



Supported by the Statewide Health Improvement Partnership,
Minnesota Department of Health

Our Mission

To improve the health of our residents by making it safer and easier to walk, bike, eat nutritious foods and live tobacco-free.

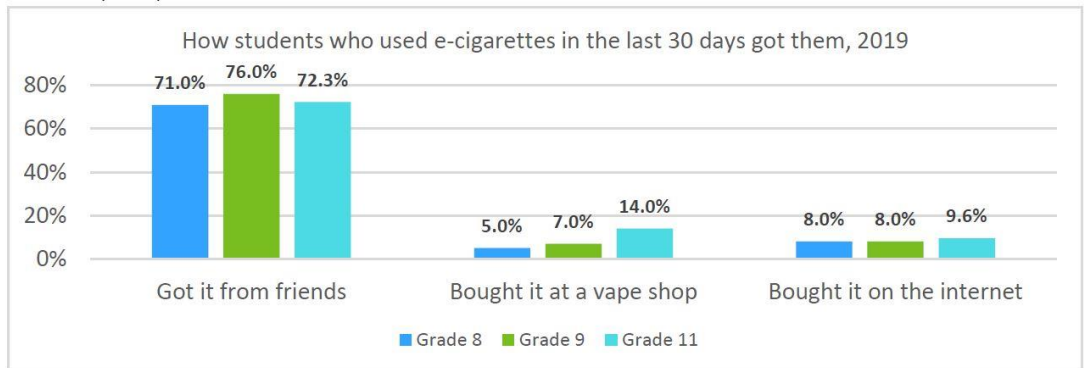
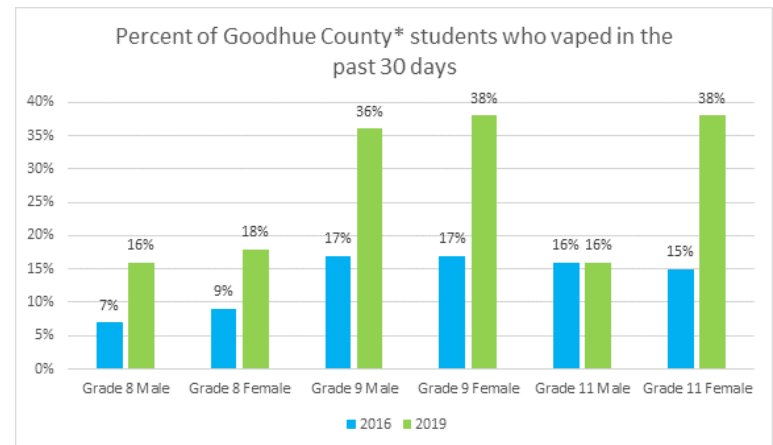
Tobacco use is Minnesota's leading cause of preventable death and disease



- Over 6,300 Minnesotans die each year from smoking.
- Estimated medical cost - \$3.2 billion annually.

Youth tobacco use in Minnesota is rising

- Youth tobacco use in Minnesota has increased for the first time in 17 years.
- One in four Minnesota 11th graders reported using an e-cigarette in the past 30 days.
- Most students who use e-cigarettes get them from friends.



Nicotine harms the adolescent brain and may prime youth for addiction

- Today's e-cigarettes can deliver very high levels of nicotine... but many youth often don't know they contain nicotine at all.
- Nicotine is highly addictive.
- Nicotine can change brain chemistry.
- Youth who use e-cigarettes are more likely to smoke cigarettes in the future.



What we need to do:

- Continue to educate parents, grandparents and community members.
- Partner with our schools to assist with the education of our students.
- Support/Help our teens who are currently addicted.
- Update our policies.
 - Density (# of licenses for tobacco that a city grants)
 - Proximity (distance from places where kids gather)
 - Fees (Licenses, fines)
 - Age of Seller (needs to be 18 to sell cigarettes)
 - Training (local businesses have training to know what to look for on license)
 - Flavor Policy (including menthol)
 - Tobacco 21

STOP THE START!

