

Ending the Tobacco Epidemic: Tobacco 21 as a Promising Strategy to Protect Michigan's Youth

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What is Tobacco 21?

- ▶ Raising the minimum sales age for tobacco products to 21

TOBACCO
~~eighteen~~ **twenty-one**

Tobacco Use - A Critical Public Health Issue



- ▶ Cigarette smoking is the leading cause of preventable disease and death in the U.S.
- ▶ 16,200 Michiganders die from tobacco use each year
- ▶ 5,800 Michigan children become new regular, daily smokers annually, 1/3 of whom will die prematurely due to this addiction. E-cigarette and hookah use is rising rapidly among youth.

The young adult brain and addiction

- ▶ Parts of the brain most responsible for decision making, impulse control, sensation seeking and susceptibility to peer pressure continue to develop and change through young adulthood
- ▶ More susceptible to addiction since the brain is not fully mature: adolescent brains are uniquely vulnerable to the effects of nicotine

Source: Institute of Medicine



The young adult brain and addiction

- ▶ Because of nicotine addiction, approximately 3 out of 4 teen smokers continue smoking into adulthood, even if they intended to quit after a few years.
- ▶ 95% of adults began smoking before age 21
- ▶ 4 out of 5 become regular, daily smokers before age 21
- ▶ Studies show earlier onset of tobacco use make it harder to quit later should a person choose to do so.

Tobacco Use- a Pediatric Disease

"It is easy to think of smoking as an adult problem. It is adults who die from tobacco-related diseases. We see adults light up in a restaurant or bar." (Not in Michigan!)

But...

"That is like entering the theater in the third act, after the plot has been set in motion, after the stage has been set... Nicotine addiction begins when most tobacco users are teenagers, *so let's call this what it really is: a pediatric disease.*"

What influences youth and young adults to initiate tobacco use?

- ▶ 91% of youth obtain cigarettes from social sources - family, friends or other individuals
- ▶ Tobacco marketing: targets youth and young adults who are VERY influenced by it
 - ▶ \$302 million spent in Michigan in 2014
 - ▶ More than 80% of underage smokers choose brands from among the top three most heavily advertised
 - ▶ Surgeon General: The more young people are exposed to cigarette advertising and promotional activities, the more likely they are to smoke

Who has adopted Tobacco 21 policy?

- ▶ Needham, MA was the first in 2005
- ▶ New York City, Cleveland, Chicago, Kansas City, KS and Kansas City, MO
- ▶ Hawaii and California
- ▶ **Ann Arbor, Michigan: 8/4/16!!!**
- ▶ **Genesee County, Michigan: 2/14/17!!!**

Benefits of a Tobacco 21 policy

- ▶ Institute of Medicine Report: “Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products” - March 12, 2015
 - ▶ Likely benefits from raising the sales age of tobacco products are numerous and expansive, particularly when a Tobacco 21 policy is part of broader comprehensive tobacco prevention and control programming

Institute of Medicine Report Benefits of a Tobacco 21 Policy

- ▶ Initiation of tobacco use by adolescents and young adults will be prevented or delayed
- ▶ Smoking prevalence will be substantially reduced over time
- ▶ Health of adolescents and young adults will immediately improve due to a reduction in the number of those with smoking-caused diminished health status



How will Tobacco 21 protect youth and young adults?

↓ Access

Minors routinely encounter 18 year olds at school and elsewhere, but have much less contact with 21 year olds. 91% obtain cigarettes from social sources (friends, family or other individuals)

↓ Decreases overall youth smoking rate

How will Tobacco 21 protect youth and young adults?

- ↑ Age when young people first experiment with tobacco
 - ▶ Reduces the risk of transition to a regular, daily tobacco user
 - ▶ Raises the chances of quitting

“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 researcher, 1982

Institute of Medicine Report Benefits of a Tobacco 21 Policy

Smoking prevalence will be substantially reduced over time, leading to...

