



# Tobacco 21 in Ohio Why not in Yellow Springs/ Greene County?



# Who do we still need to reach?



## Race/Ethnicity

**21.9%** American  
Indians/Alaska Natives  
**16.6%** white



## Education level

**34.1%** GED  
**3.6%** Graduate  
degree



## Poverty status

**26.1%** Below  
poverty line  
**13.9%** At or above  
poverty line



## Health insurance coverage

**27.8%** Medicaid  
**27.4%** Uninsured  
**11.1%** Private



## Disability/limitation

**21.5%** Yes  
**13.8%** No



## Sexual orientation

**20.6%** Lesbian/Gay/  
Bisexual  
**14.9%** Heterosexual



## Serious psychological distress

**40.6%** Yes  
**14.0%** No

# ARE TOBACCO, ALCOHOL AND MARIJUANA GATEWAY DRUGS?

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“... every drug is a gateway drug if used during adolescence or young adulthood while brain development is still under way. Whether it’s nicotine, alcohol, marijuana or opioids, **it is the age of the person initiating use** – not the specific substance itself – that increases the risk of using other addictive substances and developing addiction.... While the areas of the brain associated with memory, learning, judgment, decision-making, risk-taking, reward, emotion and stress are maturing, they are **uniquely vulnerable** to the damage that addictive substances such as nicotine, alcohol and other drugs inflict on these critical brain functions. That damage to the brain not only makes the individual more susceptible to addiction, but it also further impairs the skills needed to make good decisions and sound judgements, heightening the risk of future substance use and addiction.”

<https://www.centeronaddiction.org/the-buzz-blog/what-today%E2%80%99s-parents-should-know-about-gateway-drug-theory>



# YOUTH AND TOBACCO USE

*Youth use of tobacco in any form is unsafe.*



If smoking continues at the current rate among youth in this country, **5.6 million of today's Americans younger than 18 will die early from a smoking-related illness!**



Nearly **9 out of 10** cigarette smokers first tried smoking by age **18**, and 99% first try smoking by age 26.<sup>1,3</sup>



**Each day**, about **2,500 kids** in the United States **try their first cigarette**, and another 400 additional kids become new regular, daily smokers.<sup>2</sup>



1. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: HHS, CDC, NCCDPHP, OSH, 2014.

2. Bach, Laura. "Smoking and Kids." Washington, D.C.: Campaign for Tobacco-Free Kids, June 20, 2017. <https://www.tobaccofreekids.org/research/factsheets/pdf/0001.pdf>

3. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta: HHS, CDC, NCCDPHP, OSH, 2012.

