



Tobacco 21 A Bold New Innovation



Tobacco remains the
**leading cause of preventable disease
and premature death in the U.S.**

Tobacco use is one of the largest drivers of health care costs. Chronic diseases are the most common and costly of all health problems. They are also the most preventable.





In 1995, the US Food and Drug Administration declared tobacco use a **“pediatric disease”**

The American Academy of Pediatrics and other highly-reputable, national health organizations wholeheartedly endorse the view as well.





“ *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. We see a colleague step outside for a cigarette break. But this is a dangerously shortsighted view.* **”**

*—David A. Kessler, M.D.
Former FDA Commissioner*



The tobacco industry aggressively markets and promotes its products to continue recruiting young adults as new consumers. But despite legal settlements and laws, the **tobacco companies still spend:**

\$9.5B a year

to market their deadly and addictive products, and they continue to entice and addict America's kids.

1. *U.S. V. Philip Morris USA, Inc., et al.*, No. 99-CV-02496GK (U.S. Dist. Ct., D.C.), Final Opinion, August 17, 2006.



“ From the 1950s to the present, different defendants, at different times and using different methods, have **intentionally marketed to young people under the age of twenty-one in order to recruit ‘replacement smokers’** to ensure the economic future of the tobacco industry. ”

—U.S. District Court Judge Gladys Kessler
Final Opinion, *United States v. Philip Morris*

Preventing Tobacco Use Among Youth and Young Adults

A Report of the Surgeon General



U.S. Department of Health and Human Services

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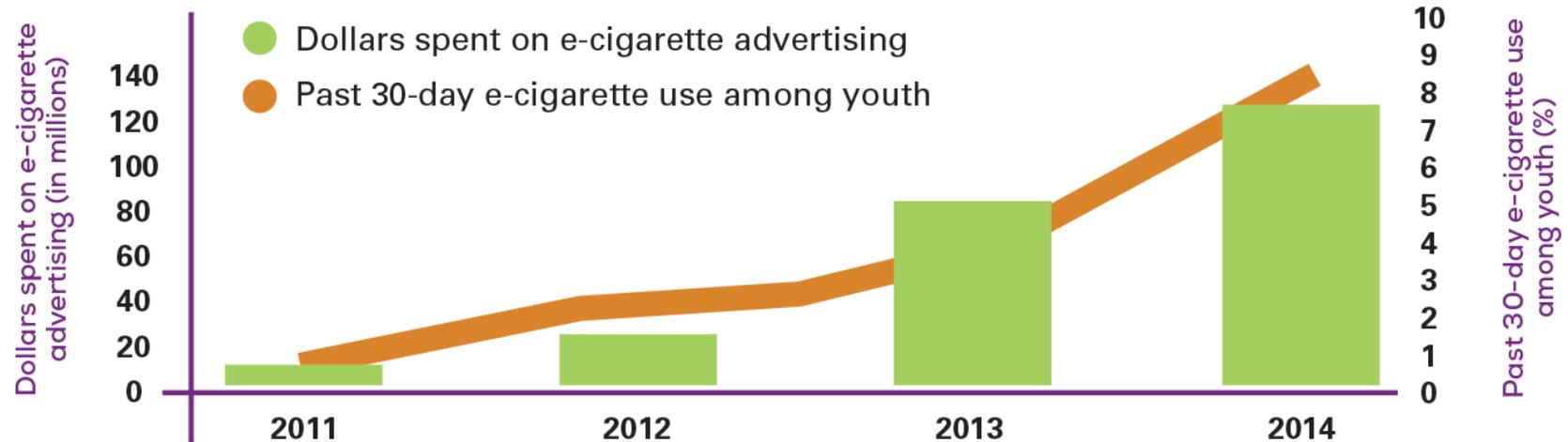
The 2012 U.S. Surgeon General's report concluded that scientific evidence

“consistently and coherently points to the intentional marketing of tobacco products to youth as being a cause of young people’s tobacco use.”

