



**Town Board  
Meeting Supplement  
February 4, 2019**

**Added Agenda Item:**

**9.A. 2018 Tobacco Compliance Results**

North Suburban Tobacco Compliance Report

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**Subject: 2018 Tobacco Compliance Results**

**Documentation:** North Suburban Tobacco Compliance Report

**Action / Motion for Consideration:**

Report at Meeting / Discuss

Receive Report & Thank North Suburban Tobacco Compliance for their Continuing Efforts to Reduce Underage Tobacco Use

## Patti Walstad

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**From:** Katie Engman <katie@ansrmn.org>  
**Sent:** Friday, February 1, 2019 2:04 PM  
**To:** Steve Ruzek; Bob Kermes; Ed Prudhon  
**Cc:** Pat Christopherson; Patti Walstad  
**Subject:** 2018 Tobacco Compliance Results  
**Attachments:** T21 FACT SHEET 2.1.pdf; FLAVORS with menthol 12.21.18.pdf; Ecigs2.0 fact sheet.pdf; 2018 Final Results.pdf

Dear Chair Kermes and Board

Attached are the results of your 2018 tobacco compliance checks. *Thank you* for your dedication to preventing youth access to tobacco over the years. I am also including a brief update on tobacco industry news and tobacco prevention policy work.

**Results:** In 2018, our compliance rate was 92.5%, compared to 96% in 2017 and 95.5% in 2016. I would like to recognize Arden Hills, Falcon Height, North St. Paul, Saint Anthony Village, Vadnais Heights, and White Bear Township for achieving 100% compliance in both checks in 2018!

**Student Volunteers:** We recruited and trained 12 new students to participate in the program, bringing our total to 18 students. A few of these students are able to conduct Tobacco 21 checks. As usual, all students receive gift cards or services hours, depending on their preference.

**Trainings:** We notified all vendors about our free online vendor training, Stop Sales to Minors ([stopsalestominors.org](http://stopsalestominors.org)). The online format allows vendors to access training at their convenience. If you would like to know if any of your vendors have taken this training, please let me know. In addition to the online training, we conducted one in-person vendor training in the fall of 2018.

**Other Updates:** For the first time in 17 years, Minnesota experienced an increase in youth tobacco use. This increase—which the CDC and FDA have labeled an epidemic—is due largely to e-cigarette use, most notably JUUL. JUUL, which is wildly popular among teens, recently received a \$12.8 billion investment from Altria (makers of Marlboros). JUUL joining forces with Big Tobacco is bad news for our kids.

As you know, compliance checks are an important piece of the puzzle in preventing young people from using tobacco, including e-cigarettes. Strong local ordinances are another piece of the puzzle. Ordinances, work to reduce the availability and appeal of tobacco products and many Minnesota communities have taken recent action to this end.

- **Raising the Tobacco Sales Age to 21:** In 2018, 21 communities in MN raised the tobacco sales age from 18 to 21 years old, including Shoreview, Falcon Heights, Roseville, and Lauderdale. Tobacco companies heavily target teens, and nearly all adult smokers start before age 21. Increasing the tobacco sales age reduces teens' ability to buy tobacco products themselves or to access tobacco from friends who are 18.
- **Restricting Flavored Tobacco Products:** The tobacco industry uses flavored tobacco, including menthol, to make tobacco more appealing to young people. Duluth, Falcon Heights, Lauderdale, Mendota Heights, Minneapolis, Saint Paul and Shoreview, all restrict the sale flavored tobacco to some extent.

For more information about these important tobacco prevention policies, please refer to the attached fact sheets. You can also contact me for more information.

Thank you again for your commitment to youth tobacco prevention!

-Katie

# North Suburban Tobacco Compliance Project

Dedicated to Preventing Youth Access to Tobacco in Ramsey County

## First Check 2018

City	# of vendors	# of vendors checked	# of vendors passed
Arden Hills	5	5	5
Falcon Heights	3	3	3
Lauderdale	2	2	1
Little Canada	7	6	6
Maplewood	35	34	34
Mounds View	8	8	7
New Brighton	14	13	12
North Oaks	3	3	2
N. St. Paul	5	5	5
St. Anthony Village	7	7	7
Shoreview	11	11	9
Vadnais Heights	11	11	11
White Bear Township	5	5	5
<b>TOTALS</b>	<b>116</b>	<b>113</b>	<b>107</b>

Percentage of vendors who passed each check

**95%**

## Second Check 2018

# of vendors	# of vendors checked	# of vendors passed
5	5	5
3	3	3
2	2	2
8	6	4
36	35	30
9	9	9
14	13	12
3	2	2
6	6	6
7	7	7
11	11	8
11	11	11
5	5	5
<b>120</b>	<b>115</b>	<b>104</b>

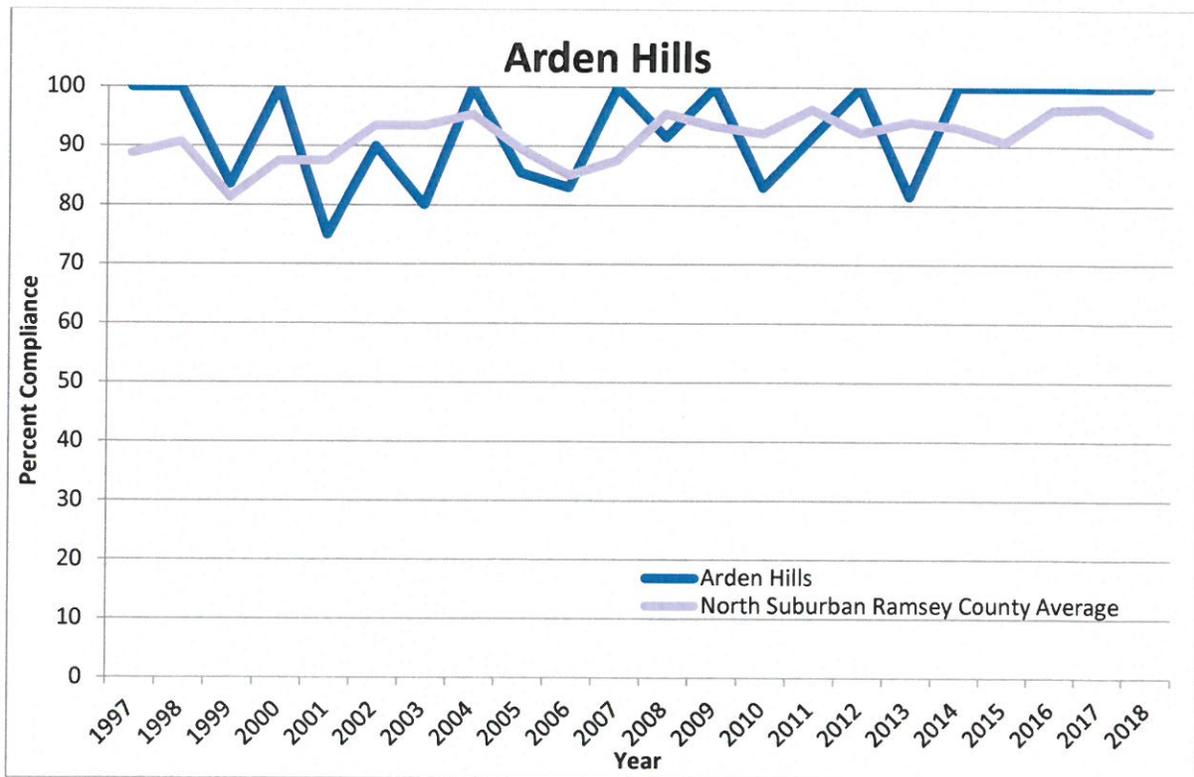
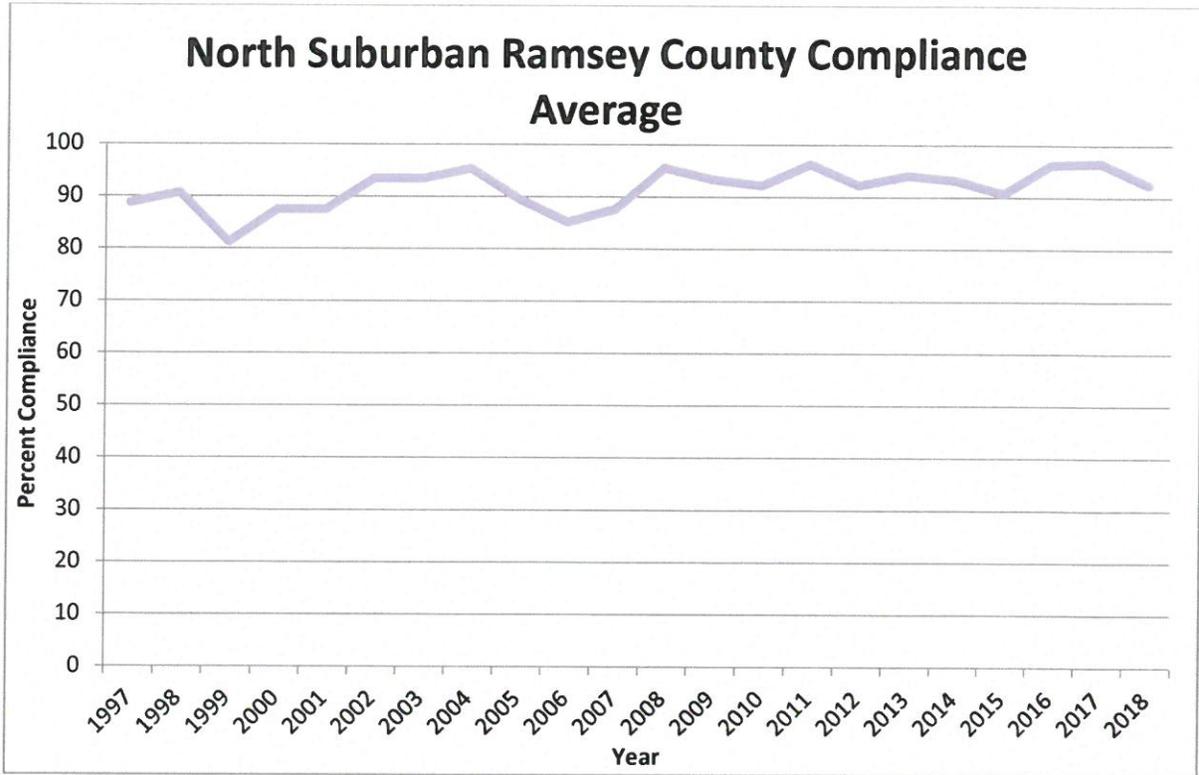
**90%**