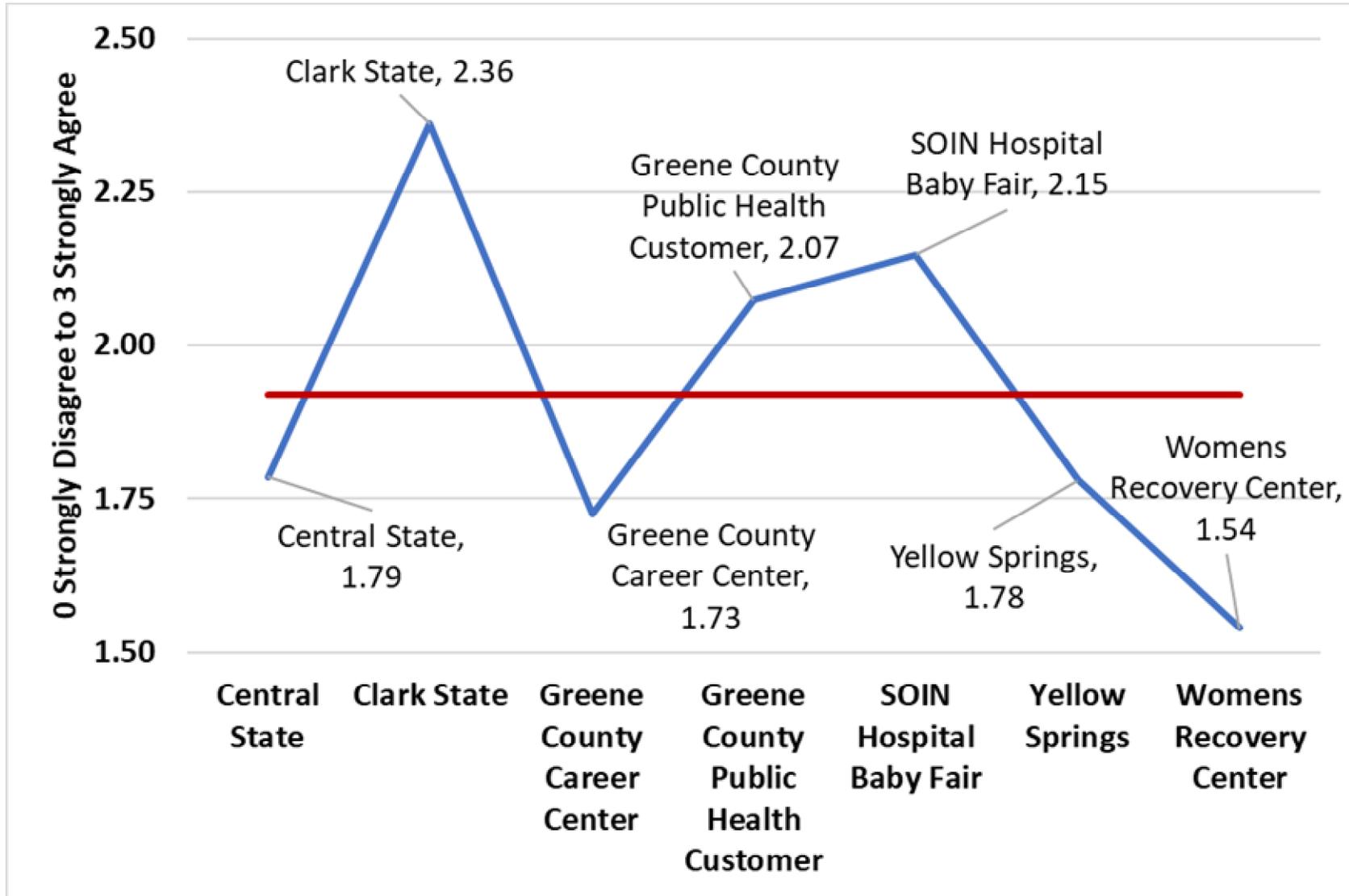
# Tobacco 21 in Your Community: Model Legislation

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## Recommendations to be Included in Any Legislation to Raise the Minimum Age of Sale to 21:

- *Covers all tobacco products, including electronic cigarettes.*
- *Provides public education, training, and technical assistance to retailers.*
- *Implements measures for active enforcement, such as retailer licensing and penalties, including license suspension and revocation.*
- *Does not create new categories of products, which would exempt them from other tobacco control laws.*
- *Does not penalize youth.*
- *Does not preempt other jurisdictions from passing strong tobacco control laws.*

