

# ***KEEPING TOBACCO AWAY FROM KIDS***

## ***Retailer Education Kit***



**A Program Developed by  
Michigan's Youth Access To Tobacco Workgroup**

**May 2013**

For more information, see the MDCH Youth Access to Tobacco and Synar Info webpage at [http://www.michigan.gov/mdch/0,1607,7-132-2941\\_4871\\_29888-150144--,00.html](http://www.michigan.gov/mdch/0,1607,7-132-2941_4871_29888-150144--,00.html).

## OVERVIEW

The federal Synar Amendment requires that states enact laws that prohibit the sale and distribution of tobacco products to persons under the age of 18 and to effectively enforce those laws. Under Synar, tobacco products have been defined as cigarettes, cigars, smokeless tobacco, and loose pipe tobacco. Though this is the current primary focus, we know that today tobacco products come in more flavors, forms, shapes and sizes, and with more unproven health claims than ever before. The guiding premise is:

“The tobacco pandemic is a communicated disease. It is communicated through advertising, through the example of smokers and through the smoke to which non-smokers – especially children – are exposed.” – *Gro Harlem Brundtland, Director General, World Health Organization, 1999.*

Armed with this understanding, the Michigan Department of Community Health Bureau of Substance Abuse and Addiction Services (BSAAS) assembled a statewide think tank, called the Youth Access to Tobacco Workgroup (YATTW), to develop a comprehensive tobacco merchant education campaign.

Membership includes tobacco retailers, the Inter-Tribal Council, state agency partners, the petroleum industry, health departments, liquor industry representatives, and other prevention agencies. The goal is to reduce health risk and lifelong addiction by lowering access and exposure to the negative effects of tobacco.

The first task of this workgroup has been developing this Keeping Tobacco Away from Kids Retailer Education Kit. The cornerstone of this kit is a PowerPoint presentation that explains tobacco laws for owners, managers, and employees of establishments that sell tobacco products. The package also includes:

1. Merchant checklist to guide agency partners in how to use the kit
2. Tip sheets to iterate the financial burden of tobacco use on our society

This is a living document that will be periodically updated. BSAAS extends its thanks to all who have been part of this effort.

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## RETAILER EDUCATION CHECK LIST

DATE: \_\_\_\_\_

- Post the “Notice” of Michigan tobacco laws, and a sign stating that this store does not sell tobacco products to anyone less than 18 years of age.
- Train and continue to remind employees that it is against the law and company policy to sell tobacco products to youth under the age of 18.
- Require all employees to ask for an acceptable form of ID from anyone purchasing tobacco products that appears to be under the age of 30.
- Require employees to accept only forms of ID that are government issued, and contain the person’s birth date and picture. Examples are driver’s license, a government issued identification card, military ID, and a passport.
- Require employees to use the store’s ID scanner for every tobacco product purchase.
- Develop store policies for selling age specific products and have every employee read and sign those policies before they start selling tobacco products.

# TOBACCO SELLER'S *CHEAT SHEET*

## LAWS

- It is against the law for **YOU** to sell tobacco to anyone under the age of 18.
- The criminal fine is **\$50** when **YOU** are caught selling tobacco products to someone under the age of 18.
- **YOU**, the seller, are always the one who is fined.
- If **YOU** don't follow the law and your company policy, **YOU** will be **FINED**.

## SIGNS

Signs reminding **YOU** and minors that it is **ILLEGAL** to sell tobacco products to anyone under 18, must be posted near the cash register.

## TOBACCO PRODUCTS

- *Cigarettes*
- *Cigars*
- *Smokeless Tobacco*
- *Loose Pipe Tobacco*

## MINOR

Anyone born **AFTER** today's date in the year on the date sign or sticker near your register is under 18.

**YOU** check the identification of anyone that appears to be under 30.

## IDENTIFICATION

- Government Issued
- Picture
- Birthdate
- State Driver's License
- State Identification Card
- Military ID
- Passport

## YOU VERIFY THE IDENTIFICATION

- Hold it in **YOUR** hand
- **YOU** should examine the picture and information
- **YOU** should **“READ THE RED”** on the vertical license
- **YOU** can ask questions
- **YOU** can use an ID scanner
- **YOU** should know what the security features are
- **YOU** can use a black light to check security features
- **YOU** do the math – don't sell to anyone born AFTER today's date in the year on the sign or **YOU** pay the fine

## “LOOSIES”

- **YOU** are prohibited from selling single cigarettes unless you work in a tobacco specialty store.
- **YOU** will pay the fine of \$500!

## ANGRY CUSTOMER?

- **YOU** keep your COOL
- **YOU** state the law and store policy
- **YOU** call the manager

## **REMEMBER....**

**YOU** ask for ID from ANYONE you think is under 30

Under 18 or no ID, **YOU** don't sell tobacco to them

**YOU** tell them:

- “SORRY, I CAN'T SELL TO YOU”
- “IT'S THE LAW”
- “I CAN BE FINED”
- “IT'S MY COMPANY POLICY”
- “I COULD BE FIRED”

**It's not just the law; it's the RIGHT thing for *YOU* to do!**

- An estimated 5 million children who are living today will die prematurely because they began smoking cigarettes as teens.
- Smoking is addictive ... it causes lung disease, cancer and premature death.



# **Want to really help?**

Recommend the Michigan TOBACCO QUITLINE at

**1-800-QUIT NOW**

# **MICHIGAN EXAMPLE OF RETAILER TOBACCO SALES POLICY & PROCEDURES**

Our company and our employees have a moral, ethical, and legal responsibility to refuse to sell tobacco products to anyone under the age of 18.

Therefore, tobacco products will not be sold to anyone under the age of 18 in this store. All employees are required to follow this policy and the following procedures as a condition of their employment.

## **1. TOBACCO PRODUCTS**

The following are considered tobacco products:

- a. Cigarettes
- b. Non-cigarette smoking tobacco
- c. Cigars
- d. Snuff or smokeless tobacco
- e. Tobacco of any kind

## **2. VALID TYPES OF IDENTIFICATION**

- a. Valid forms of identification that you can accept are:
  - State issued driver's license
  - State issued identification card
  - Military identification
  - Passport that you can read
- b. Do not accept any form of identification that you are not familiar with or that you cannot read.
- c. Do not accept any identification that is expired.
- d. Check with your supervisor if you are uncertain.

