



21|JC

Toward a Healthier Jefferson City

REDUCING THE IMPACT OF
TOBACCO
ON COMMUNITY HEALTH

Toward a Healthier Jefferson City

Reducing the Impact of Tobacco on Community Health – 1st Step

- **Secondhand smoke increases risk of –**
 - Heart attack
 - Asthma attack
 - Lung cancer
 - COPD (emphysema, chronic bronchitis)
 - Stroke

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- Movement for Clean Indoor Air Ordinance
- Supporters cited health concerns
- Opponents cited economic concerns and government over-reach

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- November 2, 2010 - **Voters approved** an ordinance for smoke-free public places and workplaces, effective January 31, 2011
- 21st Missouri community to pass ordinance

Toward a Healthier Jefferson City

Comparing before and after ordinance

- Particulate matter air pollution in previously smoking-allowed public places improved
 - Before - $111 \mu\text{g}/\text{m}^3$ (EPA rating of “unhealthy”)
 - After - $7 \mu\text{g}/\text{m}^3$ (EPA rating of “good”)
- Fulltime employee exposure to EPA average annual daily limit
 - Before 170%
 - After 11%

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Comparing before and after ordinance

- Economic Impact
 - 7.8% increase in number of restaurants/bars
 - 2.1% increase in restaurant/bar taxable sales outpaced city's overall retail increase of 1.6%

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Clean Indoor Air Ordinance a good solid step toward a healthier community

But ... more can be done to further reduce the impact of tobacco on community health

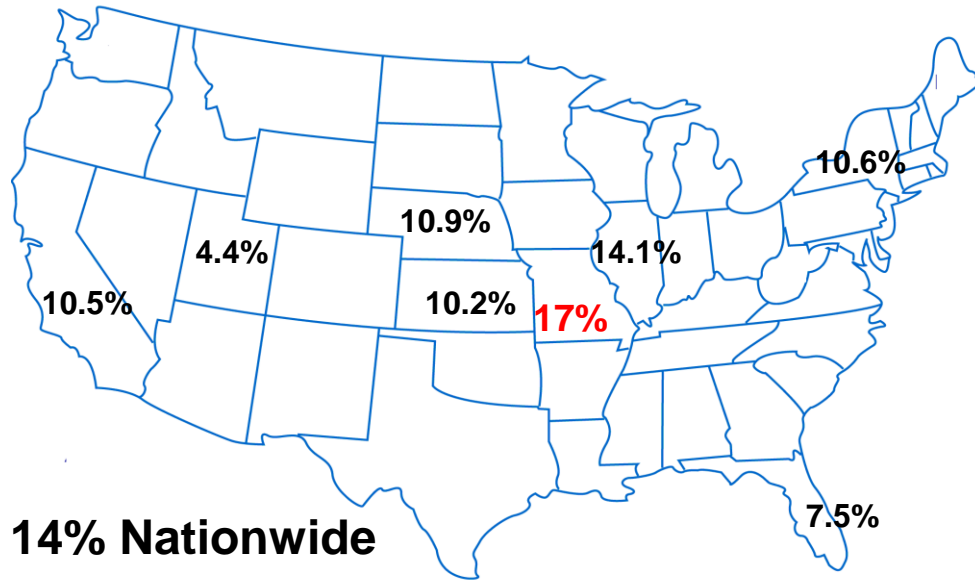
A very promising next step that has proven itself in other communities

The Problem



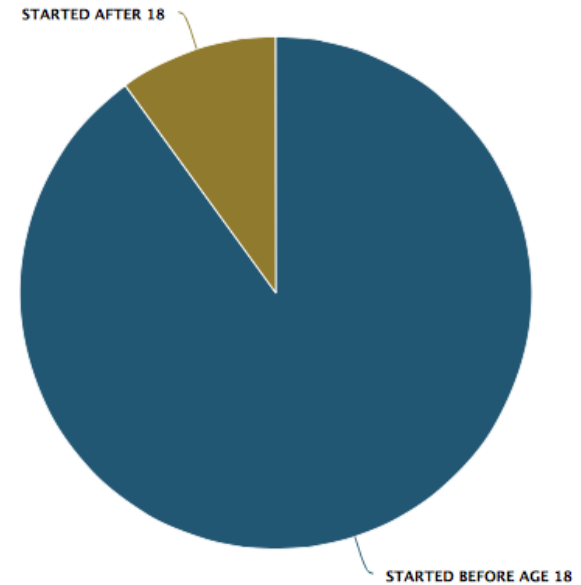
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- 95% of current smokers started before they were 21
 - Having the first cigarette by age 18 makes it twice as likely to become a lifelong smoker
 - Youth tobacco use rates are increasing
 - In MO, 17.1% of high school seniors smoke. (U.S. average 14%)

The Problem



9 out of 10 smokers started before 18

Most smokers start smoking by the age of 18, according to the Centers for Disease Control and Prevention. Only 10 percent of smokers started after age 18.



