



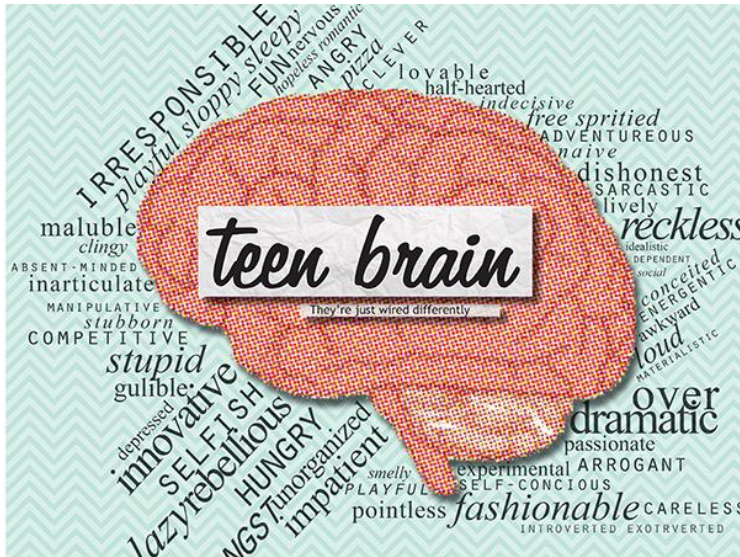
HEALTHY **KC**

IN PARTNERSHIP WITH BLUE CROSS AND BLUE SHIELD OF KANSAS CITY

The Problem

- » Youth and teen smoking in **MO is 14.9%** & **10.2% in KS**
- » 95% of smokers started before they were 21
- » E-cigarette use among youth has more than doubled in recent years.
- » E-cigarettes contain toxic chemicals and carcinogens, in addition to nicotine.

Nicotine Addiction and Youth



» Brain development continues until mid-20s

- Decision making
- Impulse control
- Sensation seeking
- Peer Pressure

» Adolescent brains are uniquely vulnerable to addiction





TOBACCO

~~eighteen~~ **twenty-one**

- » Three core principles:
 - » The sale of tobacco products and paraphernalia should be restricted to those 21 and over.
 - » The sale of e-cigarettes or vapor products should be restricted to those 21 and over.
 - » The use of e-cigarettes or vapor products should be prohibited in public places.



TOBACCO

~~eighteen~~ **twenty-one**

» Increasing age of legal access to tobacco to 21 can:

- » Decrease initiation of smoking by 25-35% in 15-17 year olds
- » Decrease prevalence of smoking by 12%
- » 223,000 fewer premature deaths
- » 50,000 fewer deaths from lung cancer



TOBACCO

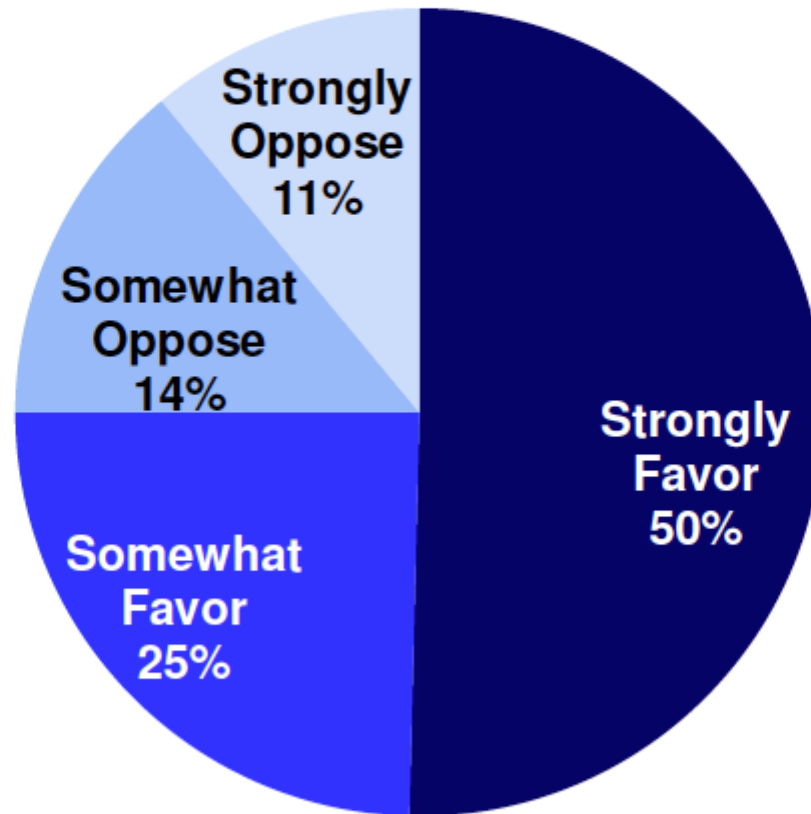
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80+ Cities in 8 States



Three-quarters of adults favor raising the minimum purchase age for tobacco to 21



Tobacco 21 v. Tax Increase

10% price increase = estimated decrease in demand of 2.5 to 5%*

Tobacco 21 = estimated decrease in demand of 12%



It would take an estimated 24-48% increase in the price of a pack of cigarettes (a tax increase of \$1.26-\$2.52) to have the same impact on demand as Tobacco 21.

Business Impact

Total Annual Excess Cost of a Smoker to a Private Employer

	Estimate
Excess Absenteeism	\$517
Presenteeism	\$462
Smoke Breaks	\$3,077
Excess Health Care Costs	\$2,056
Pension Benefit (if provided)	(\$296)
<u>Total Costs</u>	<u>\$5,816</u>



Simple changes to existing city ordinances.

HOW?

- (3) Minor means a person **under the age of 18 21.**
- (8) Tobacco products means: **any substance containing tobacco leaf, including, but not limited to, blunt wraps, cigarettes, cigars, pipe tobacco, snuff, chewing tobacco, or dipping tobacco**
 - a. **any product containing, made, or derived from tobacco or containing nicotine, whether synthetically produced or derived from other sources that is intended for human consumption (not marketed for cessation)**
 - b. **any electronic device that delivers nicotine or other substances to the person inhaling from the device, including but not limited to an electronic cigarette, cigar, pipe, or hookah (and not marketed for cessation)**
 - c. **any component, part or accessory of section (a) or (b), whether or not sold separately (and not marketed for cessation).**

SUPPORTERS