### 3. VERIFY THE CUSTOMER'S AGE BEFORE SELLING TOBACCO PRODUCTS

- a. Ask for proof of age from everyone that appears to be under the age of 30
- b. Accept only valid identification
- c. Hold the identification in your hand and actually look at it and the information on the ID
  - i. Date of birth – must be born before today's date in the year on the age sign
  - ii. Photo – does the person look like their photo or could they be using someone else's ID
  - iii. Description – does the person fit the description
  - iv. Expiration date – an expired driver's license is not valid
  - v. Agency that issued the card – is it a legitimate government agency
- d. Use the *ID Checking Guide*
- f. Ask questions if you are unsure
- g. DO the math on vertical licenses and identification cards
- h. **“Read the Red”** Many states, including Michigan, use “Not 18 or Not 21 Until \_\_\_\_\_” in bright, contrasting colors on their licenses and identification cards
- h. DO NOT sell tobacco if the person does not have identification
- i. DO NOT sell tobacco unless you are sure the person is 18 or older

### 4. REFUSING A SALE

- a. Determine person is under 18 or does not have a valid ID
- b. Immediately remove the tobacco product from the customer's reach
- c. Politely state, "I'm sorry, it's against the law for me to sell this product to you, and I could lose my job"
- d. Always be polite when refusing a sale

- e. Remain firm and continue to state the law and company policy

## 5. OTHER POINTS

- a. It is illegal for a minor to purchase cigarettes for anyone for any reason.
- b. A minor may not purchase tobacco products for a parent, even with a note from that parent.
- c. It is illegal for an adult to purchase tobacco products for a minor. Never sell tobacco products to an adult if you have reason to believe they are going to give them to someone under the age of 18.

## 6. TRAINING

All employees will do the following prior to selling tobacco:

- a. Complete the tobacco training course used by this company
- b. Pass the test with a passing grade of 80%
  - Those that do not receive a grade of 80% shall review the material and retake the test within 48 hours
- c. Review of this **TOBACCO SALES POLICY & PROCEDURES** with the manager
- d. Review all required signage
- e. Sign this policy indicating they have read and understand the policy
- f. Review the training material and this policy on a semi-annual basis

The store manager will ensure that records are maintained documenting all training each employee has attended.

## 7. PROCEDURE IF TOBACCO IS SOLD TO A MINOR

- a. The first time an employee is caught selling tobacco to someone under the age of 18 they will be placed on probation and required to retake the tobacco training program of this company.

- b. For any subsequent time the employee is caught selling tobacco to anyone under the age of 18, their employment will be terminated.
- c. Any time an employee does not check the age of someone who is 30 years of age or younger in an internal compliance check, that employee will be required to retake the tobacco training program of this company.

## **8. TOBACCO EMPLOYMENT FORMS**

The following forms will be completed and kept on file for every employee:

- a. Completed tobacco training program test
- b. Attendance at all employee tobacco training meetings
- c. Employee's signed agreement of understanding

## **9. BONUS PROGRAM (*Optional*)**

- a. If a store has been notified in writing that a clerk on duty has successfully passed a tobacco compliance check the clerk will receive a \$25.00 cash bonus.
- b. The notification must state the date and time of the compliance check and the name or description of the clerk.
- c. This company will randomly do its own compliance checks to determine that clerks are checking identification of all tobacco customers that are 30 years of age or younger and those clerks that pass the internal review will also receive a \$25.00 cash bonus.

# EMPLOYEE AGREEMENT OF UNDERSTANDING

I, \_\_\_\_\_, state that I have read the  
PLEASE PRINT EMPLOYEE NAME

above **TOBACCO SALES POLICY & PROCEDURES**. I agree to follow the company policies regarding the sale of tobacco and tobacco-related products, especially:

I will not sell tobacco products to any person who is under the legal age of 18.

If a person appears under age 30, I will require and check a valid photo identification card that establishes the bearer's date of birth.

If there is any doubt about the customer's age, I will not make the sale.

I will not knowingly sell tobacco products to any adult for use by individuals who are under the legal age. If I have reason to believe an adult is buying tobacco for a minor, I will not make the sale.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Store Manager Signature

\_\_\_\_\_  
Date

## SAMPLE MICHIGAN RETAILER PRE-EMPLOYMENT TOBACCO TEST

1. List four acceptable forms of valid identification:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  
2. List five things you should review when examining identification cards:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_
  
3. List four products that can't be sold to minors:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  
4. If a customer is unable to produce a valid photo ID, you must do what?  
\_\_\_\_\_
  
5. If the ID card is expired but the customer clearly appears to be over age 18, it is okay to make the sale.  
 True  
 False

6. If a customer has forgotten to bring an ID but promises to come back later with a driver's license, it is okay to make the sale.  
 True  
 False
7. The minimum age in Michigan to purchase tobacco products is \_\_\_\_\_.
8. It's okay to sell to a minor who is buying for a parent whom you know and see outside your store.  
 True  
 False
9. What color indicates underage on ID cards? \_\_\_\_\_
10. You should refuse to sell tobacco to an adult that you suspect is purchasing for a minor.  
 True  
 False

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Store Manager Signature

\_\_\_\_\_  
Date



**SAMPLE MICHIGAN RETAILER  
PRE-EMPLOYMENT TOBACCO TEST  
ANSWER KEY**

1. List four acceptable forms of valid identification. **Answer:** Driver's License, State-issued ID, Military ID, and US Passport
2. List five things you should review when examining identification cards. **Answer:** Photo, Expiration Date, Date of Birth, Description, and Agency that Issued the Card
3. List four products that can't be sold to minors. **Answer:** Cigars, Cigarettes, Smokeless Tobacco, and Non-Cigarette Tobacco
4. If a customer is unable to produce a valid photo ID, you must do what? **Answer:** Deny the sale.
5. If the ID card is expired but the customer clearly appears to be over age 18, it is okay to make the sale. **Answer:** False
6. If a customer has forgotten to bring an ID but promises to come back later with a driver's license, it is okay to make the sale. **Answer:** False
7. The minimum age in Michigan to purchase tobacco products is \_\_\_\_\_. **Answer:** 18
8. It's okay to sell to a minor who is buying for a parent whom you know and see outside your store. **Answer:** False
9. What color indicates underage on ID cards? **Answer:** Red
10. You should refuse to sell tobacco to an adult that you suspect is purchasing for a minor. **Answer:** True

# **SAMPLE PASS LETTER FROM MICHIGAN SYNAR**

Date:

Dear Store Owner:

During an annual inspection, your establishment was selected to participate in the State of Michigan's Synar compliance checks. This is part of a national effort aimed at decreasing youth access to tobacco and is funded locally by the \_\_\_\_\_ [YOUR ORGANIZATION]\_\_\_\_\_. This project involves a visit to randomly selected stores/businesses around the county that sell tobacco products. The underage youth enters the store, attempts to make a cigarette pack purchase (either from over-the-counter or a vending machine), and records the results. These results are collected nationally and will be reported to the Secretary of the U.S. Department of Health and Human Services.

