

INCREASE THE TOBACCO AGE TO 21

Minnesotans agree: We can do more to prevent kids from becoming addicted. A national consensus is growing to prevent addictions and future health problems by **ensuring that those who sell tobacco products do so to adults who are 21 and older.** Minnesotans for a Smoke-Free Generation supports this movement.

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



Research shows a 25 percent reduction in smoking initiation among 15-to-17-year-olds following such an increase.¹

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.



BIG TOBACCO ACTIVELY RECRUITS REPLACEMENT SMOKERS TO GUARANTEE PROFITS.



- The tobacco industry heavily **targets 18-to-21-year-olds** with menthol and candy flavoring, magazine advertisements, product design and packaging, and event sponsorships and promotions.^{3,4}

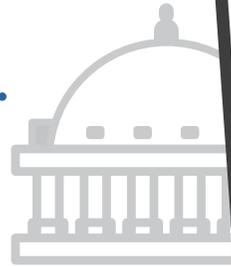
ADULTS SUPPORT RAISING THE TOBACCO AGE TO 21.

- A national survey shows that **75 percent** of adults favor increasing the minimum **sale age for tobacco to 21.**³
- **70 percent of smokers** are in support of raising the minimum legal age.³



STATE AND LOCAL GOVERNMENTS ARE TAKING ACTION TO PROTECT YOUTH.

- **California, Hawaii and more than 200 localities** in the United States have raised the sale age of tobacco to 21, including New York City, Boston and Kansas City.
- Needham Massachusetts found that tobacco use among high-school students **fell by nearly half** after raising the age to 21.⁵



NICOTINE CAN CAUSE ADDICTION AND DISRUPT ATTENTION AND LEARNING IN ADOLESCENTS.⁷

- Nicotine is addictive, and adolescents are especially vulnerable to the health impacts of tobacco use.⁶
- The adolescent brain is negatively impacted by nicotine, and its long-term effects are a significant public health concern.⁷



Minnesotans for a Smoke-Free Generation is a coalition of Minnesota 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, including keeping tobacco prices high, raising the tobacco sale age to 21, limiting access to candy-, fruit- and menthol-flavored tobacco and funding future tobacco control programs. **Find out more at www.smokefreegenmn.org.**

1. Health and Medicine Division of the National Academies of Sciences, Engineering and Medicine (formerly Institute of Medicine). Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products. National Academy Press. 2015.
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3. King BA, et al. Attitudes toward raising the minimum age of sale for tobacco among U.S. adults. *Am J Prev Med*. 2015.
4. Gemma JL (RJR Tobacco). Memorandum from JL Gemma, Marketing Development Department to Marketing Development Department Committee at RJ Reynolds Tobacco Co. Aug 16. 1985. <http://legacy.library.ucsf.edu/tid/xgm15d00/pdf>
5. Kessel Schneider S, et al. Community reductions in youth smoking after raising the minimum tobacco sales age to 21. *Tob Control*. 2015.
6. U.S. Department of Health and Human Services. The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. 2014.
7. Minnesota Department of Health. Health Advisory: Nicotine Risks for Children and Adolescents. 2015.