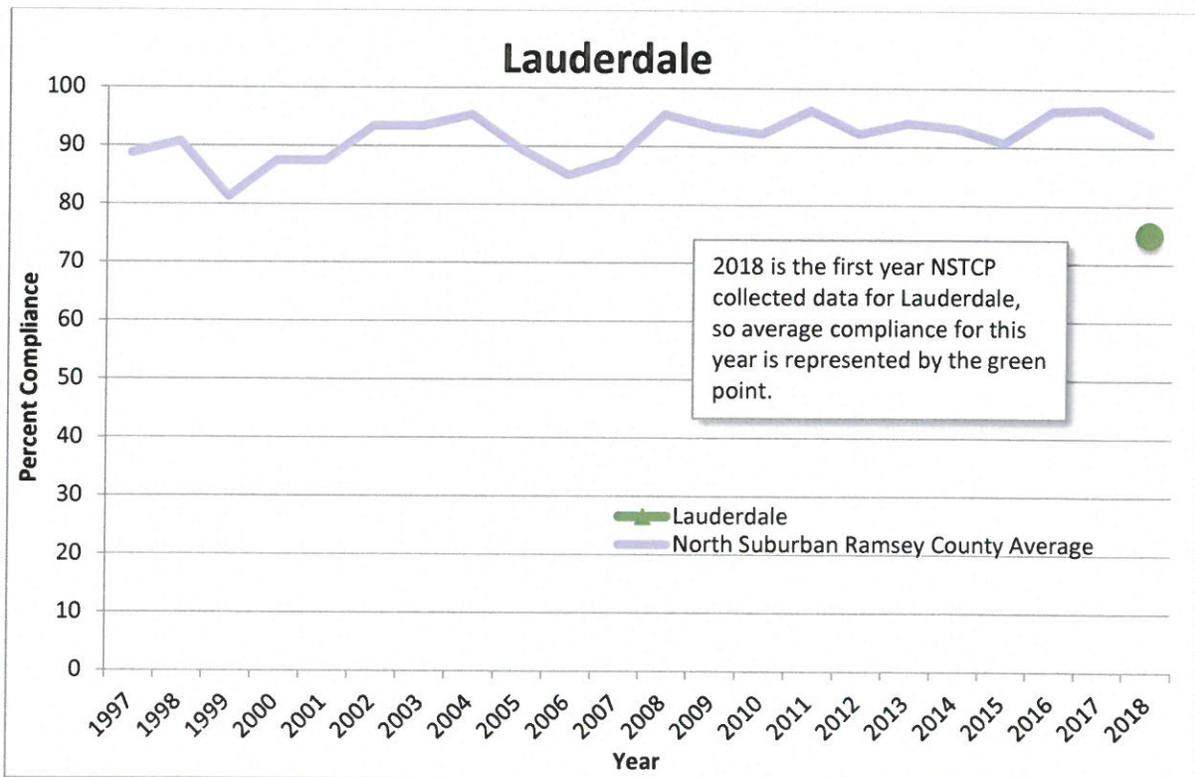
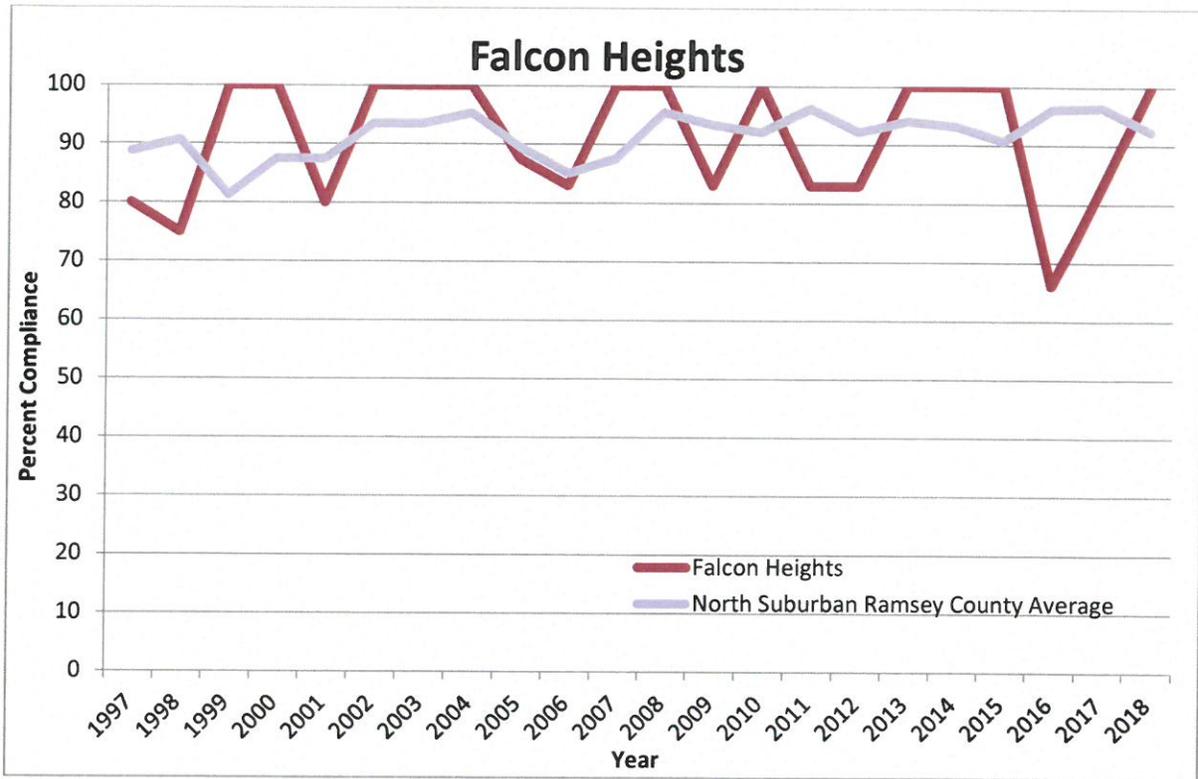
\*Roseville, St. Paul, & White Bear Lake are not included in the total because they do not participate in the programming offered by NSTCP

