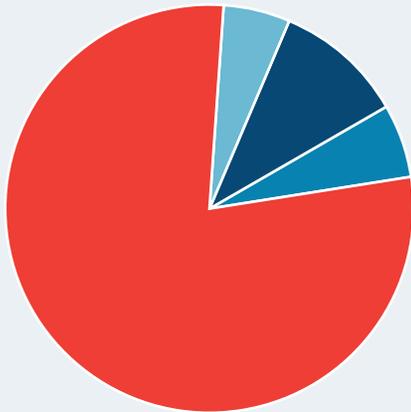


## The Toll of Tobacco

- **Tobacco kills half a million people a year:** equivalent to three 747s crashing each day, and more than car crashes, gun violence and drug overdoses combined.
- The developing teenage brain is particularly vulnerable to the addictive effects of nicotine.
- Early nicotine use in susceptible teens may lead to addiction and multi-substance abuse, as well as mental illnesses including anxiety, depression, suicidality, bipolar and schizophrenia.



LEADING PREVENTABLE CAUSES OF DEATH



All nicotine and tobacco-related deaths: **500,000** deaths annually.



All gun-related deaths (including homicide, suicide, unintentional, and undetermined): **34,000** deaths annually.



All drug-related overdose deaths: **64,000** deaths annually.



All automobile & traffic related deaths: **37,000** deaths annually.

- **More than 95% of smokers started before age 21**
- **350 teens become regular smokers each day in the U.S.**

- **The Centers for Disease Control (CDC) projects that without a trajectory change nicotine addiction and tobacco use will dramatically shorten the lives of 5.6 million kids alive today.**

## The Rise of Juul

### The Addiction Sweeping American Schools

Imagine a potent little device, as slender as a USB memory stick and as sleek as an iPhone. From it comes only the pleasant smell and taste of Mango, Mint or Creme Brulee, yet it packs the nicotine punch of a full pack of cigarettes. Juuls give a quick head rush of stimulation that kids love, but soon can't stop.



Essentially unregulated, Juul through its intense social media campaign and new formulation of nicotine has exploded in popularity. In 18 months, Juuls climbed to a dominant market share and a \$15 billion valuation by addicting teens. To view a frightening middle-school video go to [www.tobacco21.org/juuls](http://www.tobacco21.org/juuls)

## Cutting the Supply

- On average American kids try smoking for the first time at age 13.7.
- The primary source of tobacco products for underage smokers are their 18 to 20 year old peers.
- Tobacco 21 laws disrupt the social availability of all Nicotine products to young people. **But without strict enforcement this intervention ultimately fails.**



Tobacco 21 is only effective if there is real enforcement, but the current age-18 system that depends on the police arresting the minimum-wage clerk simply doesn't work. Using Health Department inspectors to insure retailer compliance is the secret to giving kids just a little more time to grow up addiction free.

—Rob Crane, MD  
President, Preventing Tobacco Addiction Foundation



## Minimal Impact on Tobacco Retailers



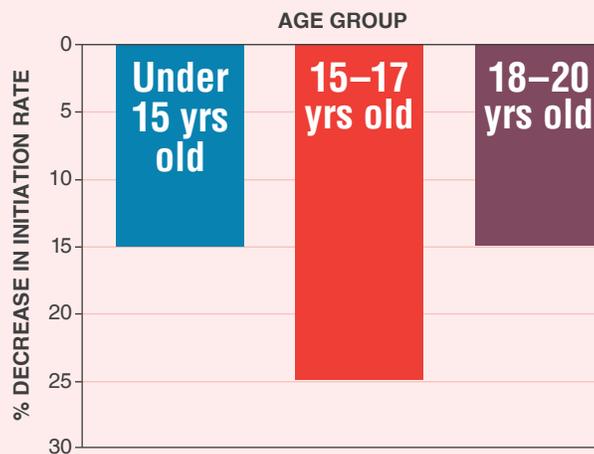
### SALE OF CIGARETTES BY AGE

■ 21 years and older ■ 18–20 years

The economic impact of T21 is minimal. Only 2% of U.S. cigarette sales go to those under 21.

## Dramatic Impact on Initiation

A 360 page report by the National Academy of Sciences projected that if the entire country enacted Tobacco 21 legislation there would be a 25% drop in smoking initiation among high school students.



## Tobacco 21 In Effect

### Over 66% of the nation's population is covered by T21 policy

Tobacco 21 has decreased youth tobacco use in localities that have adopted it.

**Needham Massachusetts** showed a 48% drop in high school smoking rates after policy implementation, a drop three times that of neighboring communities.

In the year after implementation, **Chicago** found a 36% decrease in 18-20 year olds that reported currently smoking cigarettes.

In **California**, statewide retailer rates to under 18 year-olds decreased from 10.3% to 5.7% since implementation of their Tobacco 21 law.

In **Oregon**, recent initiation rates dropped statewide from 34% to 25% in 13 - 17 year-olds and from 23% to 18% in 18 - 20 year-olds within two years of T21.

### 555+ Cities & Counties in 41 States



### Public Support for T21

75% of U.S. adults favor raising the Minimum Legal Sales Age for all tobacco products to 21.

### Endorsing Organizations

American Academy of Family Physicians, American Academy of Pediatrics, American Public Health Association, American Heart Association, American Cancer Society, American Lung Association, American Veterans (AMVETS), Preventing Tobacco Addiction Foundation, Campaign for Tobacco Free Kids, American Medical Association, March of Dimes.