We are pleased to inform you that your store passed its Synar compliance check. The staff person on duty properly asked for identification and refused to sell to the minor attempting to buy a tobacco product. Thank you for working with your staff to make sure they are aware of the Youth Tobacco Act and are trained to check the identification of anyone attempting to purchase tobacco products.

Tobacco is the number one cause of preventable death in our society. Each year thousands of teens become addicted to tobacco. The short-term goal of this project is to determine how many retailers are illegally selling tobacco to minors. Our long-term goal is to create awareness of the youth tobacco problem and reduce the sales of tobacco to minors, therefore preventing some of our children from beginning a lifetime addiction to tobacco.

Thank you for your help in keeping our youth and communities healthy!

Sincerely,

[AUTHORIZED SIGNATURE]

# **SAMPLE FAIL LETTER FROM MICHIGAN SYNAR**

Date:

Dear Store Owner:

During an annual inspection, your establishment was selected to participate in the State of Michigan's Synar compliance checks. This is part of a national effort aimed at decreasing youth access to tobacco and is funded locally by the \_\_\_\_\_ [YOUR ORGANIZATION]. This project involves a visit to randomly selected stores/businesses around the county that sell tobacco products. The underage youth enters the store, attempts to make a cigarette pack purchase (either from over-the-counter or a vending machine), and records the results. These results are collected nationally and will be reported to the Secretary of the U.S. Department of Health and Human Services.

Unfortunately, your store did not pass its Synar compliance check. The staff person on duty attempted to sell to the minor participating in the Synar compliance inspection. There is a Tobacco Vendor Education packet available to all businesses that sell tobacco products. This packet explains the Youth Tobacco Act, proper training techniques for employees, the fines an employee/business could face if they are caught selling to minors, and provides the proper signage that tobacco vendors are required to have posted. If you are in need of a Tobacco Vendor Education Packet or would like more information on the Youth Tobacco Act please contact \_\_\_\_\_ [DYTUR/or DESIGNEE], at \_\_\_\_\_ [DYTUR OFFICE NAME] at ( ) telephone.

Tobacco is the number one cause of preventable death in our society. Each year thousands of teens become addicted to tobacco. The short-term goal of this project is to determine how many retailers are illegally selling tobacco to minors. Our long-term goal is to create awareness of the youth tobacco problem and reduce the sales of tobacco to minors, therefore preventing some of our children from beginning a lifetime addiction to tobacco.

Let us know how we can help you do your part to keep our youth and communities healthy!

Sincerely,

[AUTHORIZED SIGNATURE]

# ***A MESSAGE FROM THE FOOD & DRUG ADMINISTRATION...***

## **Retailers That Don't Sell Tobacco to Kids Help Build Stronger Communities**

For many kids, their first cigarette leads to a lifetime of addiction. With some 20 percent of U.S. high school students smoking regularly, keeping tobacco out of kids' hands can have a huge impact on our nation's health.

Retailers are on the front lines of protecting our kids from tobacco. FDA works with state contractors to conduct [compliance checks](#) – ensuring that tobacco retailers comply with federal laws, including the ban of cigarette, cigarette tobacco, and smokeless tobacco sales to youth.

In 2011, FDA awarded contracts to 38 states and jurisdictions, including the District of Columbia, to conduct tobacco retailer inspections checking for, among other things, compliance with requirements related to:

- Age and ID verification
- Labeling and advertising of smokeless tobacco products
- Restrictions on the sale of single cigarettes
- Ban on certain candy and fruit-flavored cigarettes
- Prohibited self-service displays and vending machines

As of November 2011, more than 27,500 inspections have been completed, and the vast majority of retailers are complying with the laws aimed at protecting kids. However, when inspectors find violations, FDA takes action. FDA has issued more than 1,200 [warning letters](#) to retailers who sold tobacco to kids or had other compliance violations.

Most retailers inspected by FDA have been found to be in compliance with the law. But we still have our work cut out for us – especially when minors can walk in to some retail locations and buy deadly tobacco products.



## Check Out Neighborhood Retailers

You can search [our database of inspection reports](#) for tobacco retailers near you to see how your neighborhood checks out.

Please let your local establishments know you appreciate their efforts to comply and protect our kids. Knowing which stores are complying with the law can help you support stronger communities.

## Pledge to Protect Kids

Everyone from teachers, coaches, and physicians, to retailers, parents, public health professionals, and religious leaders plays a role in keeping tobacco out of the hands of youth.

[Take the pledge](#) to protect our nation's youth by supporting retailers who follow the law – refusing to sell tobacco to youth and helping break the chain of tobacco addiction.

## More Information . . . .

- [FDA Acts to Protect Children from Illegal Tobacco Sales](#)
- [Tobacco Retailer Warning Letters](#)
- [Compliance Check Inspections of Tobacco Product Retailers](#)
- [FDA Tobacco Compliance Webinars](#)
- [The Family Smoking Prevention and Tobacco Control Act](#)

FDA (November 10, 2011) *Retailers That Don't Sell Tobacco to Kids Help Build Stronger Communities*. Retrieved from <http://www.fda.gov/TobaccoProducts/NewsEvents/ucm279223.htm>.

## U.S. STATISTICS

**Smoking results in costs to the United States of more than \$300 billion a year.**

That includes \$67.5 billion in lost workplace productivity, \$117 billion from the cost of people dying prematurely, and \$116 billion in direct medical expenditures.

**Smoking continues to kill 393,000 people in the United States each year.**

Although the average cost of a pack of cigarettes nationwide is \$5.61, the real cost in terms of lost lives and productivity is \$18.05 per pack.

**Cigarette butts are the most polluted item on the planet. About 4.5 trillion cigarette butts are littered annually.**

Nationally, cigarette butts account for one-quarter or more of the items tossed onto streets and other roadways. Cigarette butts account for 50% of the trash found along Michigan & Illinois shorelines. In 2004, 94,700 cigarette butts were collected at Lake Michigan beaches; 24,292 cigarette butts were collected in one hour.