MATTHEW ZUZOLO / Missourian

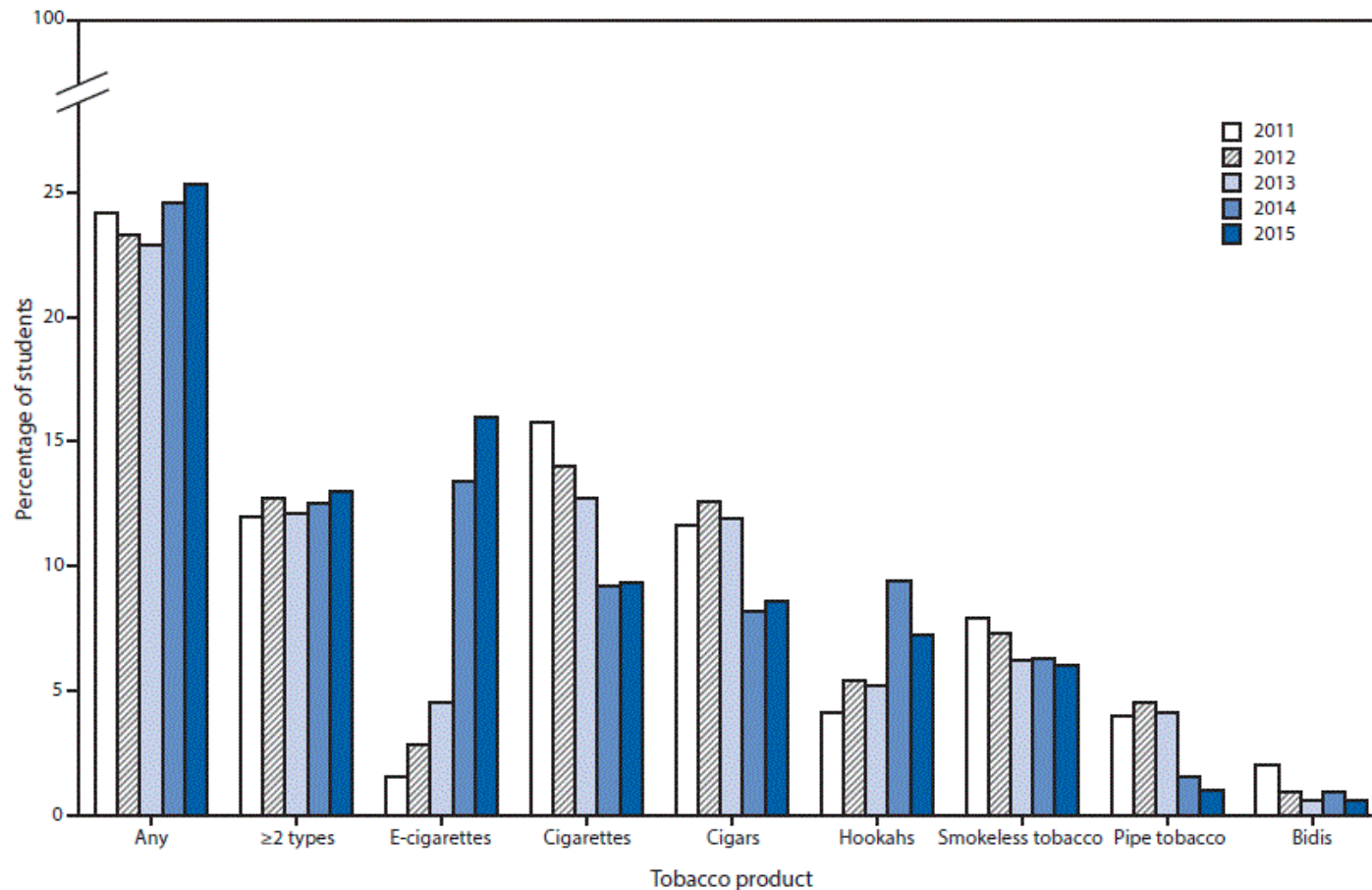
SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION