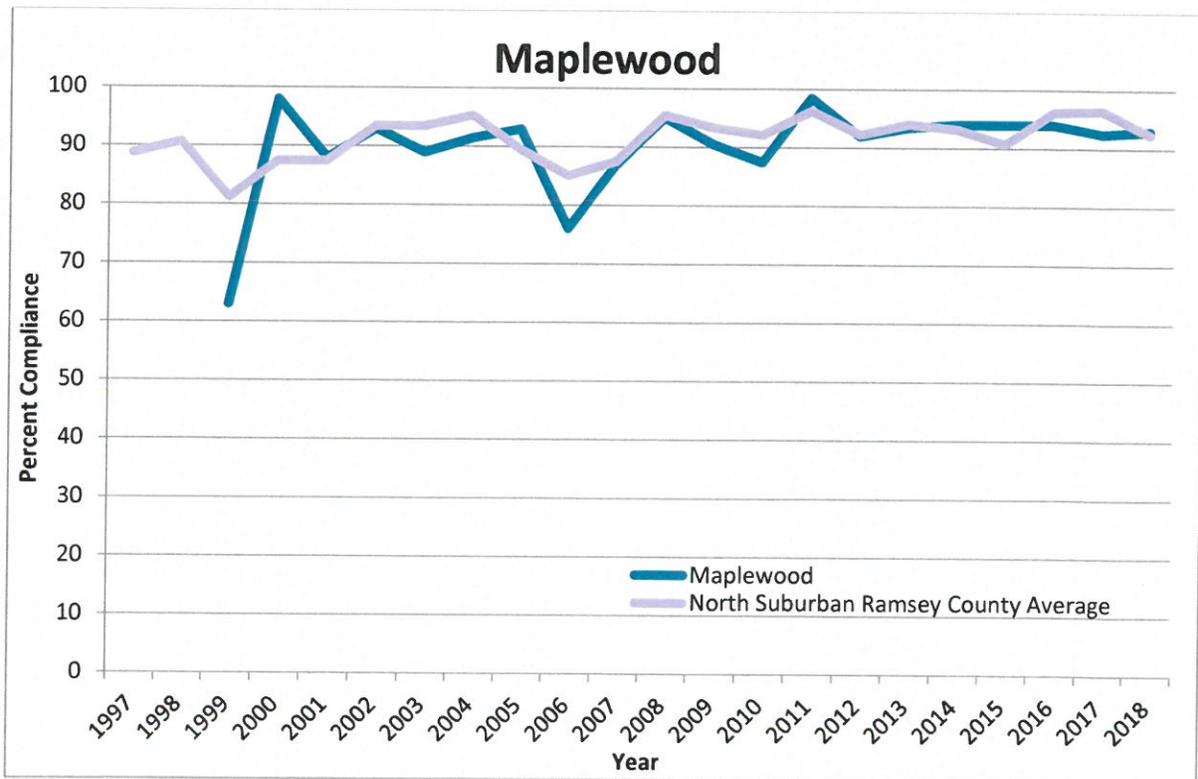
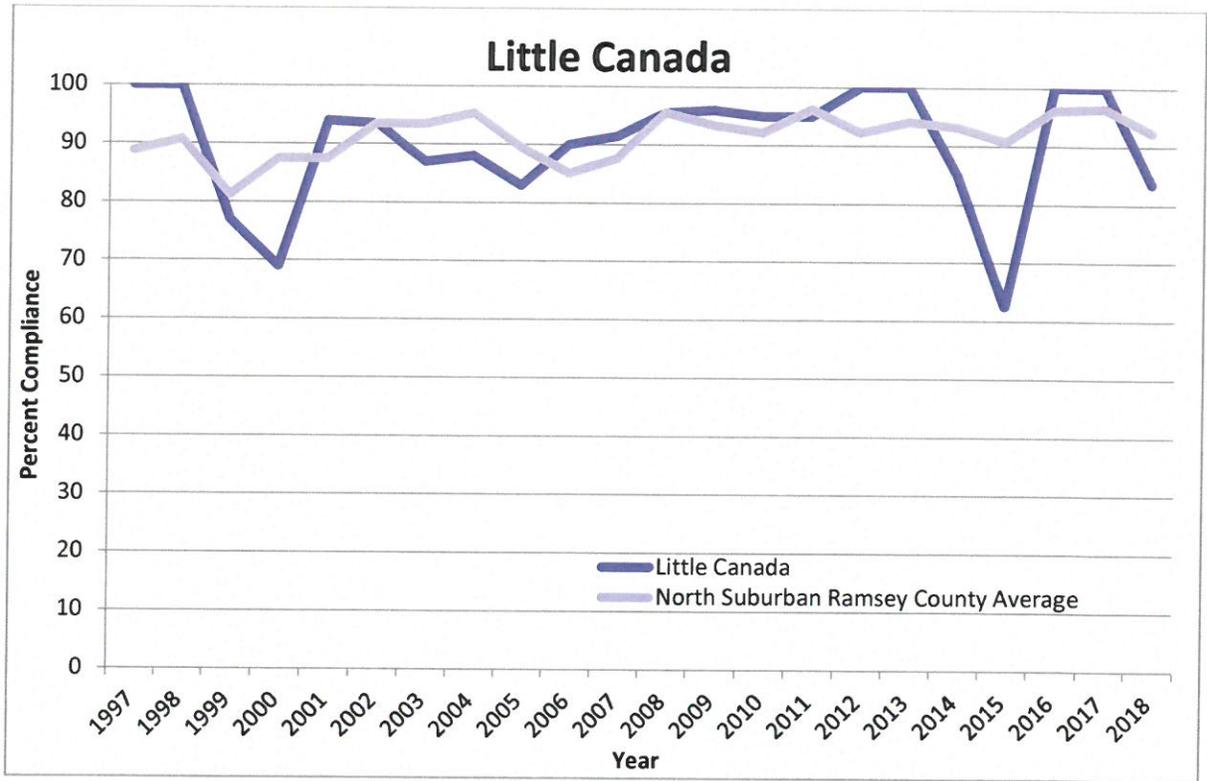
Roseville	28	28	27
White Bear Lake	25	25	23
Saint Paul	—	239	221

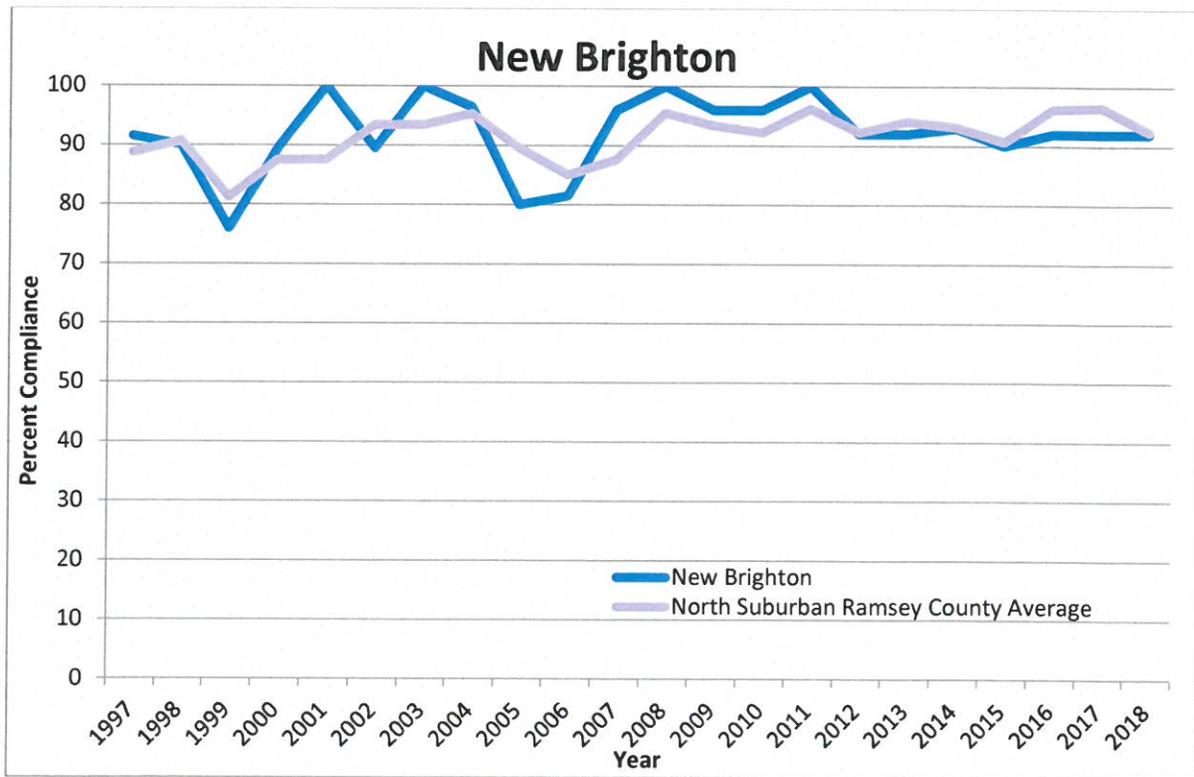
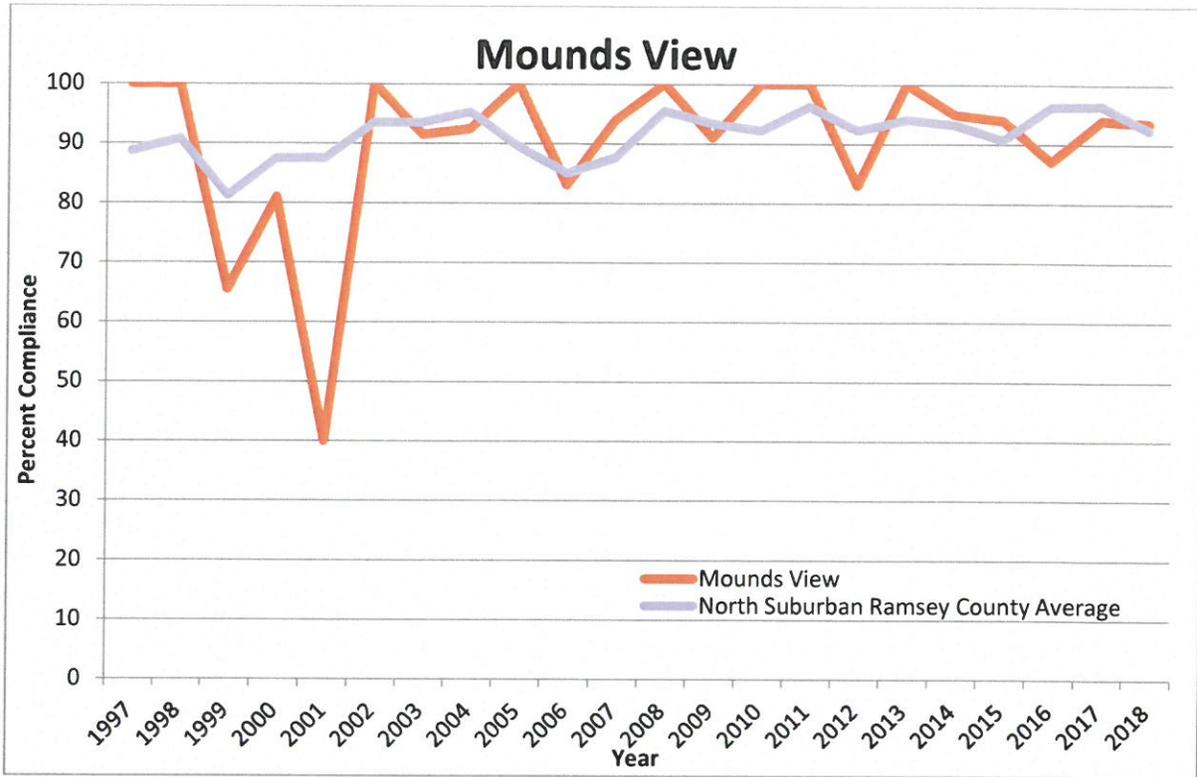
## Overall Compliance Rates:

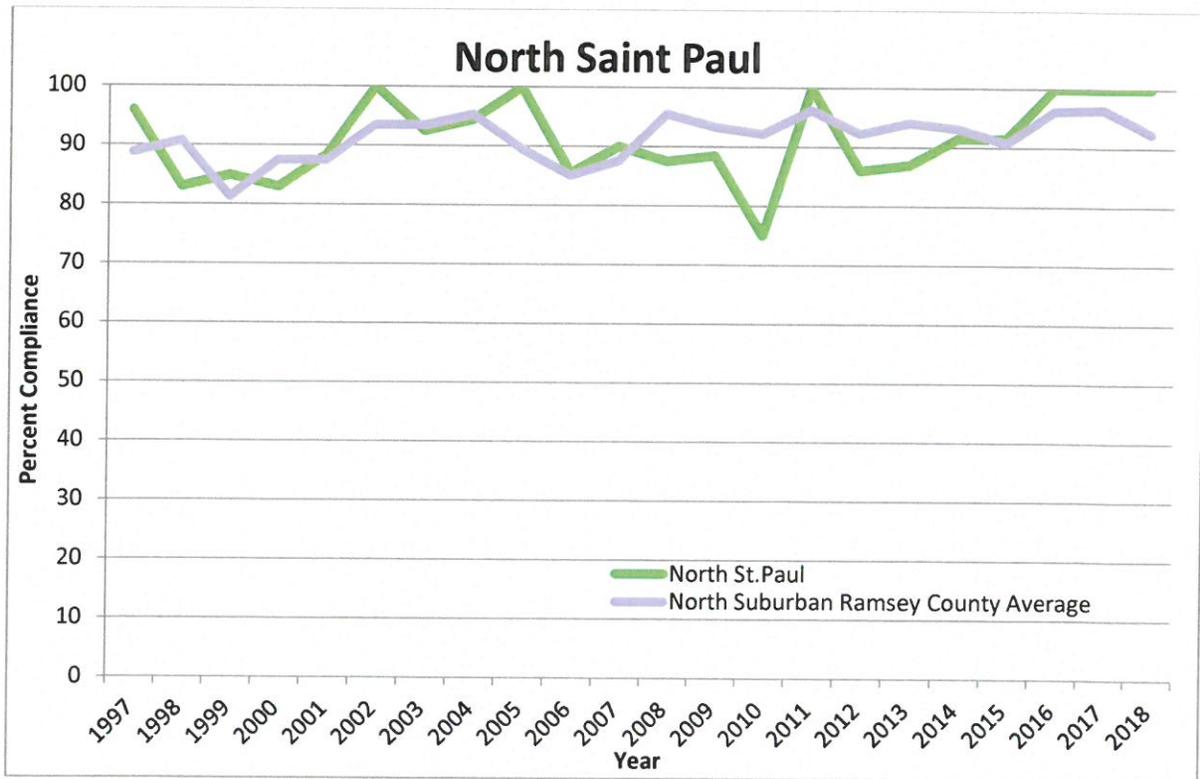
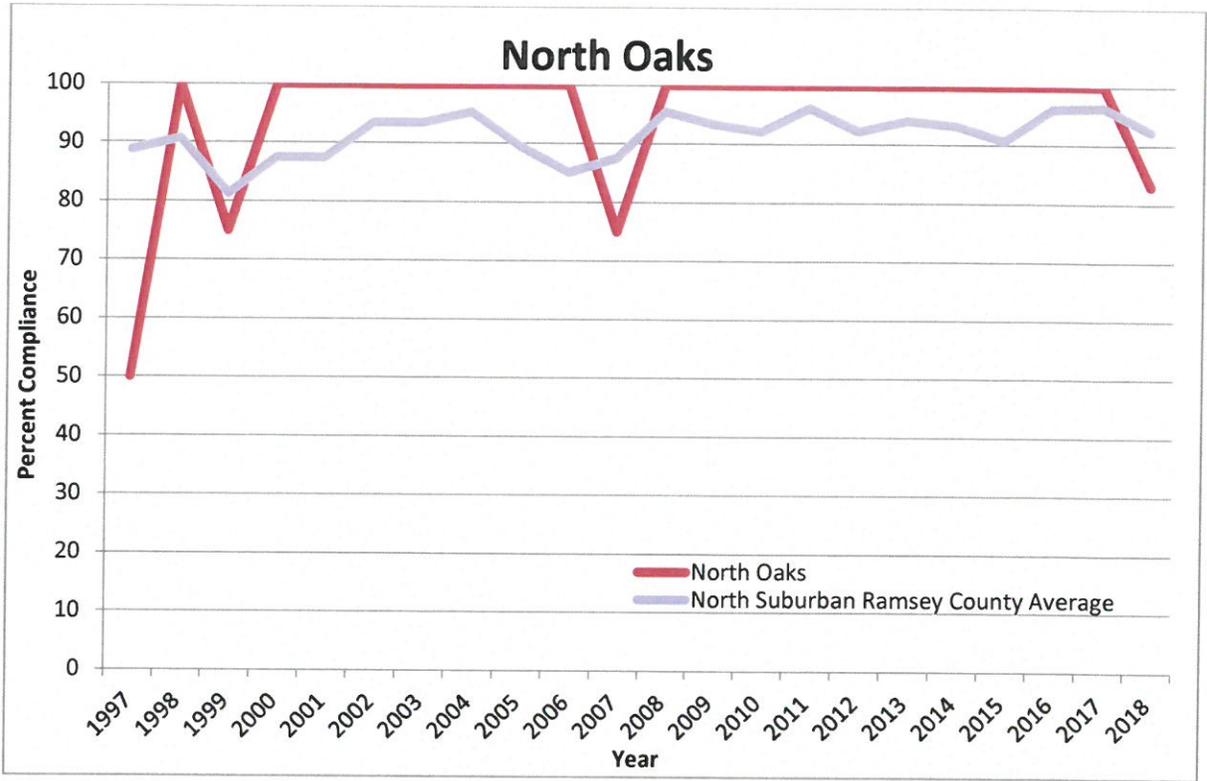
<b>2018</b>	<b>92.5%</b>
2017	96.0%
2016	95.5%
2015	88.5%
2014	93.2%