Tobacco Free Michigan (Statistics). Retrieved from <http://www.tobaccofreemichigan.org/tfmDrupal/>

# TOBACCO CONTROL STATE HIGHLIGHTS – MICHIGAN

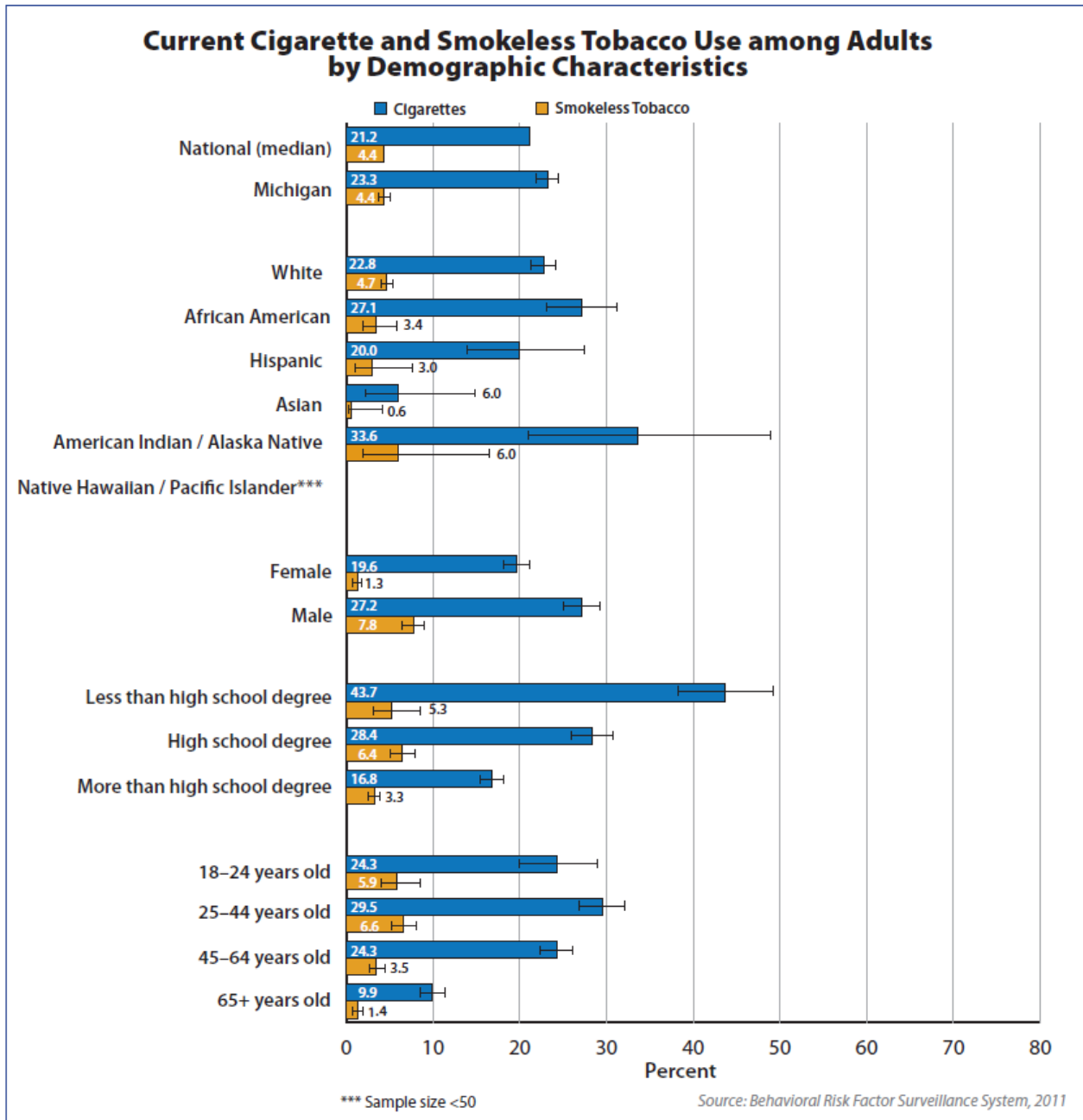
## MICHIGAN

### Monitor

#### Adult Current Cigarette/Smokeless Tobacco Use

In Michigan, the percentage of adults (ages 18+) who currently smoke cigarettes was 23.3% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Michigan ranked 41<sup>st</sup> among the states.

The percentage of adults who currently use smokeless tobacco was 4.4% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Michigan ranked 26<sup>th</sup> among the states.



# MICHIGAN

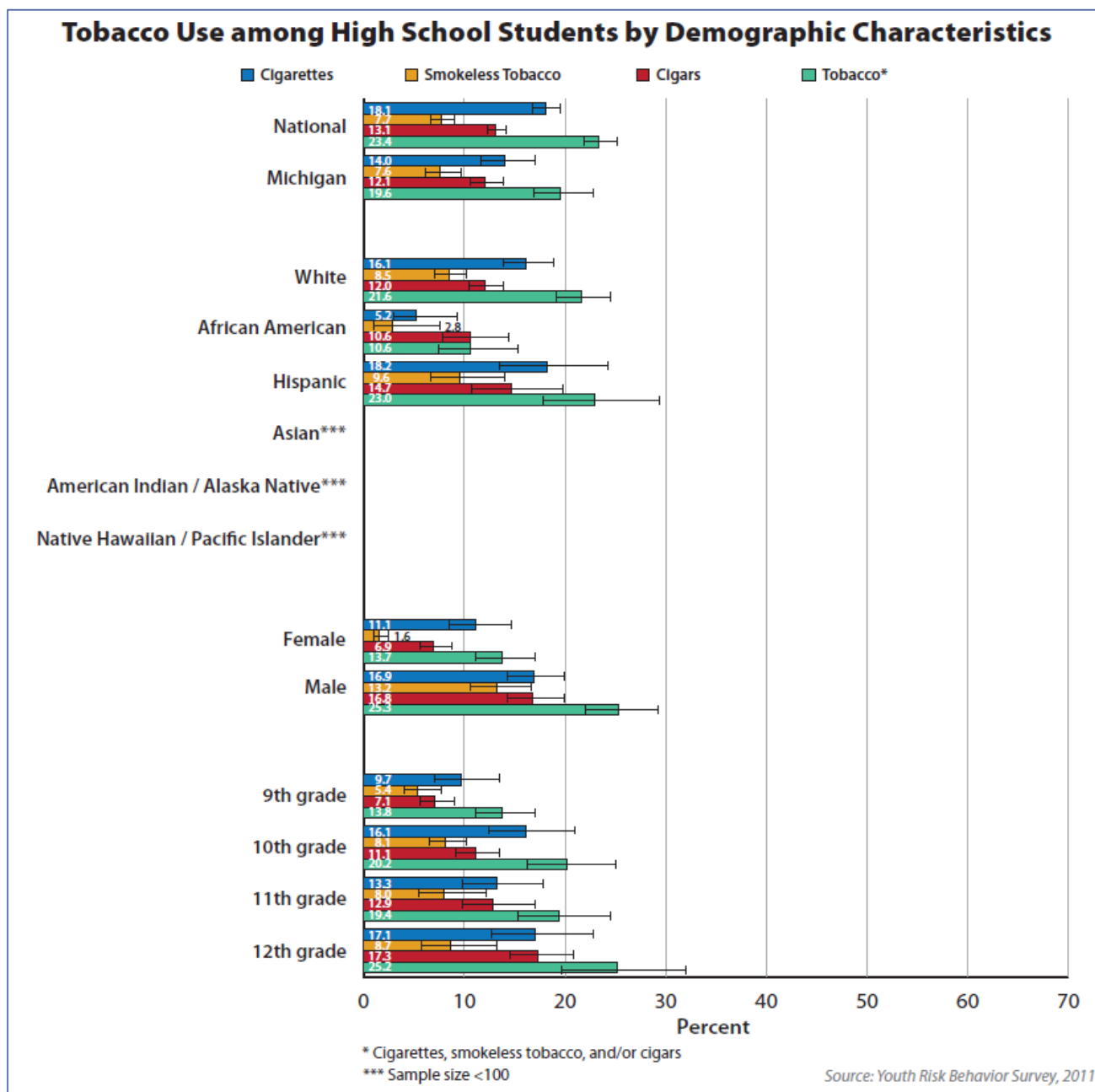
## Youth Current Cigarette/Smokeless Tobacco/Cigar Use