- ▶ Improved maternal, fetal and infant health outcomes due to a reduction in the likelihood of maternal and paternal smoking
- ▶ Reduced smoking related mortality over time

Tobacco 21 Saves Lives

- ▶ Institute of Medicine report, using established simulation models, projects:
 - ▶ 249,000 fewer premature deaths
 - ▶ 45,000 fewer deaths from lung cancer
 - ▶ 4.2 million fewer years of life lost for those born between 2000 and 2019

Tobacco 21 will likely reduce healthcare costs

- ▶ The reduction in smoking prevalence resulting from Tobacco 21 will likely lead to reduced future tobacco related costs:
- ▶ **\$4.59 billion/year** spent in Michigan on smoking-caused health costs. Of this, **\$1.36 billion/year** spent on state and federal smoking-related Medicaid expenditures.
- ▶ 42% of Michigan adult Medicaid enrollees ages 19-64 currently smoke
- ▶ **\$4.78 billion/year** spent in Michigan on smoking-caused productivity losses

Institute of Medicine statement

“...in the absence of transformative changes in the tobacco market, social norms and attitudes, or the epidemiology of tobacco use, the committee is reasonably confident that raising the MLA (minimum age of legal access to tobacco products) will reduce tobacco initiation, particularly among adolescents 15 to 17 years of age, will improve health across the lifespan, and will save lives.”

National Academy of Sciences, “Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products,” March 2015, p. S-9.

Tobacco 21: Addressing Opposition

- ▶ Opposing argument: Retailers will go out of business or lose business to other towns
- ▶ FACTS:
 - ▶ When Needham, MA increased the purchase age to 21, not a single convenience store went out of business.
 - ▶ When customers need to travel a significant distance to obtain tobacco products, they are likely to decrease their use. This is especially true for youth, who often have limited transportation options.

Tobacco 21: Addressing opposition

Opposing argument: Retailers will go out of business or lose business to other towns

▶ FACTS:

- ▶ Restaurant and bar owners had the same fear when Michigan's Smokefree Air Law was enacted, but this did not happen.
- ▶ 18-20 year olds only contribute to about 2% of tobacco sales

Tobacco 21: Addressing Opposition

- ▶ Opposing argument: If you can go to war and bear arms at 18, you should be able to smoke.
- ▶ FACTS:
 - ▶ Soldiers who smoke are less combat ready and take longer to heal
 - ▶ A comprehensive study on 9.3 million military beneficiaries has revealed lung cancer mortality rates are double among Veterans

Tobacco 21: Addressing Opposition

- ▶ Opposing argument: If you can go to war and bear arms at 18, you should be able to smoke.
 - ▶ Veterans who protected our freedom but contracted emphysema from addiction to military discounted cigarettes have lost **their** freedom
 - ▶ The U.S. Military has recognized the danger of tobacco use. In 2011, 24.5% of service members reported cigarette use (vs. 20.6% among civilians), and 12.8% reported smokeless tobacco use (vs. 2.3% among civilians).

Tobacco 21: Addressing Opposition

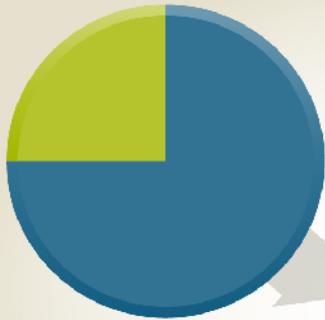
- ▶ Opposing argument: At age 18, individuals are able to do everything that older adults can do.
- ▶ FACT: There are many things that an individual cannot do until 21 years of age or older:
 - ▶ Buy alcohol, gamble in casinos, get a license to carry gun permit, rent a car, rent a room in some hotels

“For the majority of smokers, tobacco use is not an ‘adult choice;’ it is the result of an addiction that began when they were in high school or younger.”

“Running the Numbers” The Ohio State University College of Public Health, 3.3.15

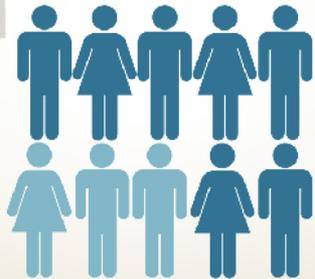
Tobacco 21 has public support

Most adults favor making **21** the minimum age of sale for tobacco products



3 out of **4**

U.S. adults **favor** making 21 the minimum age of sale for tobacco products.



This includes

7 out of **10**

U.S. adult **cigarette smokers** who **favor** making 21 the minimum age of sale.



Source: American Journal of Preventive Medicine

What can I do to support Tobacco 21?

- ▶ Educate people about the benefits of Tobacco 21
- ▶ Ask your organizations, coalitions and boards, and partner organizations, etc. to sign a Resolution of Support from Tobacco Free Michigan
- ▶ Contact Angela Clock, Executive Director, Tobacco Free Michigan tobaccofreemi@gmail.com

Questions?

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