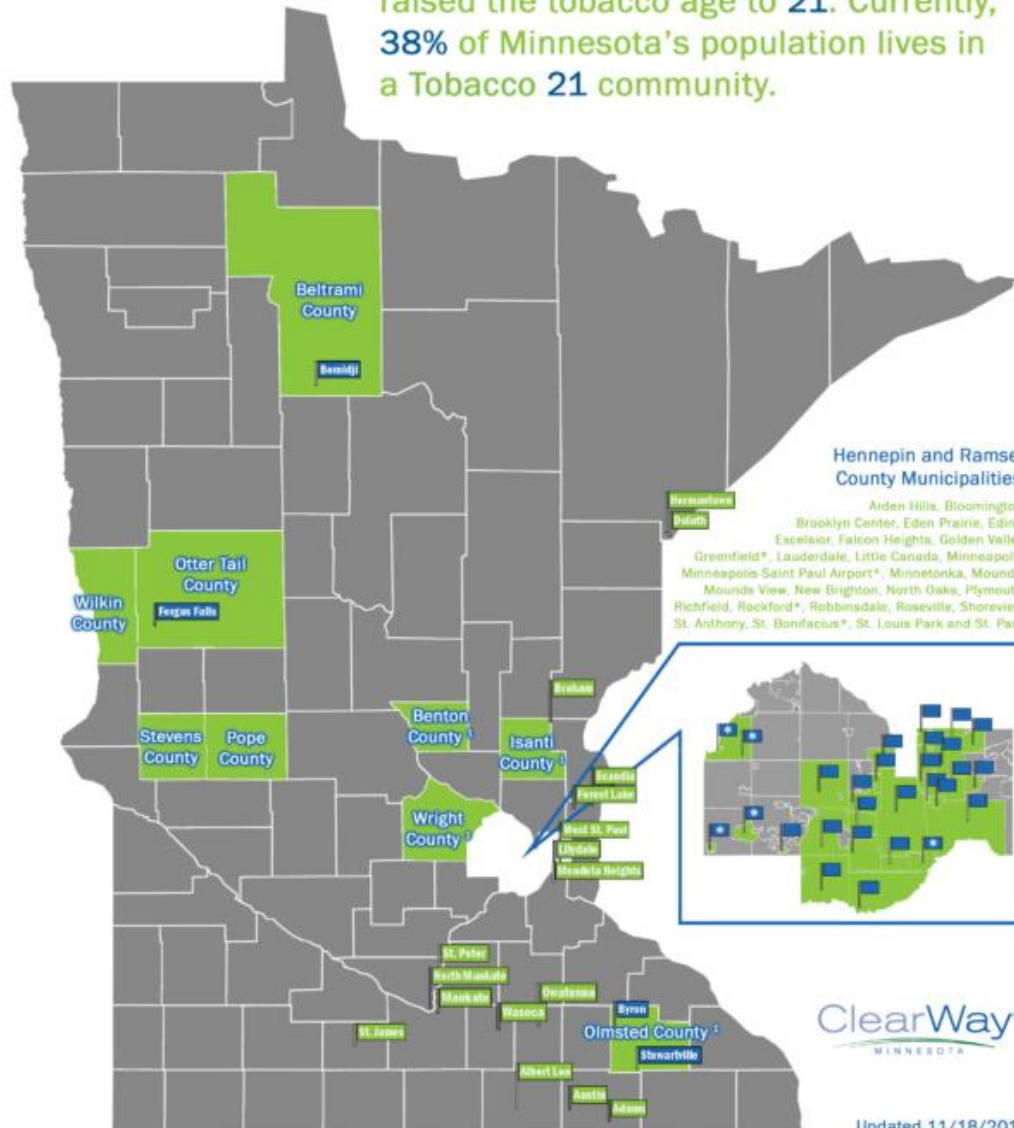
ALMOST 95 PERCENT
OF ADDICTED ADULT
SMOKERS STARTED
SMOKING BY AGE 21.²

- **Increasing the age gap between kids and those who can legally buy tobacco will help remove access to tobacco products from the high-school environment.**



Tobacco 21 Policies in Minnesota

54 Minnesota cities and counties have raised the tobacco age to 21. Currently, 38% of Minnesota's population lives in a Tobacco 21 community.