In Michigan, the percentage of youth in grades 9-12 who currently smoke cigarettes was 14.0% in 2011. The range across 44 states was 5.9% to 24.1%. Michigan ranked 8<sup>th</sup> among 44 states.

The percentage of youth who currently use smokeless tobacco was 7.6% in 2011. The range across 40 states was 3.5% to 16.9%. Michigan ranked 14<sup>th</sup> among 40 states.

The percentage of youth who currently smoke cigars was 12.1% in 2011. The range across 37 states was 5.0% to 18.3%. Michigan ranked 9<sup>th</sup> among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 19.6% in 2011. The range across 36 states was 7.8% to 31.9%. Michigan ranked 7<sup>th</sup> among 36 states.



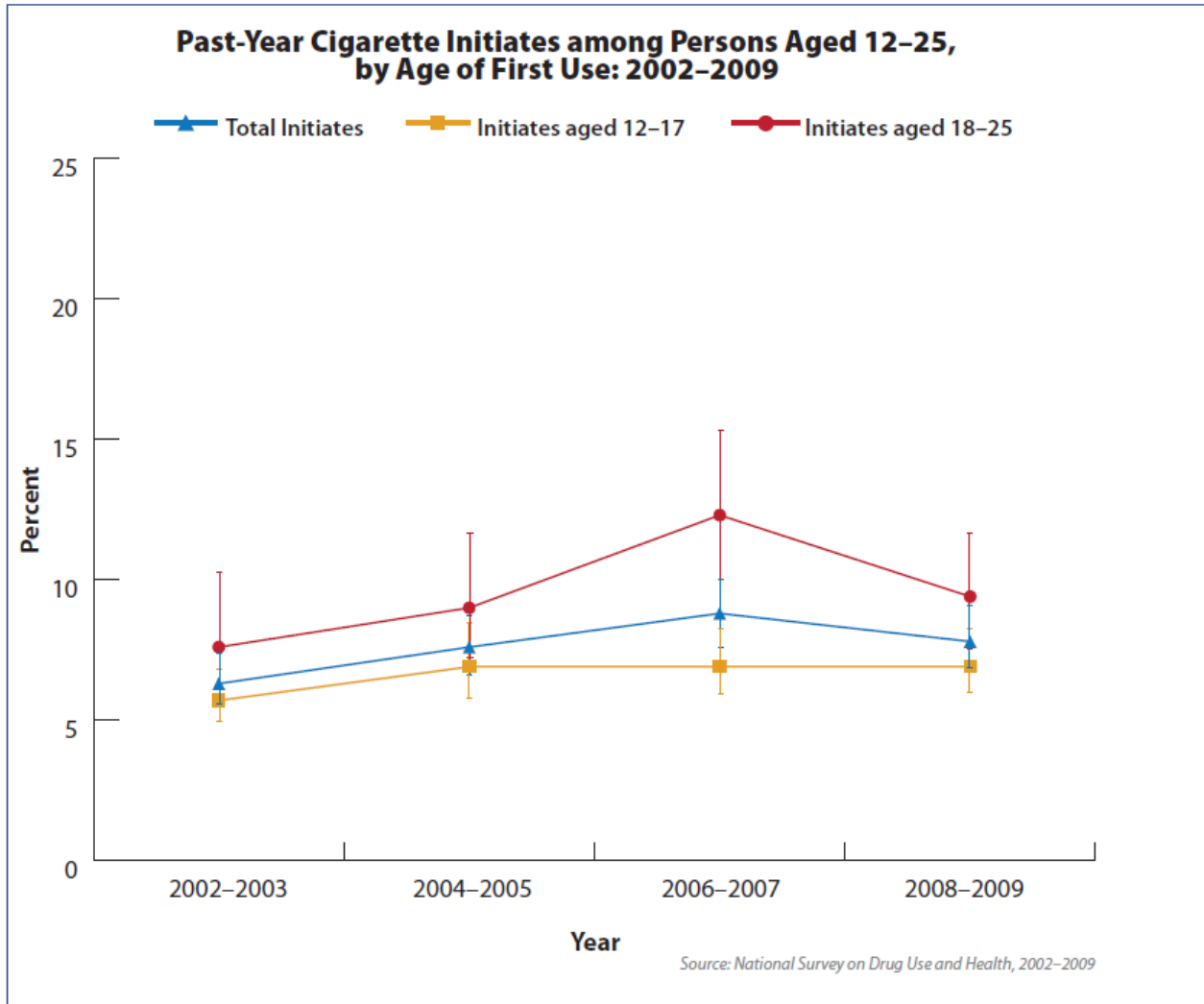


# MICHIGAN

## Past-Year Cigarette Initiation

In 2008-2009, of all Michigan youth ages 12-17 who had never smoked, 6.9% smoked a cigarette for the first time in the past year. This ranked 41<sup>st</sup> in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 9.4% smoked a cigarette for the first time in 2008-2009. This ranked 35<sup>th</sup> in the nation, with a range of 4.2%–14.7% among the states.