The Problem



Estimated percentage of high school students who currently use any tobacco products,* ≥ 2 tobacco products,[†] and select tobacco products[§] — National Youth Tobacco Survey 2011–2015



TOBACCO

~~eighteen~~ **twenty-one**

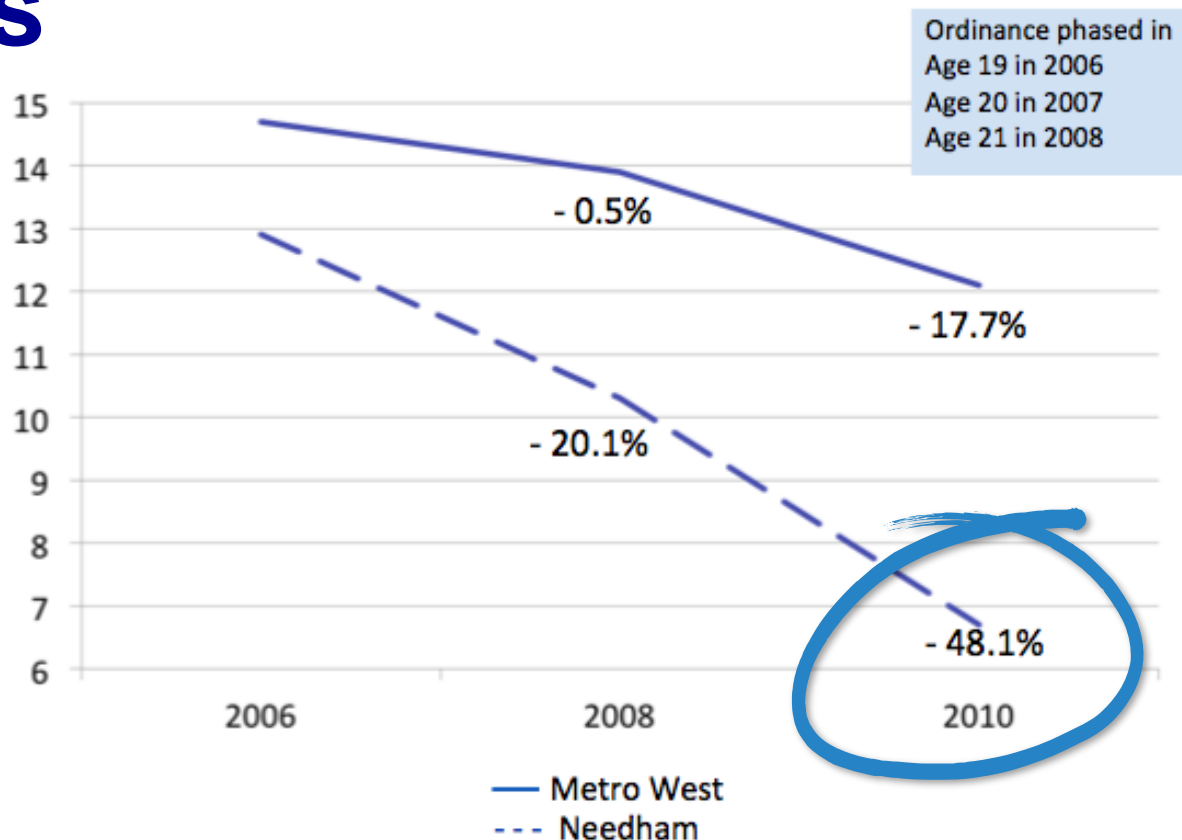
www.tobacco21.org

Needham Case History



- Surrounded by cities in West-Metro Boston
- Youth can literally walk across the street and be in another city

