

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



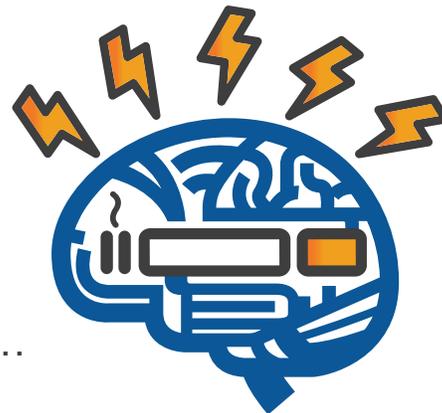
STATE AND LOCAL GOVERNMENTS ARE TAKING ACTION TO PROTECT YOUTH.

- **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.
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6. ClearWay MinnesotaSM. Tobacco 21. <http://clearwaymn.org/tobacco-21/>. 2018.
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