# Greene County Survey sites



# YS /High School Survey Results

**Table.** Average Responses of the 2018 Tobacco Survey by Locations in Greene County, Ohio.

Survey Questions	Central State	Clark State	Career Center	Public Health Customer	SOIN Hospital Baby Fair	Yellow Springs	Women's Recovery Center	Overall Average
Tobacco use by adults should not be allowed on school grounds or at any school events.	2.39	2.48	2.05 <sup>a,b</sup>	2.47 <sup>B</sup>	2.53 <sup>A</sup>	2.30	2.23	2.28
Tobacco use should not be allowed on college or university campuses or at any college-sponsored events.	2.03	2.32 <sup>A</sup>	1.81	2.14 <sup>B</sup>	2.03	1.67 <sup>a,b</sup>	1.59 <sup>a</sup>	1.9
Smoking should not be allowed in multi-unit housing residences or any living quarters where secondhand smoke infiltration may occur.	1.96	2.35 <sup>A</sup>	2.13 <sup>B</sup>	2.21	2.30 <sup>C</sup>	2.10	1.71 <sup>a,b,c</sup>	2.14
Smoking should not be allowed in outdoor public spaces.	1.25 <sup>a</sup>	2.24 <sup>A</sup>	1.40 <sup>a,b,c,d</sup>	1.91 <sup>B</sup>	1.83 <sup>C</sup>	1.32 <sup>a,b,c</sup>	0.89 <sup>a,b,c,d</sup>	1.52
Tobacco use of any kind should not be allowed in outdoor public spaces.	1.32	2.06 <sup>A</sup>	1.40 <sup>a,b,c</sup>	1.83 <sup>C</sup>	1.67 <sup>D</sup>	1.21 <sup>a,c</sup>	0.92 <sup>a,b,c,d</sup>	1.48
E-cigarettes and other electronic vaping products should be treated the same as regular cigarettes in terms of tobacco laws and policies.	1.60	2.20 <sup>A</sup>	1.35 <sup>a,b,c</sup>	1.86 <sup>B</sup>	2.12 <sup>C</sup>	1.64 <sup>c</sup>	1.31 <sup>a,c</sup>	1.64
Tobacco companies should not be allowed to advertise any tobacco products.	1.46 <sup>a</sup>	2.34 <sup>A</sup>	1.58 <sup>a,b</sup>	1.84	2.06 <sup>B</sup>	1.76	1.32 <sup>a,b</sup>	1.73
Tobacco companies should not be allowed to advertise any tobacco products towards youth.	2.53	2.76 <sup>A</sup>	2.20 <sup>a,b</sup>	2.45	2.64 <sup>B</sup>	2.32 <sup>a</sup>	2.28	2.38
The minimum age of purchase and possession of tobacco products should be raised to 21.	1.53 <sup>a</sup>	2.50 <sup>A</sup>	1.61 <sup>a,b</sup>	1.95	2.15 <sup>B</sup>	1.70 <sup>a</sup>	1.60 <sup>a</sup>	1.8

**Note 1:** Responses weighting: Strongly Disagree=0, Disagree=1, Agree=2, Disagree=3.

**Note 2:** Analysis of Variance Pairwise Post Hoc Tests: A > a, B > b, C > c, D > d; p < .05.

# Tobacco 21:

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## “ Why is a local policy important?

- . The national Monitoring the Future survey reports that two thirds of 10<sup>th</sup> grade students found cigarette access to be fairly easy or very easy+
- . The most recent retailer compliance rate survey found that one in ten retailers sell to kids aged 14-17
- . Retailers county wide are not fined or suffering any consequences when found to sell to youth
- . It is critical that age of sale laws are created and enforced to ensure compliance and deter youth initiation to tobacco products
- . Public perception of Yellow Springs
- . GCPH receives calls from local schools to conduct interventions with students found with tobacco products and paraphernalia (including vapes, chewõ )



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### **Attracting a young audience through music**

The Swisher Sweets website states that the Artist Project is “an ongoing initiative to provide unique opportunities for artists to create, share and pursue their passion” and allows fans to be “at the forefront of what’s new and emerging in the world of music, arts and entertainment.” The project also makes these cigars appear glamorous and increases exposure to tobacco branding, according to the report.



The Artist Project features two types of events:

Swisher Sweet Pack Nights and Convenience Store Sessions. For Swisher Sweet Pack Nights, music artists like Cardi B, Machine Gun Kelly and Travis Porter perform at concerts for “Swisher fans.” Tickets for some pack nights locations included a voucher for packs of certain Swisher Sweets cigars and cigarillos. At other pack night locations, attendees could get special gear and giveaways.



**“THE NATIONAL ACADEMY OF MEDICINE CONCLUDED THAT INCREASING THE AGE OF SALE TO 21 IS LIKELY TO DELAY INITIATION AND REDUCE TOBACCO USE.”**

# TOBACCO ~~eighteen~~ twenty-one

Including  
**5** with  
Statewide  
T21 laws

## 270+ Cities & Counties in **18** States



### TOBACCO ~~eighteen~~ twenty-one

- Statewide policy
- States with local policies

Source: Preventing Tobacco  
Addiction Foundation.  
<http://tobacco21.org>.  
Accessed November 8, 2017.