Needham High School Smoking Rates

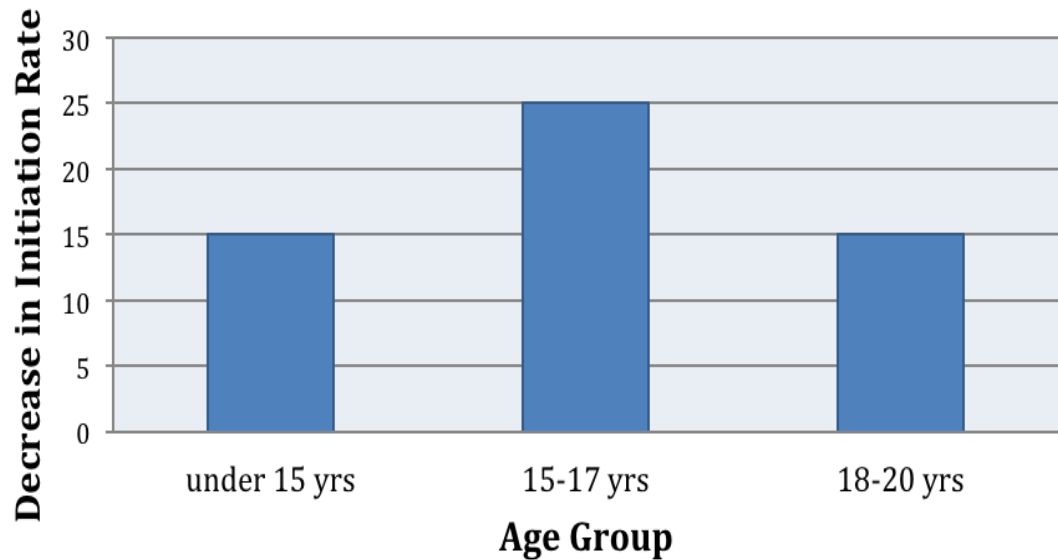


The Solution

Public Health Implications of
Raising the Minimum Age
of Legal Access to
Tobacco Products

INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

**Institute of Medicine Estimate on Effects
on Initiation Rate for Tobacco 21 Policy**



Why the great decline?

80% of Missouri
High Schoolers
are 18+ by time
of graduation



Missouri Level of Tobacco Control

How many states have state laws for:		Include Missouri?
Smokefree workplaces (non-hospitality) ¹	37	NO
Smokefree restaurants ¹	38	NO
Smokefree bars ¹	31	NO
Smokefree casinos (34 states have non-tribal casinos) ²	20	NO
Smokefree capitol building	41	NO
Licensing of tobacco retailers ¹	37	NO
Allowing local governments to increase local tobacco excise tax	47	NO

¹ State Tobacco Activities Tracking and Evaluation (STATE) System, <http://apps.nccd.cdc.gov/statesystem/Default/Default.aspx>

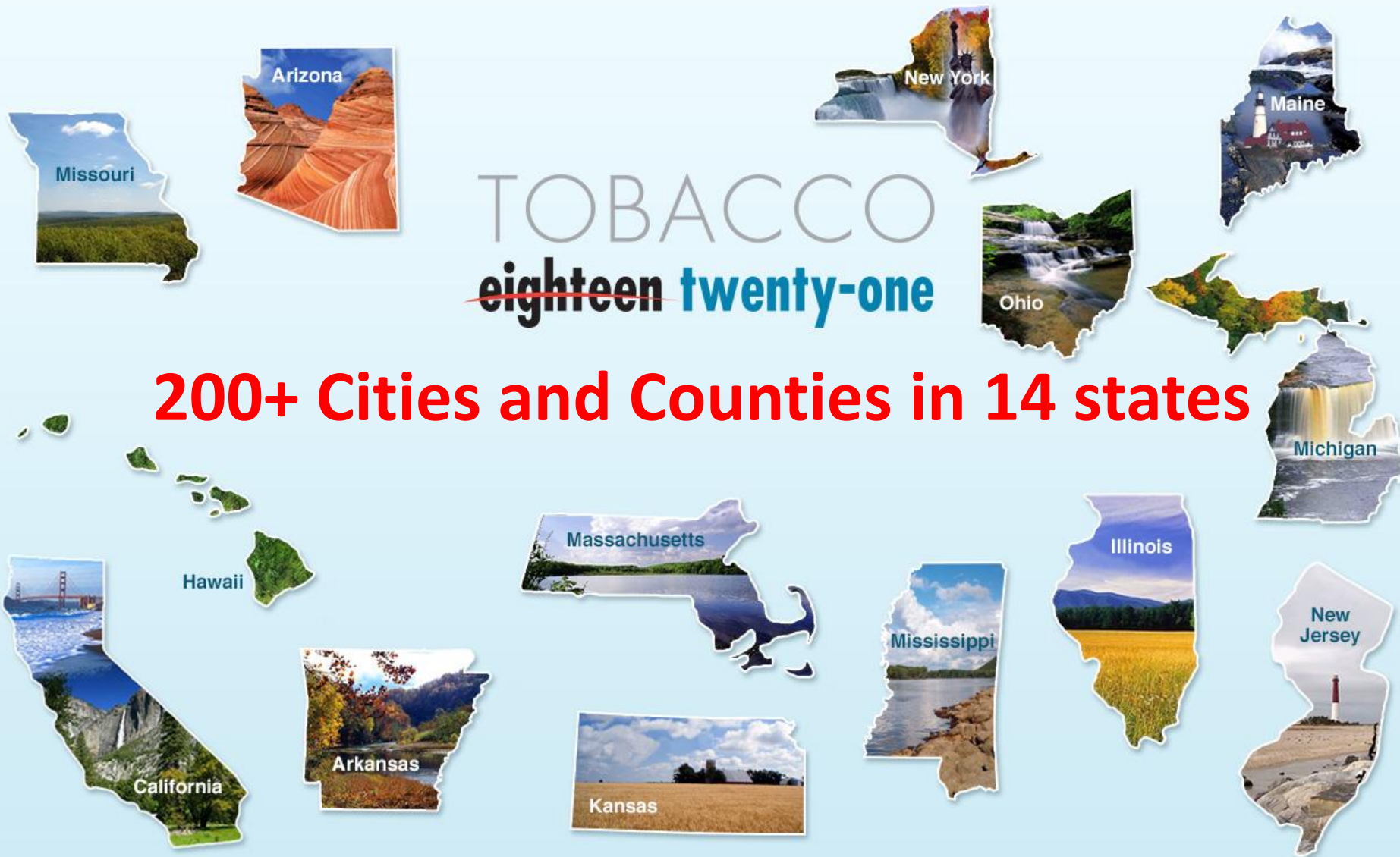
² U.S. 100% Smokefree Gambling, Americans for Nonsmokers' Rights, <http://www.no-smoke.org/pdf/100smokefreecasinos.pdf>