# MICHIGAN

## Protect

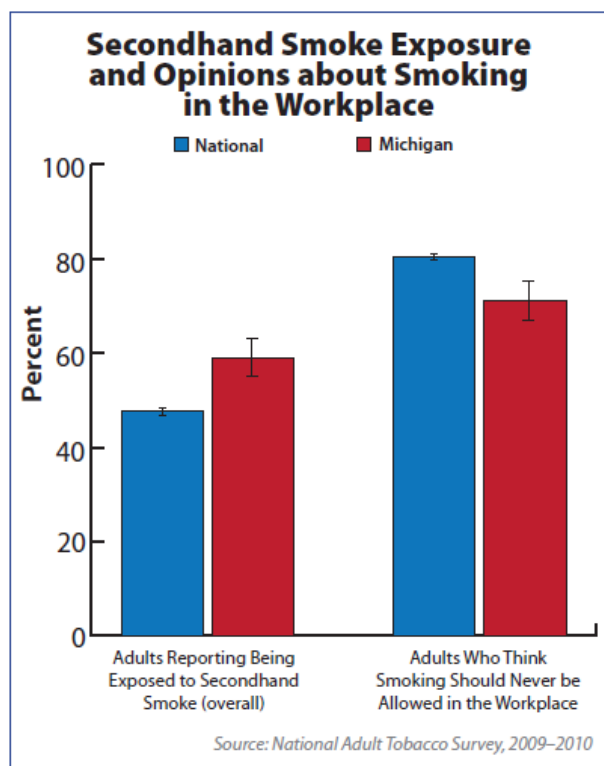
### Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was higher in Michigan than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Michigan was 58.8%, ranking 50<sup>th</sup> among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Michigan adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Overall	Workplaces	Homes	Vehicles	Public Places
58.8%	21.7%	15.7%	21.1%	42.9%

*Source: National Adult Tobacco Survey, 2009-2010*

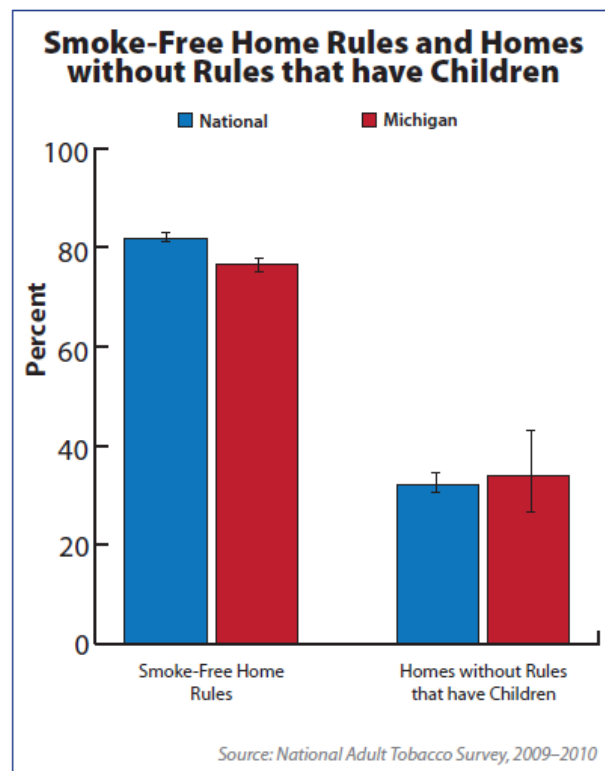


### Opinions about Smoking in the Workplace

In 2009-2010, 71.2% of adults in Michigan thought that smoking should never be allowed in indoor workplaces, ranking 48<sup>th</sup> among the states.

### Smoke-Free Home Rules

In 2009-2010, 76.5% of adults in Michigan reported that their homes had smoke-free home rules, ranking 38<sup>th</sup> among the states. The percentage of homes without smoke-free home rules with children living in them was 34.0%, ranking 32<sup>nd</sup> among the states.



# MICHIGAN

## State Smoke-Free Policy

As of June 30, 2012, Michigan had a smoke-free law that prohibits smoking in indoor areas of workplaces, restaurants, and bars. The state law did not allow communities to enact local smoke-free laws.

Smoke-Free Legislation			
Workplaces	Restaurants	Bars	Local Laws Permitted
✓ Yes	✓ Yes	✓ Yes	✗ No

\* Designated Smoking Areas  
 † Ventilated Smoking Areas  
 ‡ No Restrictions  
 § Allowed smoking in venues that prohibit minors

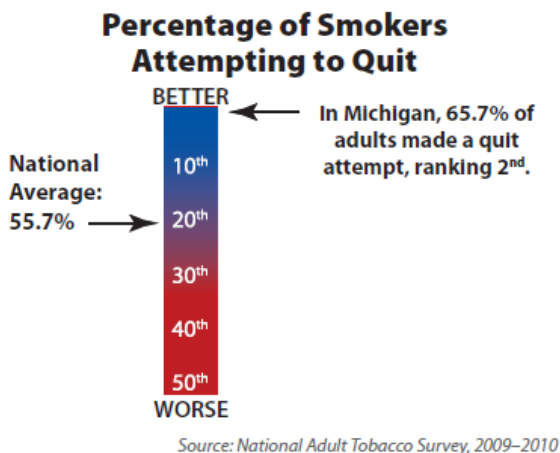
² Allowed for non-hospitality workplaces.  
 ³ Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used. Source: STATE System, June 2012

## Offer

### Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 65.7% of Michigan adult smokers made a quit attempt in the past year, ranking 2<sup>nd</sup> among the states.



### Quitline Utilization

In 2010, the Michigan quitline received 17,335 calls, and 5,965 tobacco users (an estimated 0.4% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

### Medicaid Coverage for Counseling and Medications

In 2010, Michigan's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Michigan provided full coverage for some nicotine replacement therapies, partial coverage for varenicline, partial coverage for bupropion, and full coverage for individual counseling (i.e., no group coverage).

Medicaid Coverage for Counseling and Medications			
Comprehensive Coverage			
✗ No			
NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
✓ Yes	Partial <sup>b</sup>	Partial <sup>b</sup>	✓ Yes

<sup>a</sup> Pregnant women only  
<sup>b</sup> Fee-for-service only  
<sup>c</sup> Available only via the quitline

Note: Not all footnotes may be used. Source: Halpin, et al, 2011

# MICHIGAN

## Warn

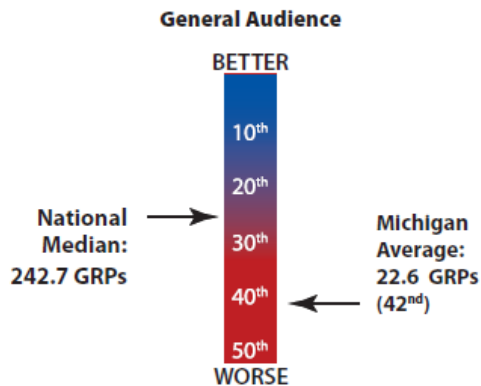
### Tobacco Counter-Marketing Media Intensity

CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Michigan had an average of 22.6 general audience GRPs and 5.1 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

### Knowledge of the Dangers of Tobacco

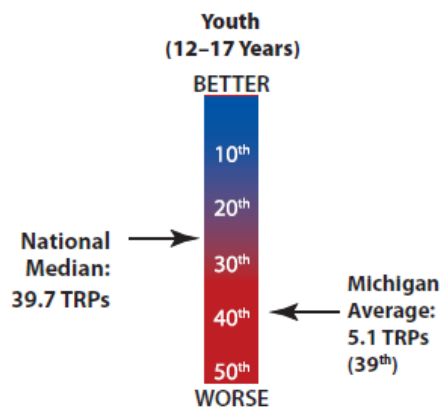
In Michigan, 63.8% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 85.2% thought that cigarette smoking is very addictive.

#### Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



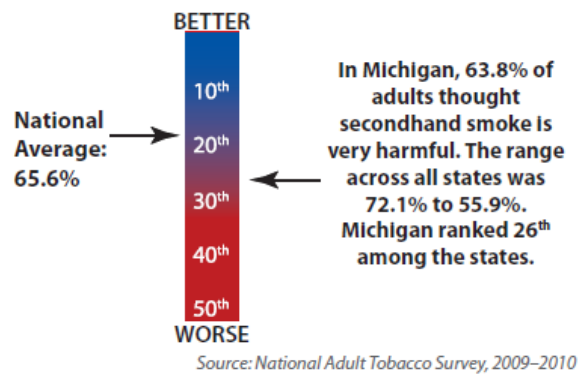
Source: CDC/OSH

#### Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

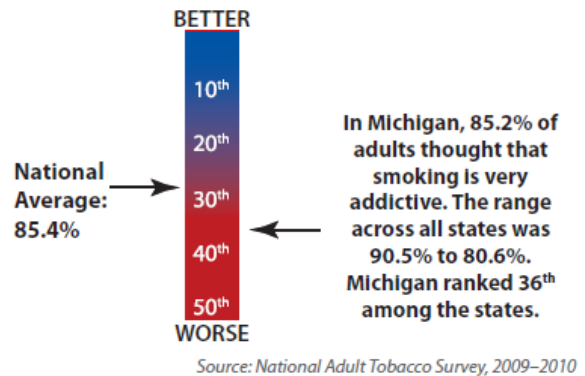


Source: CDC/OSH

### Secondhand Smoke



### Addictiveness of Smoking






# MICHIGAN

## Enforce

### State Allows Local Advertising and Promotion Laws


As of June 30, 2012, Michigan allowed local regulation of tobacco industry promotions and tobacco product sampling, but preempted local regulation of display of tobacco products in commercial establishments.

State Allows Local Laws		
Promotion	Sampling	Display
 <b>Yes</b>	 <b>Yes</b>	 <b>No</b>

Source: STATE System, June 2012

### Over-the-Counter Retail Licensure

As of June 30, 2012, Michigan did not require establishments selling cigarettes or smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties				
Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 <b>No</b>	N/A	N/A	N/A	N/A

<sup>a</sup> Annually  
<sup>b</sup> Fine

Note: Not all footnotes may be used.  
 Source: STATE System, June 2012

# MICHIGAN

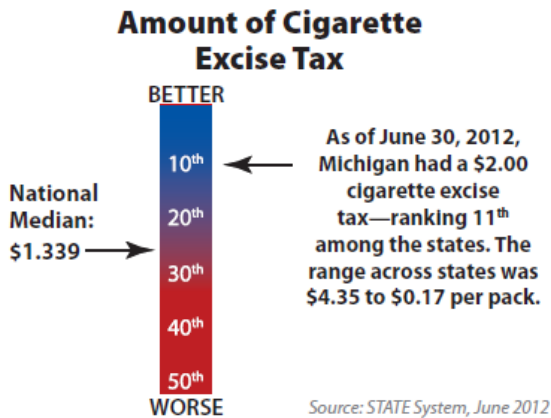
## Raise

### Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Michigan was \$2.00 per pack, ranking 11<sup>th</sup> among the states. The tax on cigars was 32% of the wholesale price per cigar, and for little cigars the tax was 32% of the wholesale price per pack of 20. The tax on smokeless tobacco was also 32% of the wholesale price.

### Price Paid for Last Cigarettes Purchased

In Michigan, 83.8% of adult smokers bought their last cigarettes by the pack, and 16.2% bought them by the carton in 2009-2010. The average price that Michigan smokers reported paying for their last pack of cigarettes was \$5.88 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Michigan smokers reported paying for their last carton of cigarettes was \$49.80 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.



CDC. *Tobacco Control State Highlights, 2012*. Retrieved from [http://www.cdc.gov/tobacco/data\\_statistics/state\\_data/state\\_highlights/2012/states/michigan/index.htm](http://www.cdc.gov/tobacco/data_statistics/state_data/state_highlights/2012/states/michigan/index.htm).



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## YOUTH AND TOBACCO USE

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### Youth and Young Adult Data Fact Sheets

- Overview
- Current Estimates of Youth Tobacco Use
- Factors Associated with Youth Tobacco Use
- Reducing Youth Tobacco Use
- References
- For Further Information

### OVERVIEW

Smoking and smokeless tobacco use are usually initiated during adolescence. More than 80% of adult smokers begin smoking before 18 years of age. Additionally, adolescent smokeless tobacco users are more likely than nonusers to become adult cigarette smokers.<sup>1,2,3</sup>

Youth cigarette use declined sharply during 1997–2003; however, rates have remained relatively stable in recent years.<sup>4</sup>

Youth smokeless tobacco use also declined in the late 1990s and early 2000s, but an increasing number of U.S. high school students have reported using smokeless tobacco products in recent years.<sup>5</sup>

## CURRENT ESTIMATES OF YOUTH TOBACCO USE

### ***Cigarettes***

Each day in the United States, approximately 3,450 young people between 12 and 17 years of age smoke their first cigarette, and an estimated 850 youth become daily cigarette smokers.<sup>6</sup>

### **Percentage of high school students who were current cigarette smokers in 2009:<sup>3</sup>**

- 17.2% of high school students
- 14.8% of female high school students
- 19.6% of male high school students
- 7.4% of African-American high school students
- 9.7% of Asian-American high school students
- 19.2% of Hispanic high school students
- 19.4% of white high school students

### **Percentage of middle school students who were current cigarette smokers in 2009:<sup>3</sup>**

- 5.2% of middle school students
- 4.7% of female middle school students
- 5.6% of male middle school students
- 5.2% of African-American middle school students
- 2.5% of Asian-American middle school students
- 6.7% of Hispanic middle school students
- 4.3% of white middle school students

### ***Cigars***

### **Percentage of high school students who were current cigar smokers in 2009:<sup>3</sup>**

- 10.9% of high school students
- 6.7% of female high school students
- 15.0% of male high school students



## **Percentage of middle school students who were current cigar smokers in 2009:<sup>3</sup>**

- 3.9% of middle school students
- 3.2% of female middle school students
- 4.6% of male middle school students

## ***Bidis***

## **Percentage of high school students who were current bidi smokers in 2009:<sup>3</sup>**

- 2.4% of high school students

## **Percentage of middle school students who were current bidi smokers in 2009:<sup>3</sup>**

- 1.6% of middle school students

(In 2009, the U.S. Food and Drug Administration banned the sale of flavored cigarettes –with the exception of menthol; consequently, the use of bidis is likely to decline even further.<sup>5</sup>)