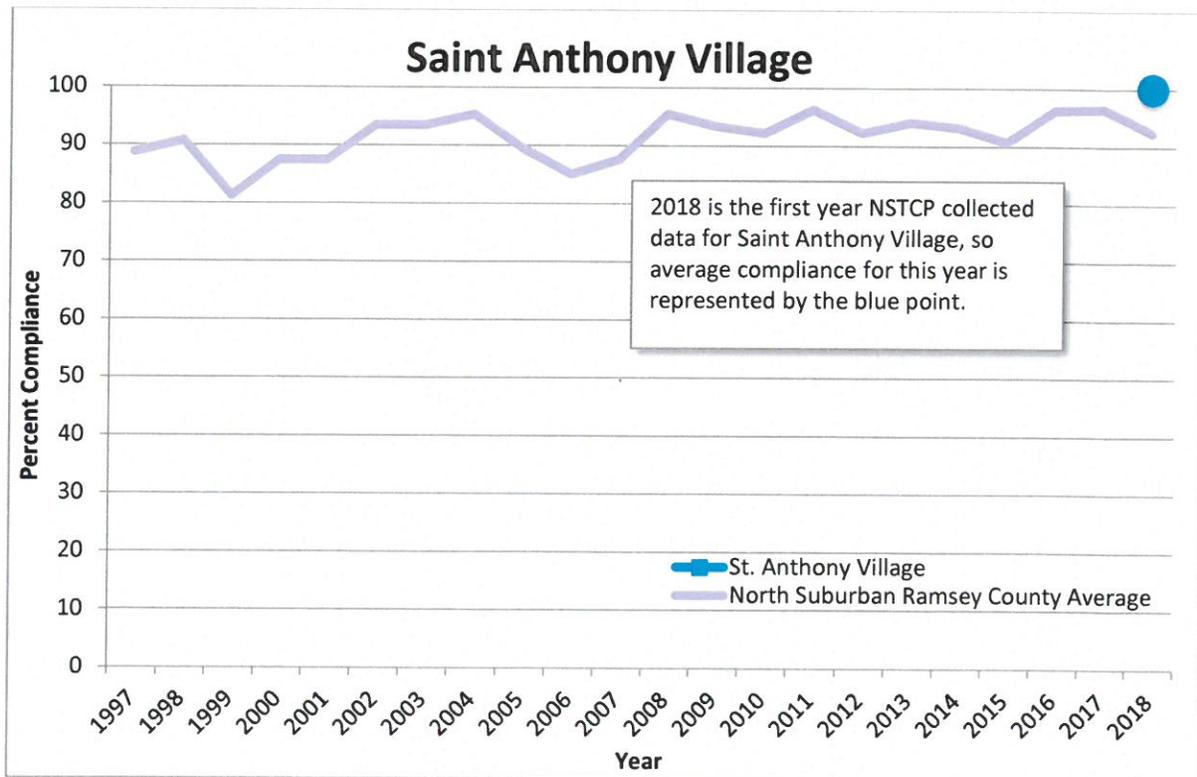
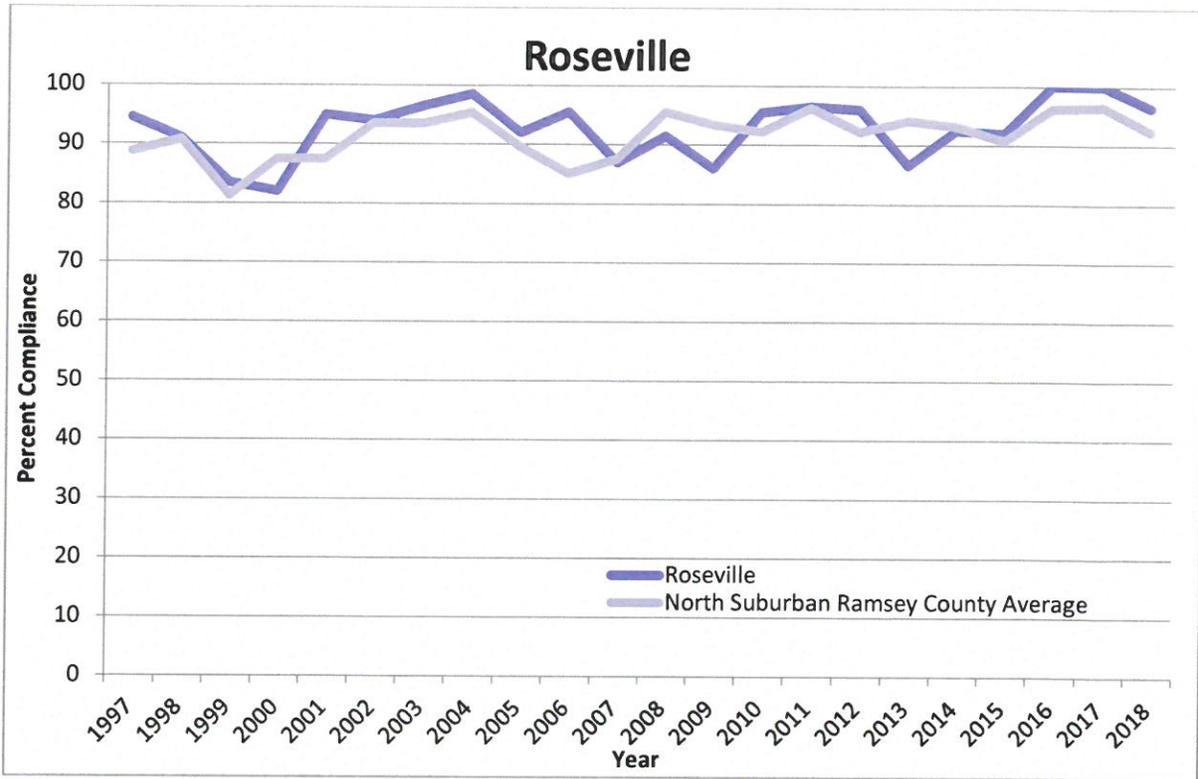


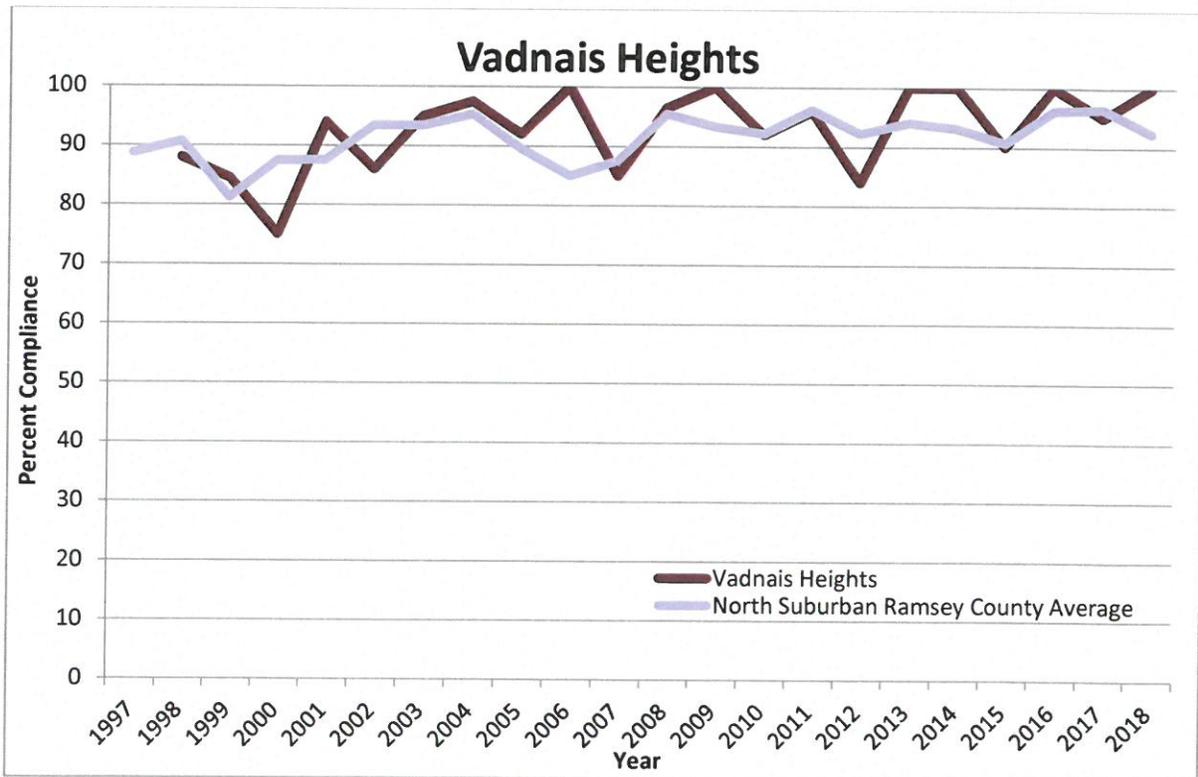
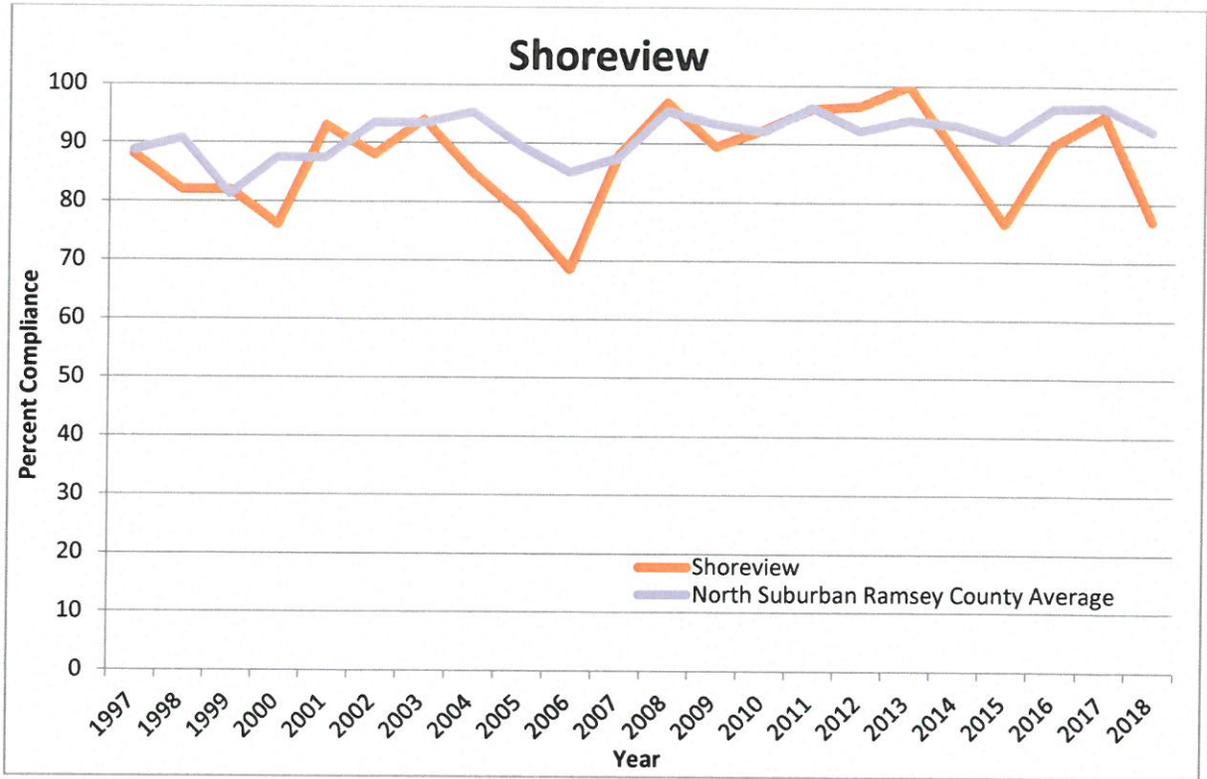