Hennepin and Ramsey County Municipalities:

Arden Hills, Bloomington, Brooklyn Center, Eden Prairie, Edina, Excelsior, Falcon Heights, Golden Valley, Greenfield*, Lauderdale, Little Canada, Minneapolis, Minneapolis Saint Paul Airport*, Minnetonka, Mound*, Mounds View, New Brighton, North Oaks, Plymouth, Richfield, Rockford*, Robbinsdale, Roseville, Shoreview, St. Anthony, St. Bonifacius*, St. Louis Park and St. Paul

* Hennepin County passed a policy 1/16/19. The county includes these cities. † County policy includes cities that do their own tobacco licensing

“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens... The smoking patterns of teenagers are particularly important to Philip Morris.”

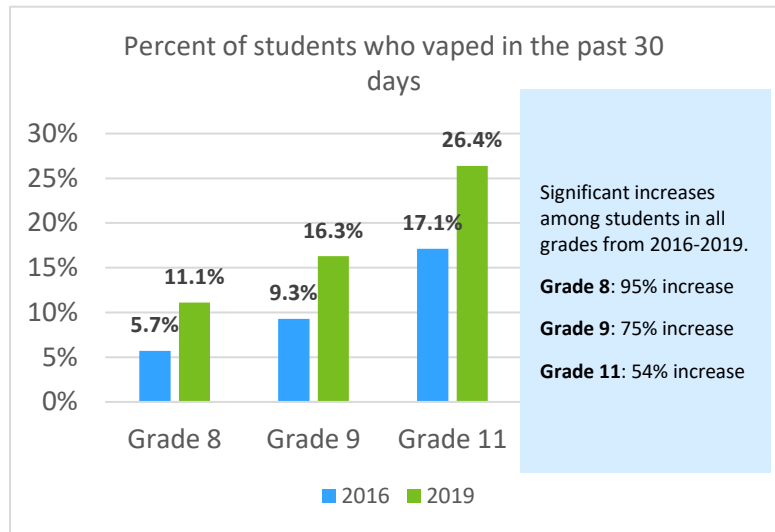
Philip Morris, Special Report, “Young Smokers: Prevalence, Trends, Implications, and Related Demographic Trends,” March 31, 1981

2019 Minnesota Student Survey: E-cigarette and Cigarette Findings

E-cigarette use continues to escalate among youth

Data from the 2019 Minnesota Student Survey shows a steep rise in e-cigarette use among students.

Among 8th grade students, e-cigarette use nearly doubled from 2016 to 2019, and one in four 11th graders now use e-cigarettes. Students in all grades surveyed use e-cigarettes and vapes at five times the rate of conventional cigarettes.

