

FACT SHEET

TOBACCO 21



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The initiative to raise the tobacco purchase age from 18 to 21

Current tobacco use trends are driving new prevention strategies

- In Illinois, 6,300 teens become new daily smokers each year.¹ In suburban Cook County, 29 percent of high school seniors use tobacco products.²
- While great strides have been made in tobacco prevention, declines in tobacco use rates have slowed and products like cigarillos, hookah, and e-cigarettes are now used at double the rate of cigarettes.²
- Reducing teens' access to tobacco products is a proven means to reduce current use and prevent initiation.

The age of 21 is important for prevention

- 95 percent of smokers start before the age of 21.³
- The majority of underage tobacco users get their tobacco from a peer; however, 90 percent of those suppliers are themselves often under the age of 21.⁴
- Drawing the line at 21 gets legal tobacco purchasers out of high schoolers' social circles.

Tobacco 21 saves lives and improves health

- The Institute of Medicine projects that Tobacco 21 could reduce overall smoking by 12 percent by the time today's teenagers become adults; the biggest declines in tobacco use would be seen among 15-17 year olds (25%) and 18-20 year olds (15%).⁵
- Tobacco 21 would immediately improve community health by reducing inflammation, improving immune function, and reducing premature births and SIDS.

The economic impact of Tobacco 21

- Economists project that nationally, Tobacco 21 could save \$212 billion in medical costs.⁶
- Each year, tobacco use costs Illinois \$5.49 billion in health care costs and \$5.27 billion in lost productivity.¹
- The impact of Tobacco 21 on retail sales would be minimal since the 18-21 year old age group only accounts for 2 percent of overall tobacco sales.⁷

Tobacco 21 enjoys broad support across Illinois and the U.S., even from smokers!

- A 2015 CDC study found that 75 percent of adults support Tobacco 21, including 70 percent of current smokers.⁸ A recent study also found that 68 percent of 18-24 year olds would support Tobacco 21.⁹
- More than 220 cities across 16 states, plus the states of California and Hawaii, have enacted Tobacco 21.¹⁰
- In Illinois, Tobacco 21 has already been adopted by Evanston, Chicago, Oak Park, Highland Park, Naperville, Deerfield and Maywood, and is being considered by dozens more communities.

CITATIONS

¹ Campaign for Tobacco-free Kids. (2017). The Toll of Tobacco in Illinois. Available at http://www.tobaccofreekids.org/facts_issues/toll_us/illinois.

² University of Illinois, Center for Prevention Research & Development. (2016). Illinois Youth Survey. Available at <https://iys.cprd.illinois.edu/>.

³ Centers for Disease Control and Prevention. (2014). Youth and Tobacco Use [fact sheet]. Available at http://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/.

⁴ Berman, M., Crane, R., Hemmerich, N. (2015). Running the Numbers - Raising the minimum tobacco sales age to 21 will reduce tobacco use and improve public health in Franklin County, Ohio. The Ohio State University, College of Public Health, Columbus, OH.

⁵ Institute of Medicine of the National Academies. (2015) Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products. Available at www.iom.edu/tobaccominimumage.

⁶ Counter Tobacco. (2015). Raising the Minimum Legal Sale Age to 21 [fact sheet]. Available at www.countertobacco.org/raising-minimum-legal-sale-age-21.

⁷ Winickoff, J.P., Hartman, L., Chen, M.L., Gottlieb, M., Nabi, E., DiFranza, J. (2014). Minimum Retail Impact of Raising Tobacco Sales Age to 21. *Am J Pub Health*, 104(11): e18-e21.

⁸ King, B.A., Jama, A.O., Marynak, K.L., Promoff, G.R. (2015). Attitudes toward raising the minimum age of sale for tobacco among U.S. adults. *Am J Prev Med*, 49(4):583-588.

⁹ Morain, S.R., Winickoff, J.P., Mello, M.M. (2016). Have Tobacco 21 Laws Come of Age? *N Engl J Med*, 374: 1601-1604.

¹⁰ Campaign for Tobacco-free Kids. (2017). States and Localities that have Raised the Minimum Legal Sale Age for Tobacco Products to 21. Available at http://www.tobaccofreekids.org/content/what_we_do/state_local_issues/sales_21/states_localities_MLSA_21.pdf.

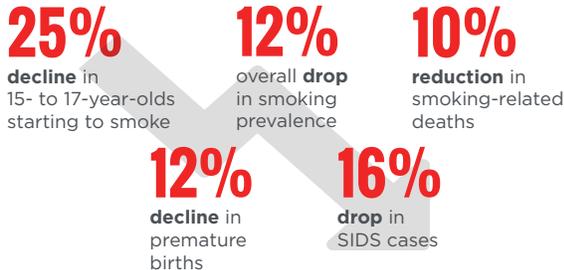
TOBACCO 21

raises the age to purchase tobacco products

including e-cigarettes, hookah, etc.

FROM 18 TO 21

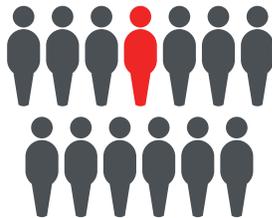
PROJECTED HEALTH OUTCOMES



BUT IF YOUTH SMOKING RATES PERSIST...

1 in 13

Americans age 17 or younger will die early from a smoking-related illness



230,000 Illinois teens alive today will die prematurely from smoking

TEENAGE YEARS

ARE A **CRITICAL TIME** FOR TOBACCO PREVENTION



“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke **while still in their teens...**”

Philip Morris executive (1981)



ECONOMIC IMPACT

Economists project that nationally, Tobacco 21 could save **\$212 BILLION** in medical costs.

Each year, tobacco use costs Illinois

\$5.49 BILLION in healthcare costs

\$5.27 BILLION in lost productivity

(That’s **\$982** per household per year.)

TO SUM UP

TOBACCO 21 is being adopted by **hundreds of communities** and will ultimately **save millions** in healthcare costs, save lives, and immediately improve community health.