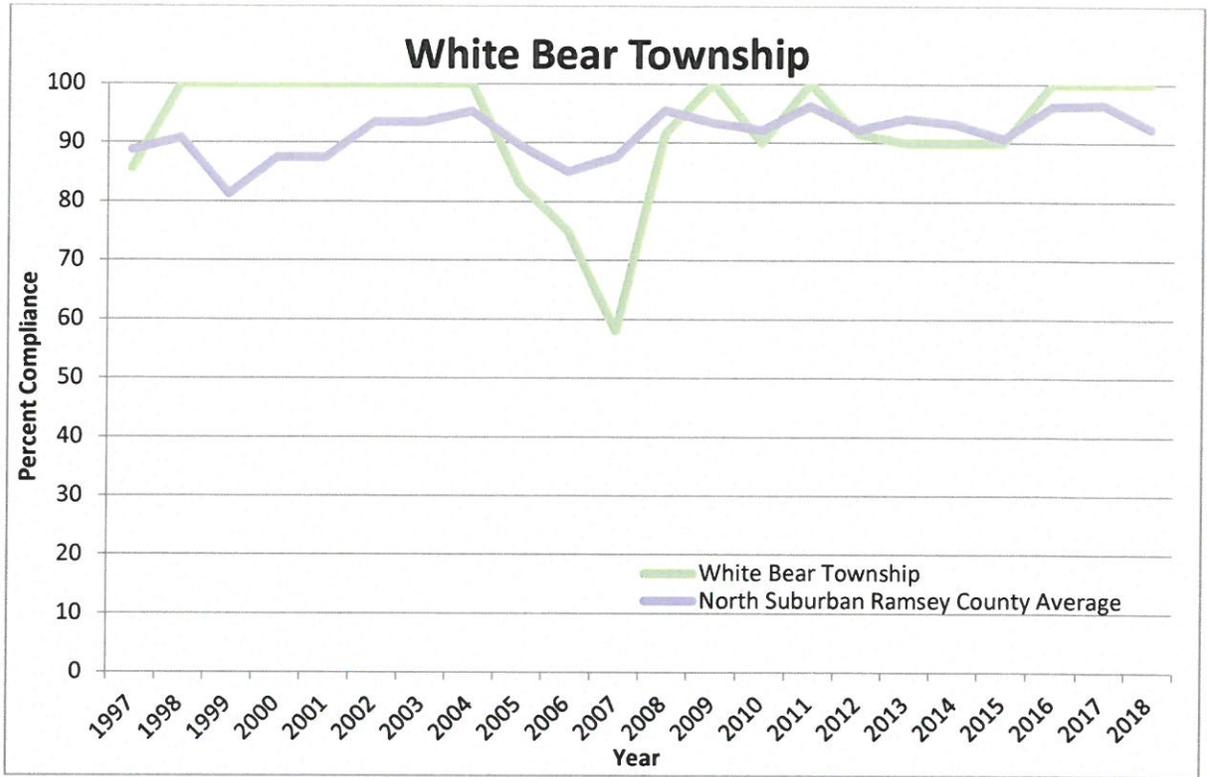














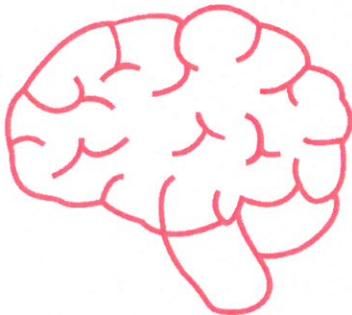
# INCREASING THE TOBACCO SALE AGE TO 21



## WHY RAISE THE TOBACCO SALE AGE?

The tobacco industry heavily targets young adults ages 18-21 in order to recruit new tobacco users and guarantee profits. Approximately 95 percent of current adult smokers started before they were 21.<sup>1</sup> In Minnesota, no one under 18 years old is allowed to buy tobacco. Youth get tobacco from several sources, including social sources. A 16-year-old has more contact with and access to 18-year-olds who can buy tobacco. However, it is less likely a 16-year-old would ask a 21-year-old for tobacco. Increasing the age gap between young people and those who can legally buy tobacco will reduce youth access to tobacco.

A 2015 report from the Institute of Medicine (IOM) found that increasing the legal age to purchase tobacco to 21 would decrease smoking initiation among 15-17-year-olds by 25 percent.<sup>2</sup> A Minnesota-specific study looked at the impact of raising the tobacco age and found that 25 percent fewer 15-year-olds would start smoking by the time they turn 18 and 15 percent fewer 18-year-olds would start smoking by the time they turn 18. This translates into 30,000 young people not becoming smokers over the next 15 years.<sup>3</sup> If youth don't smoke by the time they are 21, they likely never will.

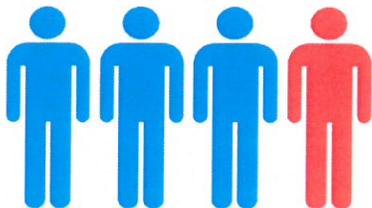


Nicotine is harmful to the development of the adolescent brain.

## WHAT IS THE IMPACT OF NICOTINE ON ADOLESCENT BRAIN DEVELOPMENT?

Nicotine is addictive and is particularly harmful to the developing adolescent brain. Evidence suggests that nicotine interferes with brain maturation and can have a long-term effect on cognitive development and mental health.<sup>4</sup> Even brief or intermittent nicotine exposure during adolescence can cause lasting damage.<sup>5</sup>

The addictive properties of nicotine can lead adolescents to heavier daily tobacco use and a more difficult time quitting later in life.<sup>6</sup> Nicotine exposure can also increase the risk of addiction to other harmful substances.<sup>5</sup> The long-term effects of nicotine on the adolescent brain is a significant public health concern.<sup>7,8</sup>



3 out of 4 adults favor increasing the sale age for tobacco to 21.

## WHO SUPPORTS RAISING THE TOBACCO SALE AGE TO 21?

A 2014 national survey shows that 75 percent of adults favor increasing the minimum sale age for tobacco to 21. A national consensus is growing to protect young people from a lifetime of addiction and health problems caused by tobacco by raising the tobacco sale age. In addition, 70 percent of current smokers and 65 percent of those age 18-24 support raising the minimum tobacco sale age.<sup>9</sup>

"Raising the legal minimum age for cigarette purchaser to 21 could gut our young adult market where we sell about 25 billion cigarettes and enjoy a 70 percent market share."

