



TOBACCO 21

raising the age of sale for tobacco

THE PROBLEM

- Tobacco is the leading cause of preventable premature death.
- Leading causes of death in Summit County: Heart Disease, Cancer, Chronic Respiratory Disease, and Stroke.
- 20% of adults and 13.5% percent of high school students smoke.
- Ohio ranks 46 out of 50 on tobacco statistics and prevention policies.
- In Summit County, pregnant women aged 18-21 smoke 3X more than the national average.
- 95% of adult smokers begin smoking before they turn 21
- More than one-third (37%) of high school students who smoked said they could purchase the tobacco they used at a store. Another 25% say they were able to give money to someone else to buy tobacco for them.

TEEN E-CIGARETTE (VAPING) EPIDEMIC

- 78% increase nationwide in youth vaping last year.
- 1 in 5 high school and 1 in 20 middle school kids currently use vaping products nationally.
- Over 1 in 3 high school students have tried a vaping product at least once and is rapidly approaching 1 in 2 students (39.3%-45.2% nationally).
- Multiple cancer causing chemicals have been identified in vape products. Fruit flavors produce significantly higher levels of toxic chemicals.
- Students who vape were 7X more likely to try traditional tobacco the following school year.

WHY TOBACCO 21 (T21) WORKS

- T21 moves the legal age to purchase tobacco, vape products, and paraphernalia to 21 years of age with the aim of reducing youth adoption in middle and high school kids.
- Holds retailers accountable for selling to minors through undercover buys, fines, and certification.
- Moves the legal age out of the social circle of middle school and high school students.
- T21 has been proven to reduce youth adoption rates by as much as 50% even when surrounding communities do not have the same law.
- No cost for municipalities and high impact on improved population health.

HOW IT WORKS

- Municipality passes ordinance changing the legal age to purchase tobacco products to 21, require tobacco retailers apply for a certificate of compliance, and create a civil fine structure enforceable by the health department.
- Each retailer must apply for a one-time \$150 certificate of compliance.
- Retailers are inspected once per year and an undercover purchase is conducted at least once every two years.
- Retailers who fail to comply with the law are issued first a warning, \$500 for second offense, \$1,000 for subsequent offenses. Fines are civil, not criminal, and only applied against the retailer, not the employee or buyer.

ECONOMIC IMPACT

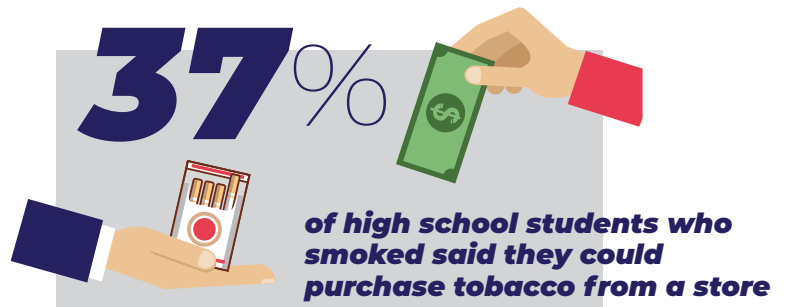
- 1 in 5 Ohioans smoke, but cost each household about \$1,077 per year in annual federal and state tax burden due to smoking-related costs and illness.
- The impact of legal sales to those age 18-20 is modest; after subtracting taxes, the total estimated revenue generated by all 18-20 year olds who smoke in Summit County is about \$52,231. When divided evenly among the estimated 460 retailers, the total amounts to \$3.73 per day in lost revenue per tobacco retailer.

SUPPORT

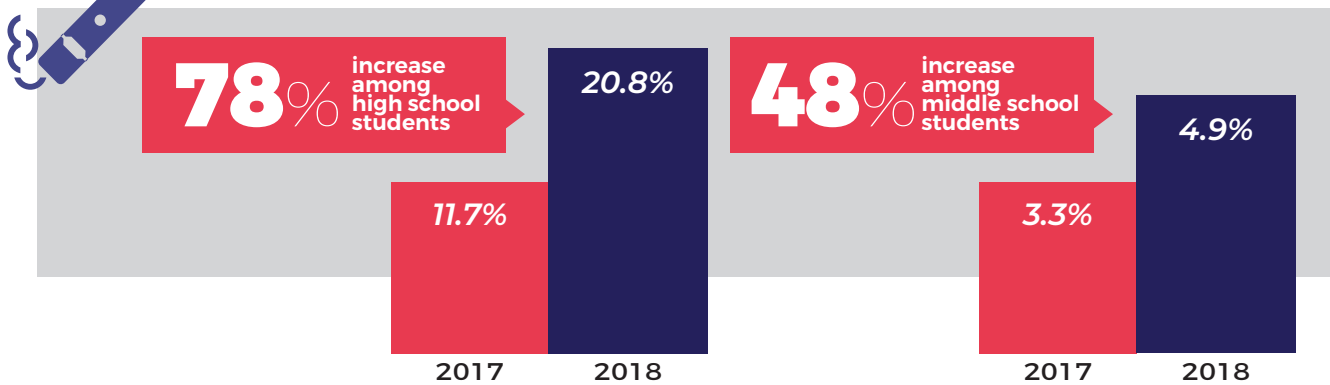
- Last year Akron, Mogadore, Twinsburg, Norton, Richfield, and Green joined the 375+ cities and 6 states to pass T21.
- Organizations: Township Association of Summit County, Akron Children's, Summa Health, Cleveland Clinic, and the American Heart Association.

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CAUSE FOR CONCERN



surge in youth e-cigarette use



T21 WORKS



ECONOMIC IMPACT

