

Youth Tobacco Prevention

In Columbus and Franklin County, 2017

Big Tobacco Targets Teens

"The ability to attract new smokers and develop them into a young adult franchise is key to brand development." 1999 Philip Morris report, "Five-Year Trends 1988-1992." Bates No. 2044895379-484

"They represent tomorrow's cigarette business. . . As this 14-24 age group matures, they will account for a key share of the total cigarette volume – for at least the next 25 years." September 30, 1974 R.J. Reynolds Tobacco Co. marketing plan



Local Response

We are a group of Columbus-area teens who are taking a stand against tobacco in our community. We come from all over Columbus and the surrounding areas.

We have been in your community creating counter-marketing campaigns, advocating for policy change, and collecting data from local businesses.

We have decided to focus on flavored tobacco products, which are increasingly popular with our peers, e-cigarettes, and tobacco availability in our community.

For full details see the back side of this page, or look for the highlights in the box to the right.

Youth focus is the key to tobacco prevention

Franklin County Findings

Teens surveyed over 340 stores in Columbus and Franklin County. The combined results for Grove City, Prairie Township and Franklin townships are below. 95 stores are represented.

91% of all stores sell flavored little cigars (cigarillos)

86% of all stores sell individually packaged little cigars

82% of all stores sell cigarillos for < \$1

11% of stores had cig ads within a foot of youth products

9% of stores had cig ads within 3 feet of the floor

We also performed 21 compliance checks within Franklin County and Columbus. Of the 3 stores that sold to minors, 2 were outside of Columbus.

Retail Consequences for Selling to Minors

	Tobacco 	Alcohol 
Clerk 	Misdemeanor \$100 fine	Misdemeanor \$100 fine
Store 	<u>None*</u>	\$1000 licensing violation

The figure above compares the consequences of underage tobacco vs alcohol sales-to-minors within Franklin County. A store that sells tobacco to a minor faces no penalty, whereas selling Alcohol results in a \$1000 fine. *Tobacco 21 will correct this, causing stores to think twice before allowing sales to minors.

Youth Tobacco Prevention in Franklin County

The Ohio Department of Health is running a multi-year tobacco prevention grant focused on both community policy advocacy and youth prevention. Franklin County Public Health and Columbus Public Health, our local recipients of this grant, have contracted local youth prevention organization Youth to Youth International to run the youth portion of the grant.

The efforts of the youth grant include community data collection, counter-marketing, and policy advocacy.

Data Collection

343 stores were selected for assessment during the 2016/17 grant cycle, 102 of which were unable to be assessed. Over 56 different data points were collected. The topline results are on the opposite side of this page and a detailed spreadsheet of the data is available upon request.

Counter-Marketing

Teens are creating counter-marketing campaigns to combat the advertising done by the tobacco industry. Our focus is on electronic tobacco products and flavored tobacco products.

Policy advocacy

Teens are actively advocating for policy change in Franklin County School districts and in public policy, including advocating for Tobacco 21, to help prevent and reduce teen tobacco usage in our community.

The Path to Tobacco 21

Every day, more than 1,200 people in this country die due to smoking. For each of those deaths, at least two youth or young adults become regular smokers

Almost 90% of those replacement smokers smoke their first cigarette by age 18 and 99% start before age 26

With more 18- and 19-year olds in high school now than in previous years, younger adolescents have daily contact with students who can legally purchase tobacco for them

Sources: Center for Disease Control, TobaccoFreeKids.org, countertools.org and local data collection efforts

About Youth to Youth

Youth to Youth International was founded in Columbus, Ohio in 1982 as a part of the drug and alcohol abuse prevention and treatment organization CompDrug.

Our Mission

Youth to Youth's mission is to engage young people through meaningful discussions, activities, and experiences to develop and implement their own ideas to create positive change. For over 33 years, Youth to Youth has led the way in effective prevention programming with youth in the forefront. Bringing youth together with a common bond of living free of alcohol, tobacco and other drugs, allows them to serve as role models to their peers and younger students.

Our Vision

Research on adolescent development confirms that when adolescents feel safe and secure, loved and accepted, and have a sense of purpose and meaning in life they are less likely to engage in unhealthy misguided behaviors; this is the premise of the Youth to Youth model. Our original youth-driven, adult guided programming has set the standard for youth development and prevention programming across this country and around the world.

For more information or to connect with us, please contact: *Nate Biggs, Youth Program Specialist at nbiggs@youthtoyouth.net or 614 375 1557*