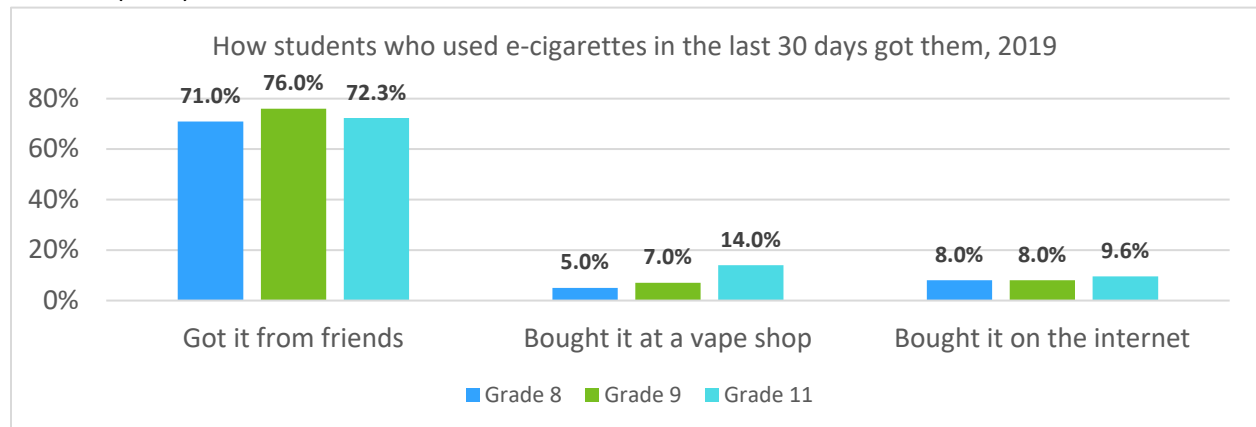


Products like e-cigarettes, vapes, and e-hookahs typically contain nicotine, which is highly addictive and can

harm brain development as teens grow. No amount of nicotine is safe for youth as there may be long-term, damaging effects on learning, memory, attention, behavior problems, and future addiction.

Most students who use e-cigarettes get them from friends

11th grade students responding to the student survey said that the top ways they got e-cigarettes included getting products from friends (72.3%), getting products at a vape shop (14.0%), and on the Internet (9.6%).



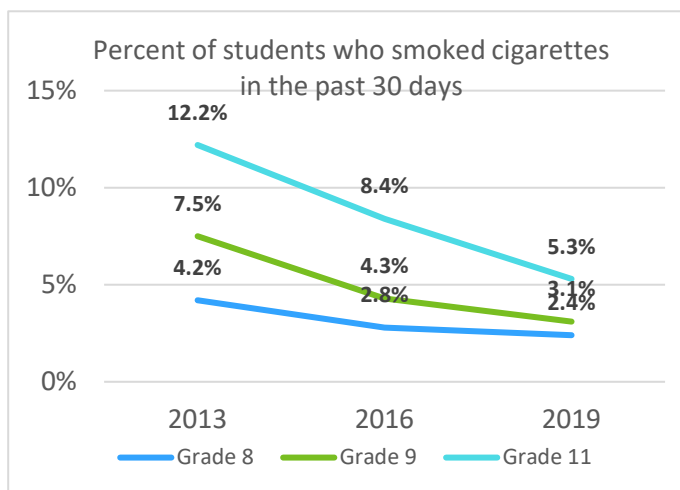
Many students aren't aware of the dangers of e-cigarette use

The survey also found that Minnesota youth are ill-informed about the health risks of e-cigarettes with 76% of 11th graders saying there is either no, slight, or a moderate risk to using e-cigarettes.

Conventional cigarette use continues to decline

Results from the 2019 Minnesota Student Survey showed that conventional cigarette smoking continued to fall among 8th, 9th, and 11th grade students. These are the lowest rates ever recorded by the survey, with only 5.3% of 11th graders, and 3.1% of 9th graders, and 2.4% of 8th graders reporting they had smoked cigarettes in the past 30 days.

Results also showed declines in student use of cigars and smokeless tobacco among 11th grade students.



Many people have a role in protecting youth

Minnesotans across the state are working to reduce the use of commercial nicotine and tobacco products in a variety of ways.

Parents

Know the risks of tobacco use and the different types of products kids are using. E-cigarettes are the most commonly used tobacco product among U.S. youth since 2014. Most e-cigarettes contain nicotine, which is highly addictive. Talk to your kids about these risks and set firm expectations that they do not use any type of commercial tobacco product, including e-cigarettes and vapes. Understand that e-cigarette use is commonly called vaping, and it is not harmless.

Health care providers

Talk to young patients about the risks of commercial tobacco use and provide education about the harms to their health. Screen all patients, including parents, for use of tobacco products, including e-cigarettes and vapes. Encourage them to quit, and refer patients to services for help quitting.

School staff

School administrators, health services staff, teachers, and coaches can all play a part in reducing youth e-cigarette use. The Minnesota Department of Health has free tools and resources online, including a toolkit outlining opportunities for action within schools along with free resources to help.

Learn more: www.health.mn.gov/ecigarettes

About the survey

The Minnesota Student Survey is conducted every three years among Minnesota public schools. The survey asks questions about wide variety of youth behaviors. In 2019, more than 170,000 public school students participated in the survey.