**Philip Morris report, 1986**

## IS YOUTH TOBACCO USE STILL A PROBLEM?

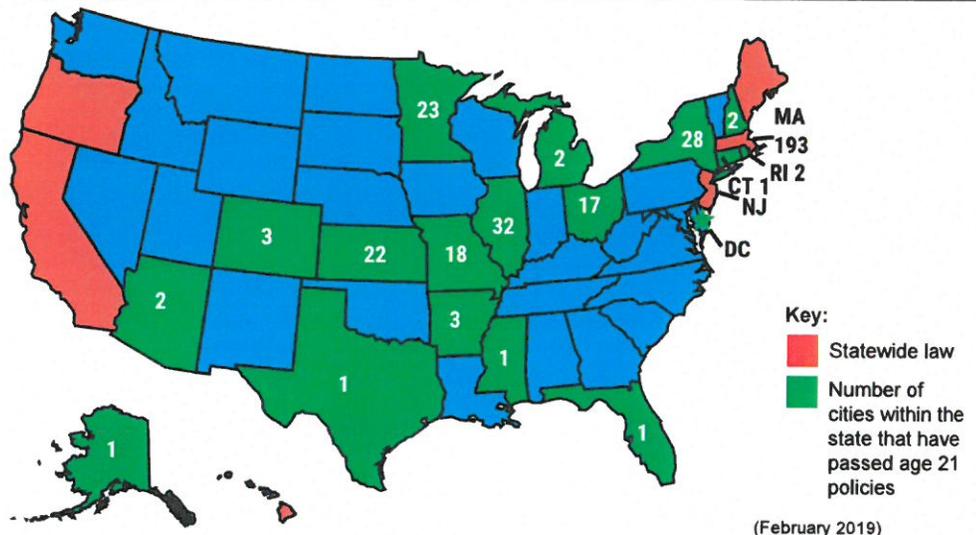
The percent of students who smoke cigarettes is declining, but the 2016 Minnesota Student Survey found that 9<sup>th</sup> and 11<sup>th</sup> graders in Minnesota are now using e-cigarettes at twice the rate of regular cigarettes.<sup>10</sup> Increasing the sale age to 21 would reduce youth access to all harmful tobacco products, including e-cigarettes, cigars and hookah.

## WHAT CAN STATE AND LOCAL GOVERNMENTS DO?

California, Hawaii, New Jersey, Maine, Oregon and Massachusetts have raised the age to 21. Edina, Saint Louis Park, Bloomington, Plymouth, North Mankato, Falcon Heights, Shoreview, Minneapolis, Saint Peter, Richfield, Roseville, Minnetonka, Excelsior, Lauderdale, Brooklyn Center, Hermantown, Mendota Heights, Eden Prairie, Otter Tail, Pope and Beltrami Counties, Waseca and Duluth have raised the age in Minnesota. Needham, Mass., raised the legal tobacco sales age to 21 in 2005. Within five years, tobacco use among high school students decreased by nearly half.<sup>11</sup>

California, Hawaii, New Jersey, Maine, Oregon and Massachusetts raised the minimum legal sale age for tobacco products to 21 since 2016.

More than 350 localities in the United States have raised the minimum legal sale age for tobacco products to 21.



### SOURCES

Some organizations who support raising tobacco sale age to 21 include:

- American Cancer Society Cancer Action Network
- American Heart Association
- American Lung Association
- ClearWay Minnesota<sup>SM</sup>
- Minnesota Academy of Family Physicians
- Service Employees International Union Minnesota State Council

- 1 U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. 2012.
- 2 Institute of Medicine. Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products. National Academy Press. 2015.
- 3 Boyle, R., Kingsbury, J. & Parks, M. Raising the Minimum Legal Sales Age for Tobacco to 21. Minnesota Medicine. 2017.
- 4 U.S. Department of Health and Human Services. The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health. 2014.
- 5 Goriova, N., Mansvelter, H. Nicotine exposure during adolescence alters the rules for prefrontal cortical synaptic plasticity during adulthood. Frontiers in synaptic neuroscience. 2012.
- 6 Nelson, D. et al. Long-term trends in adolescent and young adult smoking in the United States: metapatterns and implications. Am J Public Health. 2008.
- 7 Abreu-Villaca, Y et al. Short-term adolescent nicotine exposure has immediate and persistent effects on cholinergic systems: critical periods, patterns of exposure, dose thresholds. Neuropsychopharmacology. 2003.
- 8 Slikker W Jr. et al. Mode of action: disruption of brain cell replication, second messenger, and neurotransmitter systems during development leading to cognitive dysfunction—developmental neurotoxicity of nicotine. Crit Rev Toxicol. 2005.
- 9 King BA et al. Attitudes Toward Raising the Minimum Age of Sale for Tobacco Among U.S. Adults. Am J Prev Med. 2015.
- 10 Minnesota Student Survey Data. Minnesota Department of Health. 2016; <http://education.state.mn.us/AMDE/dse/health/mss/>. Accessed November 22, 2016.
- 11 Kessed Schneider S et al. Community reductions in youth smoking after raising the minimum tobacco sales age to 21. Tob Control. 2015.



The Association for Nonsmokers-Minnesota is dedicated to reducing the human and economic costs of tobacco use in Minnesota.

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# FLAVORED TOBACCO PRODUCTS



Menthol makes it easier to start smoking and harder to stop.



Like JUUL, Sourin is a popular e-cigarette brand because of the many flavors youth can use in them.



JUULs have become the top-selling e-cigarette, largely because its pods are available in flavors like mint, cool cucumber and mango.

## WHAT TYPES OF TOBACCO PRODUCTS ARE FLAVORED?

Flavored tobacco products include cigarettes, cigars, chewing tobacco, blunt wraps, electronic cigarettes and shisha, the tobacco used in hookah. These products help the tobacco industry get around the FDA's 2009 ban of cigarettes with flavors other than menthol.<sup>1</sup> Menthol is the only flavor allowed in cigarettes.

E-cigarettes also come in a variety of youth-friendly flavors. JUUL, the most popular e-cigarette on the market, resembles a USB flash drive. These devices deliver a high dose of nicotine with a modern design that is easy to conceal.<sup>2</sup>

## WHAT ARE SOME COMMON FLAVORS USED IN TOBACCO PRODUCTS?

Cigars, chewing tobacco, blunt wraps, electronic cigarettes and shisha are sold in fruit, candy, dessert and novelty flavors. Popular flavors include chocolate, piña colada, apple, grape, berry, cotton candy, bubble gum, mango, mint/wintergreen and menthol. The same flavorings used in tobacco products are also used in candy and Kool-Aid drink mixes.<sup>3</sup>

Menthol flavored tobacco is easier to start and harder to quit.<sup>4</sup> Tobacco companies add menthol to tobacco products to cool the throat and make them taste better.

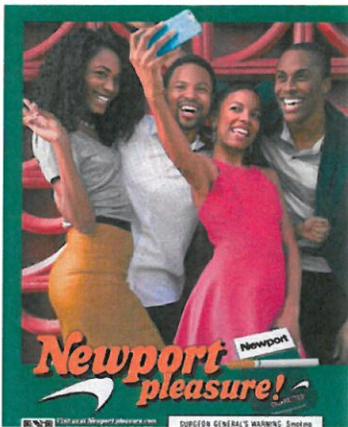
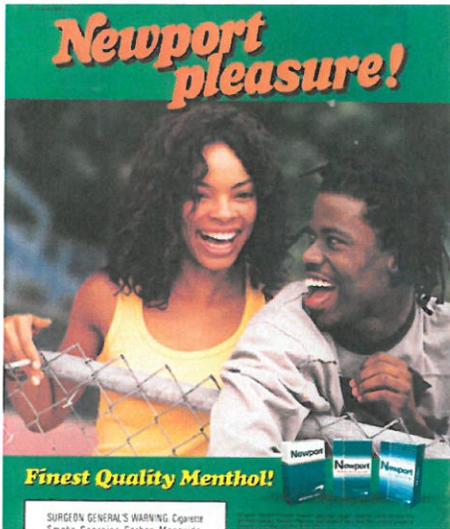
## WHO USES FLAVORED TOBACCO PRODUCTS?

The tobacco industry uses flavored tobacco to attract the next generation of smokers.<sup>5</sup> Young people are much more likely to use flavored tobacco products than adults.<sup>6</sup> In fact, 80 percent of youth who use tobacco use fruit, candy or menthol flavored tobacco.<sup>7</sup> Studies show that young people perceive flavored tobacco products as tasting better and being safer than unflavored products, even though they are just as dangerous and addictive.<sup>8</sup>



Cheap cigars come in bright packages and a wide variety of flavors, such as chocolate, grape, peach, strawberry, blueberry, tropical fusion and pineapple, that appeal to youth.