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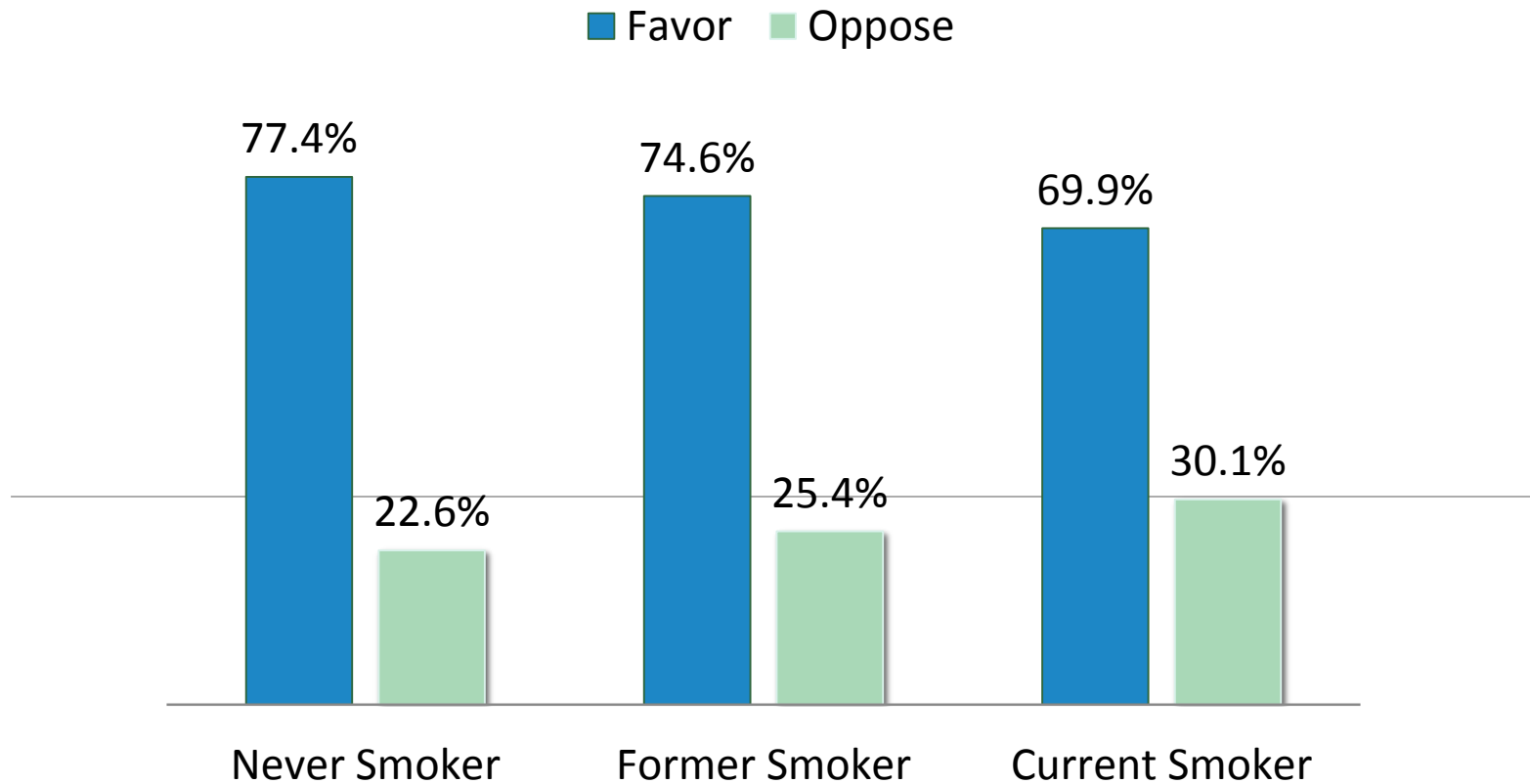
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Favorability toward Raising the Legal Minimum Sales Age



