stars and Stripes | Published: July 7, 2019

To our servicemembers:

The surgeons general of the Air Force, Army, Navy, and United States are united in our concerns about high levels of tobacco product use among uniformed servicemembers. Tobacco product use is a threat to the health and fitness of our forces and compromises readiness, the foundation of a strong national defense.

Use of tobacco products among servicemembers is pervasive, harmful, and an urgent public health problem. More than one-third of servicemembers who use tobacco products started after joining the military. A well-known cause of cancers, heart and lung disease, and stroke, tobacco product use jeopardizes fitness and sleep quality and increases stress. In addition, tobacco product users are more likely to be injured and their injuries are slower to heal.

As the surgeons general, responsible for the health and readiness of more than one million lives, we are speaking with one voice to urge the types of actions that can help servicemembers quit all forms of tobacco product use, irrespective of whether it is smoked, smokeless or electronic. Join us now to build a stronger, healthier and more resilient force.

Vice Adm. Jerome Adams is surgeon general of the United States. Lt. Gen. Nadja West is surgeon general of the U.S. Army. Vice Adm. Forrest Faison is surgeon general of the U.S. Navy. Lt. Gen. Dorothy Hogg is surgeon general of the U.S. Air Force.

18 IS NOT THE AGE OF MAJORITY FOR MANY THINGS

- Purchase and use alcohol nationwide: 21
 - Enter a gambling casino in Florida: 21
- Obtain a Federal or Florida license for handgun permit: 21
 - Become a foster parent in Florida: 21
 - Hold a legislative seat in Florida: 21
 - Hold a U.S. Congressional seat: 25
 - Hold a U.S. Senate seat: 30
- Run for President of the United States: 35

None of these ages exempt members of the military...

FLORIDA LOCAL RETAIL TOBACCO LICENSING ORDINANCE

With Age 21 Purchase Age



In January 2019, Alachua County became the first local government in Florida to require tobacco retailers to obtain a license. Through licensing and related regulations, Florida cities and counties have the opportunity to address the sale of commercial tobacco and related devices and products in the retail environment.¹

This model ordinance includes all of the minimum retail tobacco sales restrictions required by Florida state and federal law. It also includes a number of additional provisions a local government may choose to adopt in order to further advance public health. A city or county planning to adopt this model ordinance, in whole or in part, should review it with its attorney beforehand to determine suitability. While the model ordinance language can be modified by adding or omitting content concerning activities

The best possible world is one without the death and health harms associated with commercial tobacco use.



BENEFITS OF INCLUDING TOBACCO RETAIL LICENSING IN YOUR TOBACCO 21 ORDINANCE

1. A local tobacco retail license allows your city to better manage tobacco retailers and the sale of tobacco products.
2. It facilitates the creation of a comprehensive lists of tobacco retailers in your city, which inspectors can then use to monitor retailer compliance with tobacco laws. The State of Florida has a tobacco retail license however it only covers retailers who sale traditional tobacco products and has gaps for retailers of e-cigarettes such as vape shops.
3. It provides a direct and effective enforcement mechanism by which non-compliant retailers can face stronger consequences for selling to underage youth, such as suspension and revocation for repeat violators. Cities with tobacco retail licensing have higher rates of retailer compliance.
4. It provides funding for stronger enforcement activities like compliance checks through licensing fees and violator fines.

QUESTIONS?

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