# MORE ABOUT MENTHOL



The tobacco industry heavily targets African Americans with menthol tobacco by advertising in popular magazines, as well as supporting music festivals.

## WHY DO CERTAIN POPULATIONS USE MENTHOL TOBACCO AT A HIGHER RATE?

The tobacco industry has a long history of targeting the African American community, women, LGBTQ and youth with menthol tobacco marketing. Tobacco industry documents show targeted efforts to market menthol products to African Americans, LGBTQ communities and youth.<sup>9,10</sup> Menthol makes tobacco easier to start smoking and harder to quit.<sup>4</sup>

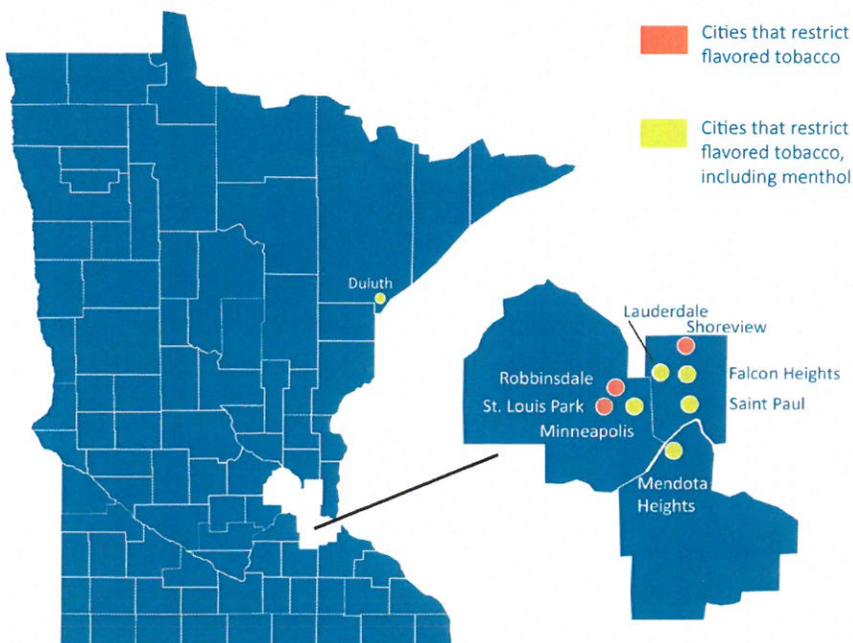
## HOW DOES THIS IMPACT COMMUNITIES?

As a result of industry targeting, African Americans smoke menthol cigarettes at higher rates and are more likely to suffer from tobacco related diseases. In fact, 88 percent of African American adults who smoke use menthol, compared to 25 percent of adult smokers overall.<sup>11</sup> Menthol smoking significantly reduces quitting success among African American smokers.<sup>12</sup> In Minnesota, 34 percent of teen smokers smoke menthol.<sup>13</sup> Nationally, 70 percent of LGBTQ youth smokers smoke menthol.<sup>14</sup>

## WHAT CAN COMMUNITIES DO ABOUT FLAVORED PRODUCTS?

While the FDA banned flavored cigarettes other than menthol in 2009, the ban does not affect other tobacco products. Because the FDA ruling does not prevent local communities from addressing other types of flavored tobacco products, state and local governments can adopt laws that restrict the sale of flavored tobacco products within their jurisdiction. Limiting the sale of products, setting a minimum price or creating a minimum pack size are some of the ways communities can protect their youth by making flavored tobacco products less accessible and less appealing.

In Minnesota, the cities of Minneapolis, Saint Paul, Shoreview, St. Louis Park, Robbinsdale, Duluth, Falcon Heights, Mendota Heights and Lauderdale restrict the sale of flavored tobacco products. Minneapolis, Saint Paul, Duluth, Falcon Heights, Lauderdale and Mendota Heights also restrict the sale of menthol tobacco products.



The Association for Nonsmokers-Minnesota is dedicated to reducing the human and economic costs of tobacco use in Minnesota.  
(December 2018)

References are available at [www.ansrmn.org/flavors](http://www.ansrmn.org/flavors)



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**BEAUTIFUL LIE  
UGLY TRUTH**

ABOUT MENTHOL TOBACCO

[www.BeautifulLieUglyTruth.org](http://www.BeautifulLieUglyTruth.org)

This publication is made possible by funding from the Minnesota Department of Health's Tobacco-Free Communities Grant Program.

# E-Cigs 2.0: The Next Generation



In the decade-plus since their U.S. introduction, electronic cigarettes, known as e-cigarettes or vapes, drastically evolved. E-cigarettes first resembled conventional cigarettes, and now have morphed into sleek gadgets, like the JUUL pictured at left, that have become the next big thing. Youth love them for the big hit of nicotine and their easily-hidden, deceptive looks. Their resemblance to USB flash drives prompted some schools to ban the drives as teachers can't tell the difference between the two. Terms like "JUULing or jewelng" and "vaping" have entered the teen vernacular. Users have coined dedicated hash tags on social media and created videos of themselves doing vape tricks or blatantly vaping at school.

## So, what's an e-cigarette?

E-cigarettes are battery-operated devices that contain a mixture of liquid nicotine and other chemicals. The device heats this mixture, called e-juice, producing a nicotine aerosol that is inhaled. E-cigarettes are also called e-hookahs, e-pipes, vape pens, hookah pens or personal vaporizers.



Blu was formerly the market leader in e-cigarette sales but was redesigned and now resembles JUUL e-cigarettes. JUUL has the largest market share.

## FACT:

**Nicotine is harmful to developing brains.**

Nicotine interferes with brain development and can have a long-term effect on mental health. Even brief or intermittent nicotine exposure during adolescence can cause lasting damage.<sup>1</sup> E-cigarette use by youth and young adults increases their risk of using conventional cigarettes in the future.<sup>2</sup>

## FACT:

**E-cigarette use has increased among MN youth.**

The youth tobacco usage rate has increased for the first time since 2000. This is because of the increase in the use of e-cigarettes. One in five youth (19.2 percent) currently use e-cigarettes, according to the 2017 Minnesota Youth Tobacco Survey. That is a 49 percent increase since 2014's survey.<sup>3</sup>

## FACT:

**E-cigarettes are not approved as a cessation tool.**

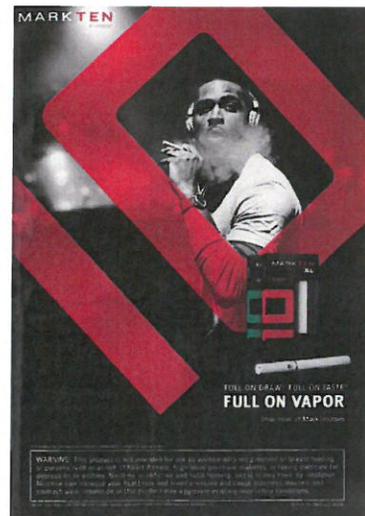
E-cigarettes have not been proven to be better for quitting than existing programs.<sup>2</sup> For those wanting to quit, there are FDA-approved quit aids such as gum, patches and lozenges, available at little or no cost through insurance companies or Minnesota's statewide QUITPLAN® Services ([www.quitplan.com](http://www.quitplan.com)).

# The evolution of e-cigarettes



Early e-cigarettes resembled conventional cigarettes and were called "cig-a-likes." They evolved into pen-shaped devices with small tanks that held "e-juice." Tanks got bigger, morphing into the "mods," which give users more control of the device. Now, USB-shaped e-cigarettes such as JUUL and Myblu are often discreetly used by youth and pack a huge nicotine punch.

## FACT: E-cigarettes are marketed toward youth.



Companies such as JUUL, NJOY, blu and MarkTen target youth with heavy marketing in magazines and social media. In Minnesota, 88.4 percent of students had seen ads promoting e-cigarettes in the past 30 days.<sup>3</sup> E-cigarettes come in a variety of youth-friendly flavors, such as gummy bear, fruit punch, chocolate, cherry crush and mango.<sup>4</sup> (Images courtesy of trinketsandtrash.org)

**FACT:**

**E-cigarettes are not harm-free.**

E-cigarettes contribute to indoor air pollution. Studies have found nicotine, heavy metals, toxins, and carcinogens in e-cigarette aerosol.<sup>2</sup>

### SOURCES

- 1 U.S. Department of Health and Human Services. The Health Consequences of Smoking: 50 Years of Progress. A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, January 2014.
- 2 National Academies of Sciences, Engineering, and Medicine. 2018 Public Health Consequences of E-Cigarettes. The National Academies Press. 2018
- 3 Evered SR. Teens and Tobacco in Minnesota: Highlights from the 2017 Minnesota Youth Tobacco Survey: Minnesota Center for Health Statistics, Minnesota Department of Health, February 2018.
- 4 US Surgeon General (2012). Preventing Tobacco Use among Youth and Young Adults. Atlanta, GA: Department of Health and Human Services, Centers for Disease Control and Prevention.

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