# Tobacco 21 in Your Community: Common Arguments

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#1: Local businesses will suffer huge losses and potentially be forced to close their doors.

- In actuality, the **loss of revenue for tobacco retailers is minimal**, especially when measured against the benefits.
- **2-3%** annual decrease in tobacco sales (*not* in overall sales)
- Bottom line: 18-to-20-year-old smokers make up 3.06% of the total adult smoking population but account for just 2.12% of cigarette consumption.



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# Tobacco 21 in Your Community: Common Arguments

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#2: If you're old enough to join the military, you're old enough to make your own decision about smoking.

- . Military leaders recognize the toll tobacco takes on troop readiness and on the **military health system and fully support Tobacco 21 efforts.**
- . They are actively taking steps to reduce tobacco use in the military.
  - ◆ Tobacco use reduces a soldier's physical fitness and endurance and is linked to higher rates of absenteeism and lost productivity.
- . Tobacco use is not a rite of passage or a sign of adulthood.
  - ◆ **Age 18 is not the age of majority for everything . from buying alcohol, casino gambling, running for certain political offices, etc.**



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# Tobacco 21 in Your Community: Common Arguments

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#3: Electronic cigarettes are safer than traditional cigarettes and should be carved out of Tobacco 21 laws.

- . The FDA deemed e-cigarettes a tobacco product and therefore they should be included in new smoke-free laws.
- . While it is still an open scientific question whether e-cigarettes might be able to help adult smokers give up cigarettes, kids should not be using any tobacco product, including e-cigarettes.
- . It's unclear if e-cigarettes serve as a gateway to nicotine addiction and use of other tobacco products for new users, including kids.



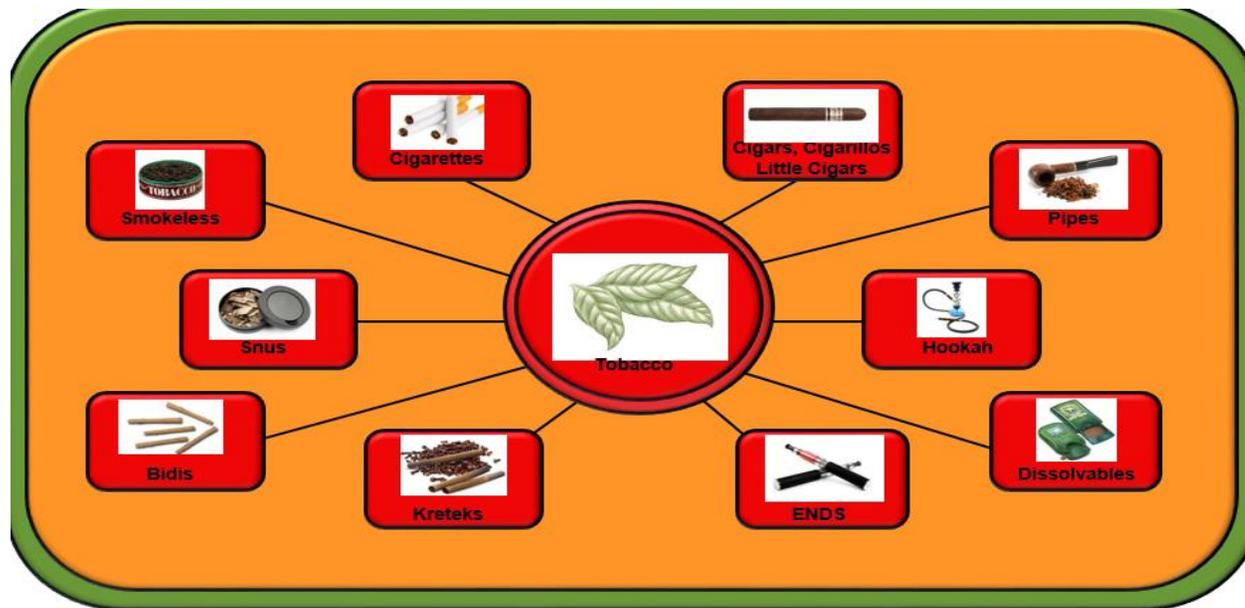
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# Tobacco 21 in Columbus: Model Policy Implementation

