

ADOPT A STRONG TOBACCO 21 LAW

Minnesotans agree: We can do more to prevent kids from becoming addicted. We have reached a national consensus that **Tobacco 21 will prevent addiction and future health problems . . . but statewide adoption is needed to maximize the benefits of this policy.**

THE
NATIONAL
TOBACCO
AGE IS
NOW 21.



- In December of 2019, U.S. President Donald Trump signed Tobacco 21 into law as part of a budget bill.
- The law took effect immediately, with the FDA saying, “It is now illegal for a retailer to sell any tobacco product – including cigarettes, cigars and e-cigarettes – to anyone under 21.”¹
- There are no exemptions to the law.

MINNESOTA ACTION IS STILL NEEDED TO ALIGN WITH FEDERAL LAW AND ENSURE IMPLEMENTATION, COMPLIANCE AND ENFORCEMENT.



MINNESOTA LAWMAKERS SHOULD PASS STRONG TOBACCO 21 TO:

- Require clear signage and ID checks at the point of sale
- Make retailer compliance check results available to the public
- Ensure that compliance checks now include 18-20-year-olds
- Update retailer penalties for noncompliance and repeat offenders

TOBACCO 21 WILL REDUCE TOBACCO USE AND SAVE LIVES.

- Almost 95 percent of addicted adults start before age 21.²
- The national Tobacco 21 law is projected to reduce teen smoking and prevent 223,000 premature deaths.²



TOBACCO 21 WILL HELP REVERSE MINNESOTA'S YOUTH NICOTINE EPIDEMIC.

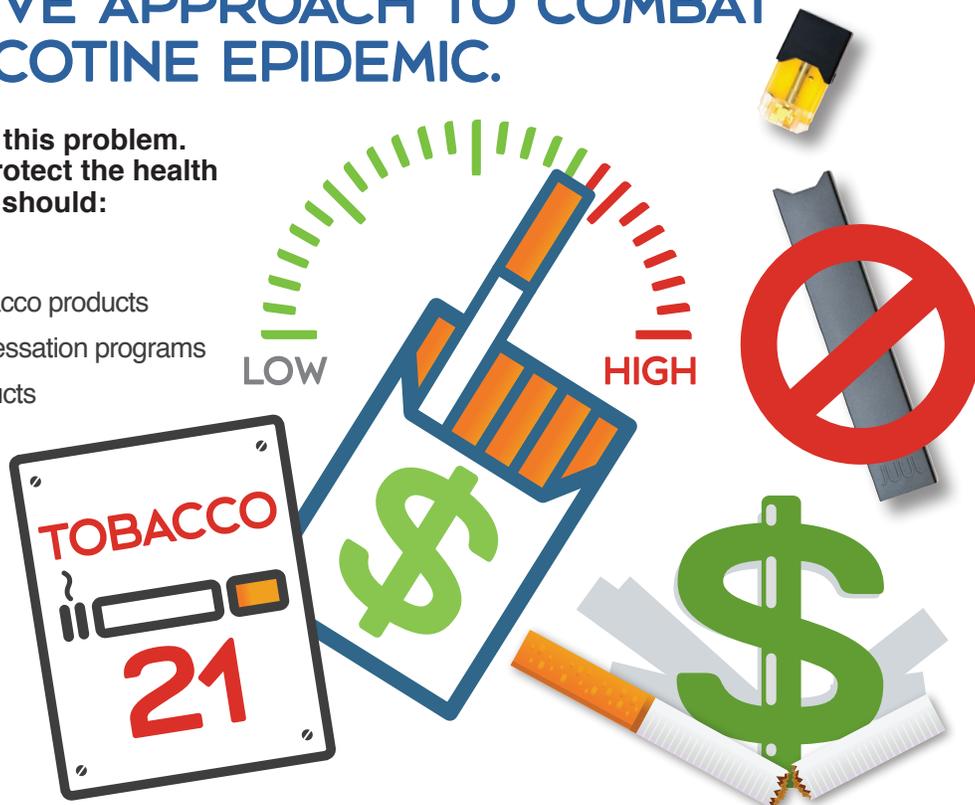
- An epidemic of e-cigarette use has disrupted downward trends in youth tobacco use.³
- Deliberate tobacco industry tactics have made e-cigarettes popular among youth, and the state of Minnesota has sued JUUL Labs for illegally advertising to youth and engaging in deceptive practices.^{4,5}
- Older teens like friends and classmates are the primary source of tobacco for youth.³
- Raising the tobacco age helps remove tobacco products from schools, since there are few 21-year-olds in high schools.^{6,7}



MINNESOTANS FOR A SMOKE-FREE GENERATION SUPPORTS A COMPREHENSIVE APPROACH TO COMBAT THE YOUTH NICOTINE EPIDEMIC.

There is no one silver bullet to this problem. To reverse the epidemic and protect the health of all Minnesotans, lawmakers should:

- Adopt Tobacco 21 in Minnesota
- Prohibit the sale of all flavored tobacco products
- Invest in tobacco prevention and cessation programs
- Raise the price of all tobacco products



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.

1. U.S. Food & Drug Administration. Selling tobacco products in retail stores. 2019.
2. National Academies of Sciences, Engineering and Medicine. Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products. 2015.
3. Minnesota Department of Health. 2019 Minnesota Student Survey: E-Cigarette and Cigarette Findings. 2019.
4. Minnesota Department of Health. 2016 Minnesota Student Survey: Tobacco Findings. 2017.
5. State of Minnesota vs. JUUL Labs, Inc., complaint. 2019.
6. White MM et al. Facilitating adolescent smoking: Who provides the cigarettes? *Am J Health Promot.* 2005.
7. Ahmad S. Closing the youth access gap: The projected health benefits and cost savings of a national policy to raise the legal smoking age to 21 in the United States. *Health Policy.* 2005.