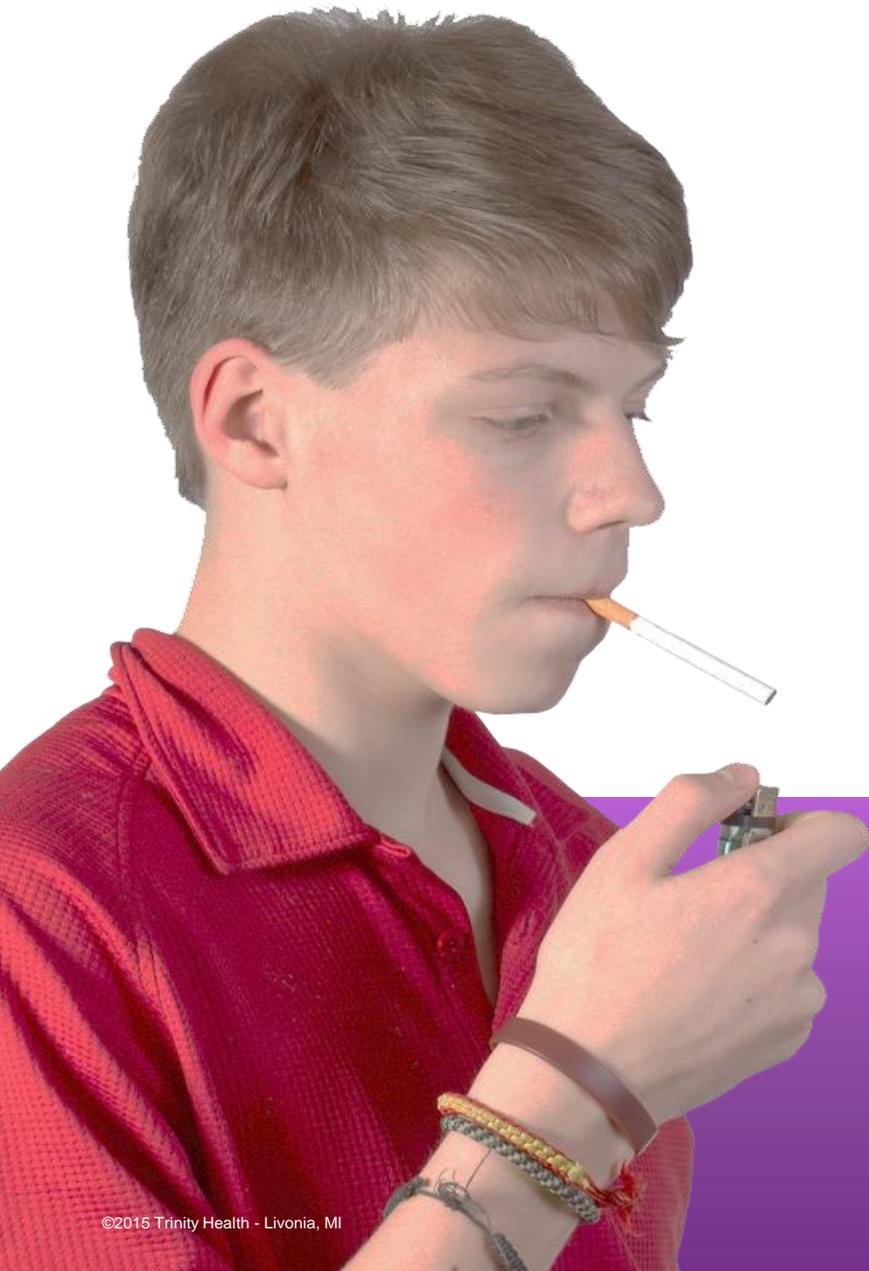


A January 2015 CDC report shows alarming levels of youth exposure to **electronic cigarette advertising is fueling e-cigarette use among youth.**

E-cigarette use among youth is rising as e-cigarette advertising grows



SOURCE: National Youth Tobacco Survey, 2011-2014 et al (2014), Truth Initiative (2015).



Why Raise The Age?

**95% of current
adult smokers**

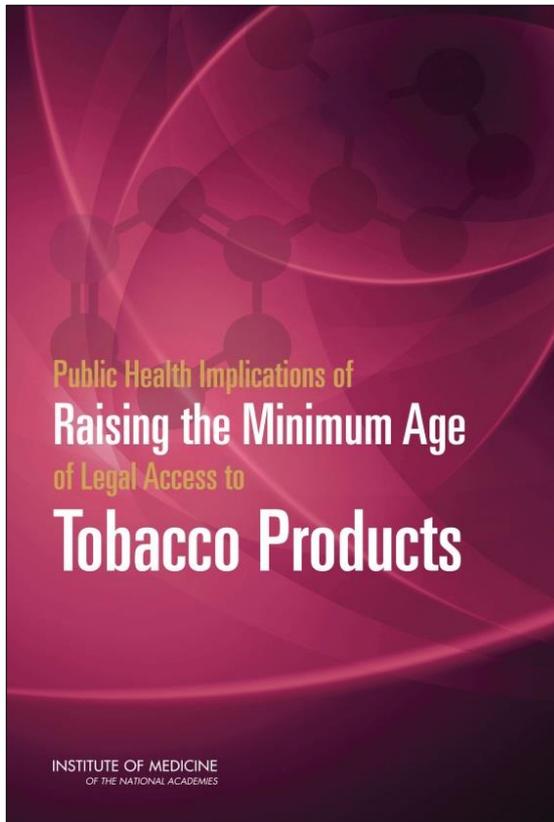
began before age 21.

