

Youth and Tobacco

Issue: Tobacco, a lethal and highly addictive substance, is easily accessible to youths in Colorado and Summit County.

Facts

- In 2008, 14.4 percent of Colorado middle school students and 36.8 percent of Colorado high school students had smoked more than 100 cigarettes in their lifetimes.ⁱ
 - Almost 30 percent of high school students in Eagle, Grand, Garfield, Pitkin, and Summit counties had smoked more than 100 cigarettes in their lifetimes.ⁱⁱ
- Summit County has one of the highest rates of illegal tobacco sales to minors in the state.ⁱⁱⁱ
- Nearly half (44.7%) of the current smokers in Colorado high schools were not asked for proof of age when they tried to buy cigarettes in 2008.^{iv}
- Over 60 percent of underage Colorado high school smokers were sold cigarettes when they tried to buy them.^v
- Over half (53.1%) of Colorado students in grades 6-12 said they thought it would be “very easy” or “pretty easy” to get cigarettes if they wanted.^{vi}
 - Youth who perceived cigarettes as relatively easy to get were more likely to become regular smokers.^{vii}
- Between 80 to 90 percent of adult smokers first tried tobacco before the age of 18.^{viii}

Solution

Retail Licensure

- Colorado is one of only seven states that does not require tobacco retailers to have licenses.^{ix}
- In Summit County, 61.3 percent of people surveyed in 2008 thought that store owners should be required to have a license to sell tobacco, demonstrating that there is strong community support for a licensure program.^x
 - By requiring retailers to be licensed, communities can better track retailers, strengthen retailer commitment to obey the law, and generate more money for enforcement of policies thus reducing the number of retailers that illegally sell to youth.^{xi}
- Stores were 36 percent more likely to illegally sell tobacco to minors in states having fewer/weaker compliance policy measures.^{xii}
- Numerous studies have found that making it inconvenient, difficult, and expensive to obtain cigarettes reduces the number of kids who smoke and reduces the number of cigarettes consumed by kids who continue to smoke.^{xiii}
- Strong local ordinances are particularly effective for preventing illegal sales of tobacco to minors.^{xiv} Numerous studies have shown that requiring retail licenses reduces the rate of youth smoking prevalence and reduces the perceived availability of tobacco by youth:
 - Strong retailer enforcement reduced sales to minors from 47 percent to 3.4 percent during the final three months, which helped to reduce the overall cigarette supply to minors in a 2007 Fort Morgan, Colorado study.^{xv}
 - A study of 26 communities in California with strong licensing laws discovered that sales rates to minors decreased dramatically; in 11 communities, the youth sales rate dropped by over 30 percent.^{xvi}
 - Youth tobacco purchase rates dropped from 39.8 percent to 4.9 percent in a recent Minnesota study due to strict enforcement of youth access laws.^{xvii}



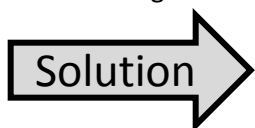
Restrict Point of Purchase Advertising and Decrease the Visibility of Tobacco Products in Stores

- Nearly 50 percent of tobacco retailers had tobacco ads at young kid's eye level while 23 percent of retailers had cigarette products within six inches of candy in a recent California study.
- A 2007 study concluded that the more cigarette marketing teens are exposed to in retail stores, the more likely they are to smoke, and that restricting these retail marketing practices would reduce youth smoking.^{xxiii}
- Students had a 50 percent greater chance of ever smoking if they visited a convenience, liquor or small grocery store at least weekly, and therefore exposed to retail tobacco marketing, according to a 2004 study of 6th, 7th, and 8th graders.^{xix}
 - More than 75 percent of Colorado teens visit a convenience store at least once a week and are exposed to tobacco product advertising.^{xx}
- A 2004 study discovered that stores that teens shop at the most contained more point-of-purchase advertising than stores less frequented by teens.^{xxi}
- More than half of all teenagers are influenced by in-store tobacco displays according to a 1999 study.^{xxii}
- Kids are more susceptible to cigarette advertising and marketing than adults.
 - Over 81 percent of youth smokers (12-17) prefer Marlboro, Camel, and Newport, three heavily advertised brands, while only 54.1 percent of smokers over age 26 prefer these brands.^{xxiii}
 - Between 1989 and 1993 spending on the Joe Camel ad campaign jumped from \$27 million to \$43 million, which prompted a 50 percent increase in Camel's share of the youth market but had no impact at all on its adult market share.^{xxiv}



Restrict Tobacco Sales by Underage Clerks

- A 2001 study concluded that underage clerks are a major source for underage youth to purchase cigarettes.^{xxv}
- One study concluded that clerks perceived to be younger than 30 years of age were significantly more likely to sell tobacco to youth.^{xxvi}
- Clerks under 21 were seven times more likely to sell tobacco products to underage individuals than were clerks over the age of 21 according to a 2001 study.^{xxvii}



Restrict Tobacco Sales near Youth-Oriented Facilities

- Nearly 75 percent of all tobacco advertisements were within 2,000 feet of public school property according to a recent tobacco advertising study.^{xxviii}
- Over 60 percent of all underage tobacco sales were within one mile of a school in a recent Florida study.^{xxix}
 - Summit County currently has done well regarding this: there is only one retailer within a mile radius of Summit High School and 12 retailers within a mile radius of Summit Middle School. However, it is important that Summit County enact restrictions such as this to avoid future exposure.

For more information, contact Carli Seeba with Summit Prevention Alliance at 970-453-9333 or carli@summitpreventionalliance.org.

ⁱ Healthy Kids Colorado Survey on Tobacco and Health, 2008.

ⁱⁱ "Tobacco Attitudes and Behaviors Survey-Region 12 (Eagle, Grand, Garfield, Pitkin, Summit)," 2008.

ⁱⁱⁱ Amendment 35 Evaluation Group, "Adolescent Tobacco Use and Exposure: Colorado 2008," <http://cohealthsource.org/media/89558/youth_tabs_2008_2-3-2010_final.pdf>.

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- iv TFCCI: Focus on Youth Access, Nov. 19, 2010.
- v *Ibid.*
- vi *Ibid.*
- vii Doubeni, Chyke, et al., "Perceived Accessibility as a Predictor of Youth Smoking" *Annals of Family Medicine* 6: 323-330. Jul.-Aug. 2008.
- viii Surgeon General's Report: Preventing Tobacco Use among Young People, 1994 <http://www.cdc.gov/tobacco/data_statistics/sgr/1994/index.htm>.
- ix Centers for Disease Control and Prevention, "State Tobacco Activities Track and Evaluation (STATE) System," 3rd Quarter, 2010, <<http://apps.nccd.cdc.gov/statesystem/ComparisonReport/ComparisonReports.aspx#ReportDetail>>.
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- xiii "Where do Youth Smokers Get Their Cigarettes?" Campaign for Tobacco-Free Kids, Dec. 2009, <<http://www.tobaccofreekids.org/research/factsheets/pdf/0073.pdf>>.
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- xxiv Centers for Disease Control and Prevention, "Changes in the Cigarette Brand Preference of Adolescent Smokers, U.S. 1989-1993," *MMWR* 43(32):577-581, Aug. 1994.
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