## ***Smokeless Tobacco***

## **Percentage of high school students who were current smokeless tobacco users in 2009:<sup>3</sup>**

- 6.7% of high school students
- 1.8% of female high school students
- 11.6% of male high school students

## **Percentage of middle school students who were current smokeless tobacco users in 2009:<sup>3</sup>**

- 2.6% of middle school students
- 1.4% of female middle school students
- 3.7% of male middle school students

## **FACTORS ASSOCIATED WITH YOUTH TOBACCO USE**

### **Some factors associated with youth tobacco use include:<sup>1,7</sup>**

- Low socioeconomic status
- Use and approval of tobacco use by peers or siblings

- Lack of skills to resist influences to tobacco use
- Smoking by parents or guardians and/or lack of parental support or involvement
- Accessibility, availability, and price of tobacco products
- A perception that tobacco use is the norm
- Low levels of academic achievement
- Low self-image or self-esteem
- Aggressive behavior (e.g., fighting, carrying weapons)

**Tobacco use during adolescence is associated with the following health risk behaviors:**<sup>1,8</sup>

- High-risk sexual behavior
- Use of alcohol
- Use of other drugs

**REDUCING YOUTH TOBACCO USE**

**National, state, and local program activities that have reduced and prevented youth tobacco use in the past have included combinations of the following:**<sup>4,9</sup>

- Counter-advertising mass-media campaigns (i.e., TV and radio commercials, posters, and other media messages targeted toward youth to counter pro-tobacco marketing)
- Comprehensive school-based tobacco-use prevention policies and programs (e.g., tobacco-free campuses)
- Community interventions that reduce tobacco advertising, promotions, and commercial availability of tobacco products
- Higher costs for tobacco products through increased excise taxes

**GLOSSARY OF TERMS**

- High school student is defined as students in grades 9 through 12.
- Middle school student is defined as students in grades 6 through 8.
- Bidis are small, thin, hand-rolled cigarettes imported to the United States primarily from India and other Southeast Asian countries; refer to the [bidis fact sheet](#) for more information.
- Daily smoking is defined as ever smoking every day for at least 30 days.

- Current smoking is defined as using on 1 or more of the 30 days preceding the survey.

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## FOR FURTHER INFORMATION

Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion  
Office on Smoking and Health



E-mail: [tobaccoinfo@cdc.gov](mailto:tobaccoinfo@cdc.gov)

Phone: 1-800-CDC-INFO

# CDC HEALTH TOPICS

## Tobacco Use by Young People

- Each year cigarette smoking accounts for approximately 1 of every 5 deaths, or about 438,000 people. Cigarette smoking results in 5.5 million years of potential life lost in the United States annually.<sup>2</sup>
- Although the percentage of high school students who smoke has declined in recent years, rates remain high: 19% of high school students report current cigarette use (smoked cigarettes on at least 1 day during the 30 days before the survey).<sup>3</sup>
- Forty-six percent of high school students have ever tried cigarette smoking, even one or two puffs.<sup>3</sup>
- Eleven percent of high school students have smoked a whole cigarette before age 13.<sup>3</sup>
- Nearly 9% of high school students (15% of male and 2% of female students) used smokeless tobacco (e.g., chewing tobacco, snuff, or dip), on at least 1 day during the 30 days before the survey.<sup>3</sup> Adolescents who use smokeless tobacco are more likely than nonusers to become cigarette smokers.<sup>4</sup>
- Fourteen percent of high school students smoked cigars, cigarillos, or little cigars on at least 1 day during the 30 days before the survey.<sup>3</sup>

## Prevalence of Current Cigarette Use Among High School Students, 2009<sup>3</sup>

Racial/Ethnic Group	Male	Female	Overall
Black (Non-Hispanic)	10.7%	8.4%	9.5%
Hispanic	19.4%	16.7%	18.0%
White (Non-Hispanic)	22.3%	22.8%	22.5%

## Health Effects of Tobacco Use by Young People

- Cigarette smoking by young people leads to immediate and serious health problems including respiratory and non-respiratory effects, addiction to nicotine, and the associated risk of other drug use.<sup>4,5</sup>

- Smoking at an early age increases the risk of lung cancer. For most smoking-related cancers, the risk rises as the individual continues to smoke.<sup>4,5</sup>
- Cigarette smoking causes heart disease, stroke, chronic lung disease, and cancers of the lung, mouth, pharynx, esophagus, and bladder.<sup>4,5</sup>
- Use of smokeless tobacco causes cancers of the mouth, pharynx and esophagus; gum recession; and an increased risk for heart disease and stroke.<sup>4,5</sup>
- Smoking cigars increases the risk of oral, laryngeal, esophageal, and lung cancers.<sup>5,6</sup>

### **Nicotine Addiction Among Young People**

- The younger people begin smoking cigarettes, the more likely they are to become strongly addicted to nicotine.
- Young people who try to quit suffer the same nicotine withdrawal symptoms as adults who try to quit.<sup>4</sup>
- Several studies have found nicotine to be addictive in ways similar to heroin, cocaine, and alcohol. Of all addictive behaviors, cigarette smoking is the one most likely to become established during adolescence.<sup>4</sup>
- Among high school students who are current smokers, 51% have tried to quit smoking cigarettes during the 12 months before the survey.<sup>3</sup>

### **Tobacco Sales and Promoting to Youth**

- All states have laws making it illegal to sell cigarettes to anyone under the age of 18, yet 14% of students under the age of 18 who currently smoke cigarettes reported they usually obtained their own cigarettes by buying them in a store or gas station during the 30 days before the survey.<sup>3</sup>
- Cigarette companies spent more than \$15.2 billion in 2003 to promote their products.<sup>7</sup>
- Children and teenagers constitute the majority of all new smokers, and the industry's advertising and promotion campaigns often have special appeal to these young people.<sup>8</sup>
- Eighty-three percent of young smokers (aged 12-17) choose the three most heavily advertised brands.<sup>9</sup>

## Health Effects of Secondhand Smoke in Youth

- An estimated 10–11 million youth aged 12–18 live in a household with at least one smoker, and over 6 million are exposed to secondhand smoke daily.<sup>10</sup>
- Those most affected by secondhand smoke are children. Because their bodies are still developing, exposure to the poisons in secondhand smoke puts children in danger of severe respiratory diseases and may hinder the growth of their lungs.<sup>5,11</sup>
- Secondhand smoke exposure during childhood and adolescence may contribute to new cases of asthma or worsen existing asthma.<sup>5,11</sup>
- There is no risk-free level of secondhand smoke exposure. Even brief exposure can be dangerous.<sup>11</sup>

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