10/9/2019

To obtain this information in a different format, call: 651-201-3535. Printed on recycled paper.

INCREASE THE TOBACCO AGE TO 21

Minnesotans agree: We can do more to prevent kids from becoming addicted. Tobacco 21 policies help ensure more youth and young adults are protected from nicotine addiction. Minnesotans for a Smoke-Free Generation supports this movement.

RAISING THE TOBACCO AGE TO 21 WILL PREVENT YOUTH TOBACCO USE AND SAVE LIVES.



Research predicts a **25 percent reduction in smoking initiation** among 15-17-year-olds from a Tobacco 21 law.¹

IN 2017, YOUTH TOBACCO USE IN MINNESOTA ROSE FOR THE FIRST TIME IN 17 YEARS.²

- Over 26 percent of Minnesota high-school students use tobacco.²
- Youth e-cigarette use, called an epidemic by the U.S. Surgeon General, is skyrocketing in Minnesota.^{3,2}



ALMOST 95 PERCENT OF ADDICTED ADULT SMOKERS STARTED SMOKING BY AGE 21!¹



- Over 60 percent of Minnesota high-school students who use e-cigarettes report that they got their e-cigarettes from friends.²
- Increasing the age gap between kids and those who can legally buy tobacco will help **remove access to tobacco products from the high-school environment.**⁴

THERE IS BROAD SUPPORT FOR RAISING THE TOBACCO AGE TO 21.

- A national survey shows that **75 percent** of adults favor increasing the minimum **sale age for tobacco to 21.**⁵
- **Even 70 percent of smokers** are in support of raising the minimum legal age.⁵



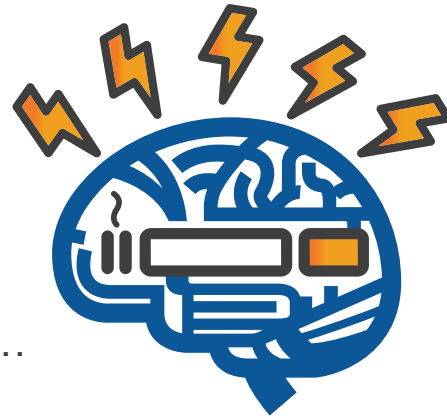
STATE AND LOCAL GOVERNMENTS ARE TAKING ACTION TO PROTECT YOUTH.

- **More than 20 communities** in Minnesota have raised the age to 21.⁶
- **Six states and more than 400 localities** in the United States have raised the tobacco age.⁶
- Needham, Massachusetts, found that smoking among high-school students **fell by nearly half** after raising the age to 21.⁷



NICOTINE HARMS THE ADOLESCENT BRAIN AND MAY PRIME YOUTH FOR ADDICTION.⁸

- E-cigarette use among Minnesota youth is up 50 percent.²
- 88 percent of Minnesota high-school students are exposed to ads promoting e-cigarettes.²
- **Today's e-cigarettes can deliver very high levels of nicotine . . . but youth often don't know they contain nicotine at all.**^{9,10}



Minnesotans for a Smoke-Free Generation is a coalition of more than 60 organizations that share a common goal of saving Minnesota youth from a lifetime of addiction to tobacco. The coalition supports policies that reduce youth smoking and nicotine addiction, including increasing tobacco prices, raising the tobacco sale age to 21, limiting access to candy-, fruit- and menthol-flavored tobacco, and funding tobacco prevention and cessation programs.

Find out more at www.smokefreegenmn.org.

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4. Campaign for Tobacco-Free Kids. Increasing the Minimum Legal Sale Age for Tobacco Products to 21. 2018.
5. King BA, et al. Attitudes toward raising the minimum age of sale for tobacco among U.S. adults. *Am J Prev Med*. 2015.
6. ClearWay MinnesotaSM. Tobacco 21. <http://clearwaymn.org/tobacco-21/>. 2018.
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9. JUUL. JUULpod Basics. support.juul.com/home/learn/faqs/juulpod-basics.
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