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TOBACCO MARKETING UPDATE

Reducing Youth Exposure to Tobacco Advertising and Promotion

Ramsey County Passes Clean Air Ordinance

The Ramsey County Board of Commissioners voted 6-1 on Sept. 22, to include electronic cigarettes in its clean indoor air policy and prohibit use of e-cigarettes and cigarettes within 25 feet of building entrances.

By including e-cigarettes in the clean indoor air policy, county leaders have established the use of e-cigarettes will not be allowed anywhere conventional cigarettes are not allowed, such as work places, bars and restaurants.

In 2005, Ramsey County passed one of the state's first clean indoor air policies for bars and restaurants. Two years later, the Minnesota legislature enacted the statewide Freedom to Breathe law, protecting all Minnesotans from the harms of secondhand smoke.

"Ramsey County has taken a stand to ensure our residents, workers and visitors aren't needlessly exposed to tobacco and e-cigarette use when they are in indoor public spaces, or simply entering and leaving buildings," said Jim McDonough, Chair of the Ramsey County Board. "Hopefully, the state will follow suit and recognize the need to protect all Minnesotans from the harms of secondhand smoke and e-cigarette emissions."

In addition to McDonough, Commissioner Blake Huffman, Commissioner Mary Jo McGuire and Commissioner Rafael Ortega spoke up in support of the ordinance.

"The bottom line is if there is any uncertainty about the impact it has on health, we're doing the right thing," Ortega said. "It's better to move in the direction we're moving. We need to keep enhancing the health of our community."

Ramsey County joins 10 other counties and 23 cities in Minnesota that have also prohibited the use of electronic cigarettes wherever conventional smoking is not allowed.



Ramsey County Board of Commissioners with staff and supporters.

Back row, from left: Commissioner Blake Huffman, Commissioner Mary Jo McGuire, Commissioner Toni Carter, Commissioner Victoria Reinhart and Commissioner Rafael Ortega.

Front row, from left: St. Paul-Ramsey County Public Health Environmental Health Director Zach Hansen, St. Paul-Ramsey County Public Health Director Rina McManus, Stephanie Voelker, Alicia Leizinger, Commissioner Jim McDonough, Emily Anderson, Katie Engman and Jeanne Weigum.

State law prohibits the use of e-cigarettes in places such as schools, state colleges and universities, government buildings, hospitals and clinics, but state legislators stopped short of enacting a comprehensive policy.

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TOBACCO MARKETING UPDATE



CDC: 7 of 10 Teen Tobacco Users Currently Use Flavors



By CHRIS FARMER-LIES

In late September, the Morbidity and Mortality Weekly Report from the CDC published an analysis of data from the National Youth Tobacco Survey (NYTS) which highlights the use of flavored and novel tobacco products by youth.

According to the 2014 NYTS, 18 percent of middle and high school students have used a flavored product in the past 30 days, and only 6 percent have used a non-flavored product. The tobacco industry appeals directly to youth with candy flavors, low prices, colorful packaging, and novel products, such as electronic cigarettes, hookah, and cigars. As youth cigarette smoking declines, the industry has been forced to embrace new products and strategies to recruit replacements for the dwindling smoking population.

While middle school students use flavored tobacco products, the data show the trend of flavored tobacco use is far more troubling among high schoolers. Electronic cigarettes, which are often flavored and have seen rapid growth in recent years, are used by 9 percent of high schoolers. They are followed by hookah (6 percent), cigars (5 percent), menthol cigarettes (5 percent), any smokeless tobacco (4 percent), and tobacco in pipes (1 percent).

Menthol cigarettes continue to disproportionately impact young people generally and African American youth specifically. About half of white, non-Hispanic high school tobacco users smoked menthol cigarettes in the past 30 days, whereas nearly three quarters of non-Hispanic blacks reported the same.

Source: <http://1.usa.gov/1i19nMD>

Momentum Builds for Increasing the Legal Age to Purchase Tobacco

By BETSY BROCK

In early October, a group of 10 U.S. Senators, including Senators Dick Durbin (D-IL), Brian Schatz (D-HI), and Sherrod Brown (D-OH), introduced a bill (S.2100) that would raise the federal legal age to purchase tobacco from 18 to 21. This was likely spurred by an Institute of Medicine report titled "Raising the age to buy cigarettes will save lives" released in early 2015. This report concludes that raising the age to purchase tobacco to: 19 would decrease the future adult smoking prevalence rate by 3 percent, 21 would decrease the rate by 12 percent, and 25 would decrease the rate by 16 percent.

The state of Hawaii recently raised the statewide legal age to purchase tobacco to 21. Hawaii is the first and only state to do this. This new policy takes effect on Jan. 1, 2016. New York City also has a legal purchase age of 21 and in the states of Alabama, Alaska, New Jersey and Utah you must be at least 19 to legally purchase tobacco.

A new study published in the *American Journal of Preventive Medicine* found there is overwhelming support for policies that increase the age to purchase tobacco. Three-quarters of American adults and seven out of 10 smokers support these policies. With this level of public support and the emerging science on the efficacy of these policies, it is likely that more state and cities will consider adopting an increased legal age to purchase tobacco.

Sources: <http://bit.ly/1NIIGxj> , <http://bit.ly/1fqsdw9>

Marlboro Provides Free Movie Pass

Marlboro recently sent a free movie ticket as a gift to people on its mailing list. It was meant as a way for the company to recognize its loyal customers. The ticket has a \$15 value and can be used to see any movie.

The Association for Nonsmokers-Minnesota (ANSR) conducts research on tobacco industry direct marketing with funding from ClearWay Minnesota. The project began in 2010. The ANSR archive contains thousands of examples of marketing. The tobacco industry uses these types of marketing tactics to build relationships with consumers.