## About the Law:

- “ The new law will prohibit tobacco sales, inclusive of all products and paraphernalia including hookah, e-cigarettes, pipes, rolling papers, etc. to anyone under the age of 21.



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# Tobacco 21 in Columbus: Model Policy Implementation

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What are the Tobacco 21 requirements for tobacco retailers in the City of Columbus?

- “ The new law prohibits the sale of tobacco as well as tobacco product paraphernalia, without a retail tobacco sales license (or a temporary retail tobacco product paraphernalia sales license) issued by Columbus Public Health.
- “ It prohibits sales to anyone under the age of 21.
- “ ID checks must be performed for anyone under age 30.
- “ **Tobacco 21 signs provided to tobacco retailers** by Columbus Public Health are required for points of transaction and display cases to further notify customers of the law.

# Tobacco 21 in Columbus: Model Policy Implementation

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The following are included in the Tobacco 21 age restriction:

- “ Electronic smoking devices including, but not limited to: e-cigarettes, e-cigars, e-pipes, vape pens, and e-hookah.
- “ Product paraphernalia including, but not limited to: pipes, rolling papers, and electronic cigarette cases.
- “ Tobacco products including, but not limited to: any product that is made from or derived from tobacco and is intended for human consumption, or is likely to be consumed using a method such as smoking, chewing, inhaling, or ingestion.
- “ Tobacco products including, but not limited to: cigarettes, cigars, pipe tobacco, chewing tobacco, snuff, snus, electronic smoking devices, filters, rolling papers, pipes, and liquids, with or without nicotine, used in electronic smoking devices.

# Tobacco 21 in Columbus: Model Policy Implementation

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All of the items pictured below ARE RESTRICTED:

<https://www.columbus.gov/publichealth/programs/Tobacco-21/Tobacco-21/>



# Tobacco 21 in Columbus: Model Policy Implementation

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## Retailer Signage

- “ Signs must be posted at points of transaction which include, but are not limited to: cash registers and sales counters.
- “ Signs need to be posted on display cases of tobacco products and tobacco product paraphernalia.
- “ Signs must be in view of the customer and obscuring signs is prohibited.
- “ Columbus Public Health provides signage to all licensees.

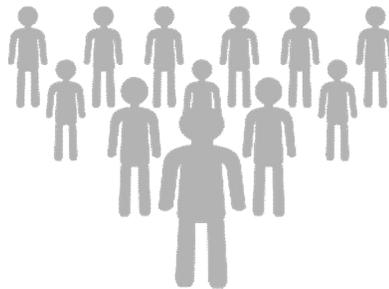


# Tobacco 21 in Your Community: November 2017 Statistics

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**5**  
**States**



**80,413,373**  
**Population Covered**



**278**  
**Municipalities Passed**

**Will you be next?**

# Tobacco 21 in Ohio: Cities That Have Passed Policy

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- “ Upper Arlington
- “ Bexley
- “ Grandview Heights
- “ New Albany
- “ Cleveland
- “ Columbus
- “ Euclid
- “ Powell

# Tobacco 21 in Ohio: Cities That Are Considering Policy

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- “ Summit County\*
  - “ Cincinnati
  - “ Dayton
  - “ Athens
  - “ Nelsonville
  - “ Toledo
  - “ Canton
  - “ Worthington
  - “ Hilliard
  - “ Dublin
  - “ Grove City
  - “ Westerville
  - “ Delaware
  - “ New Carlisle
- “ H.R. 4273 . Bill to raise tobacco age to 21 nationwide

# Tobacco 21 in Yellow Springs ☺

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*Thank You!*

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es por la vida™ 全為生命™