The ages of 18 to 21 are a critical period when many smokers move from experimental smoking to regular, daily use.



INSTITUTE OF MEDICINE

OF THE NATIONAL ACADEMIES



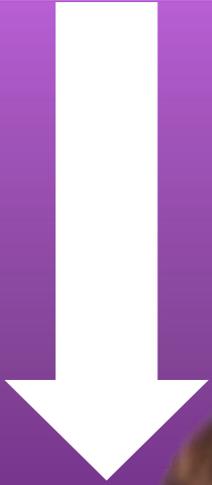
www.iom.edu/tobaccominimumage

398-page report commissioned by the FDA, documents **enormous public health benefits** that would result from Tobacco 21.

The IOM, one of the most prestigious scientific authorities in the U.S., strongly concluded that

raising the tobacco sale age to 21 will have a substantial positive impact on public health and save lives.

Tobacco 21: Over time...



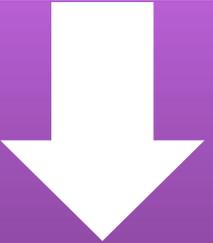
25%

decline in smoking initiation by 15-17 year olds



12%

overall drop in smoking prevalence



10%

reduction of smoking related deaths

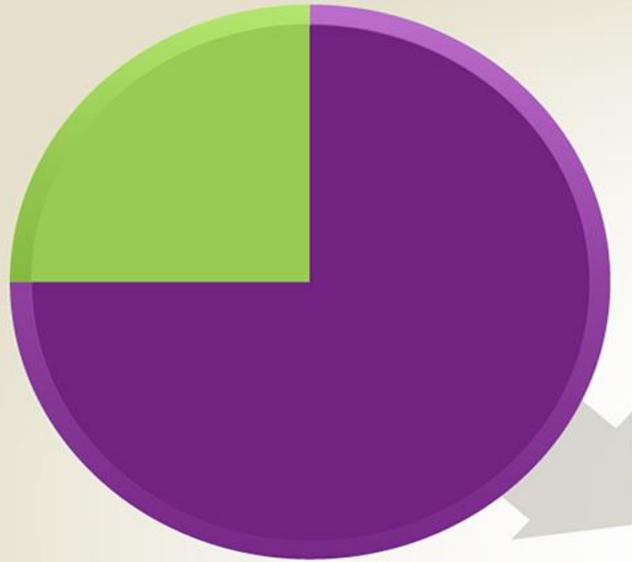
For kids alive today, **4.2 million years of life** would be saved by virtue of this logical, simple policy change.

Other Important Impacts...

12% Decline in premature births

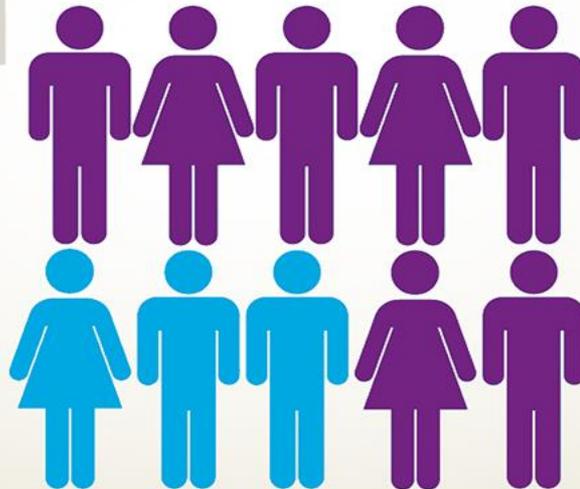
16% Drop in SIDS cases

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.



Tobacco 21 Is Politically Popular

Across the board,

the majority of adults in every demographic group (i.e., age, race, gender, education level, U.S. Census region, and income) as well as smoking-status category supported increasing the minimum age.



“Never Smoker”

79.5%

Favorable

“Former Smoker”

75.6%

Favorable

“Current Smoker”

69.9%

Favorable

Tobacco 21 'Wins'



Improve
Health



Save
Lives



Popular



The tobacco industry knows Tobacco 21 will work!

“

Raising the legal minimum age for
cigarette purchaser to 21 could
gut our key young adult market...

—*Philip Morris report, January 21, 1986*

Tobacco companies know that if they don't capture new users by their early 20's, it's unlikely that they ever will.

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

—RJ Reynolds, September 10, 1982



MERCY HEALTH



Trinity Health
Livonia, MI



Institute of Medicine
**Tobacco 21 Will Reduce
Smoking and Save Lives**



Model Legislation Basics

Prohibit sales to individuals under 21

Penalize the sale instead of the possession – hold vendors and the tobacco industry accountable

E-Cigarettes should be included

Signage

Allow time for **educational outreach** before law goes into effect

Enforcement is essential