TOBACCO 21 ENDORSERS

ACT Missouri

Ameren Missouri

American Academy of Family Physicians-
Missouri

American Academy of Pediatrics
Missouri Chapter

American Cancer Society

American Cancer Society Cancer
Action Network

American College of Physicians

American Heart Association

American Lung Association

American Medical Association

Asthma/Allergy Foundation of
America

BJC HealthCare

Calvary Lutheran High School

Capital Region Medical Center

Dave Minton, Central Bank

Dr. Nina Kiekhaefer, Family Medicine

Family Healthcare Foundation of MO

Helias Catholic High School

Jefferson City Medical Group

JCMG-Jefferson City Medical Group

JCPS-Superintendent & Board

ENT Society

March of Dimes

Mercy Health System

Missouri Public Health Association

Missouri State Medical Association

National Council on Alcoholism and
Drug Abuse (NCADA)

Prenger Family Center

Preventing Tobacco Addiction
Foundation

Rockwood Drug Free Coalition

Saint Louis University

SSM Health-St. Mary's

Tobacco Free Missouri Coalition

Tobacco Free Missouri Youth

Tobacco21.org

United Way of Central Missouri

The T21|JC Coalition is continually growing.

TOBACCO

~~eighteen~~ **twenty-one**

Total Annual Excess Cost of a Smoker to a Private Employer

	Estimate
Excess Absenteeism	\$517
Presenteeism	\$462
Smoke Breaks	\$3,077
Excess Health Care Costs	\$2,056
Pension Benefit (if provided)	(\$296)
Total Costs	\$5,816

Impact on Business

“General Motors spends nearly twice as much on health care as we do for steel.”

E-mail from General Motors representative to Missouri Department of Health and Senior Services, May 31, 2006.



**Smokers cost up to 40% more
than non-smokers for health care**

Opposition

Will decrease city sales tax revenue and hurt business income

Tobacco is a not major portion of sales tax revenue

➤ **Statewide tobacco is 0.09% of all retail sales**

18-20 year olds are not a major portion of tobacco sales

➤ **18-20 year olds account for only 2% tobacco sales**

Opposition

Most common argument against Tobacco21

“Old enough to fight for our country and
old enough to vote ...

... then old enough to buy tobacco”

Active members of the military and veterans are among the groups struggling most with addiction. There is no freedom with addiction.

TOBACCO

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Lives Saved Calculator

Population of Jefferson City	43,079
# people turning 18 each year ¹	547
New 18 year-old smokers each year without T21 ²	106
New 18 year-old smokers each year with T21 ³	80
# of new 18 year-old smokers prevented each year with T21 ³	26
Adjustment for enforcement ⁴	0.992
# of lives saved each year from T21 law ⁵	11
# of lives saved 10 years after enactment of T21 law⁵	110

TOBACCO

~~eighteen~~ **twenty-one**



“Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...”

From 1981 report by Myron Johnston of Philip Morris' marketing research department.



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