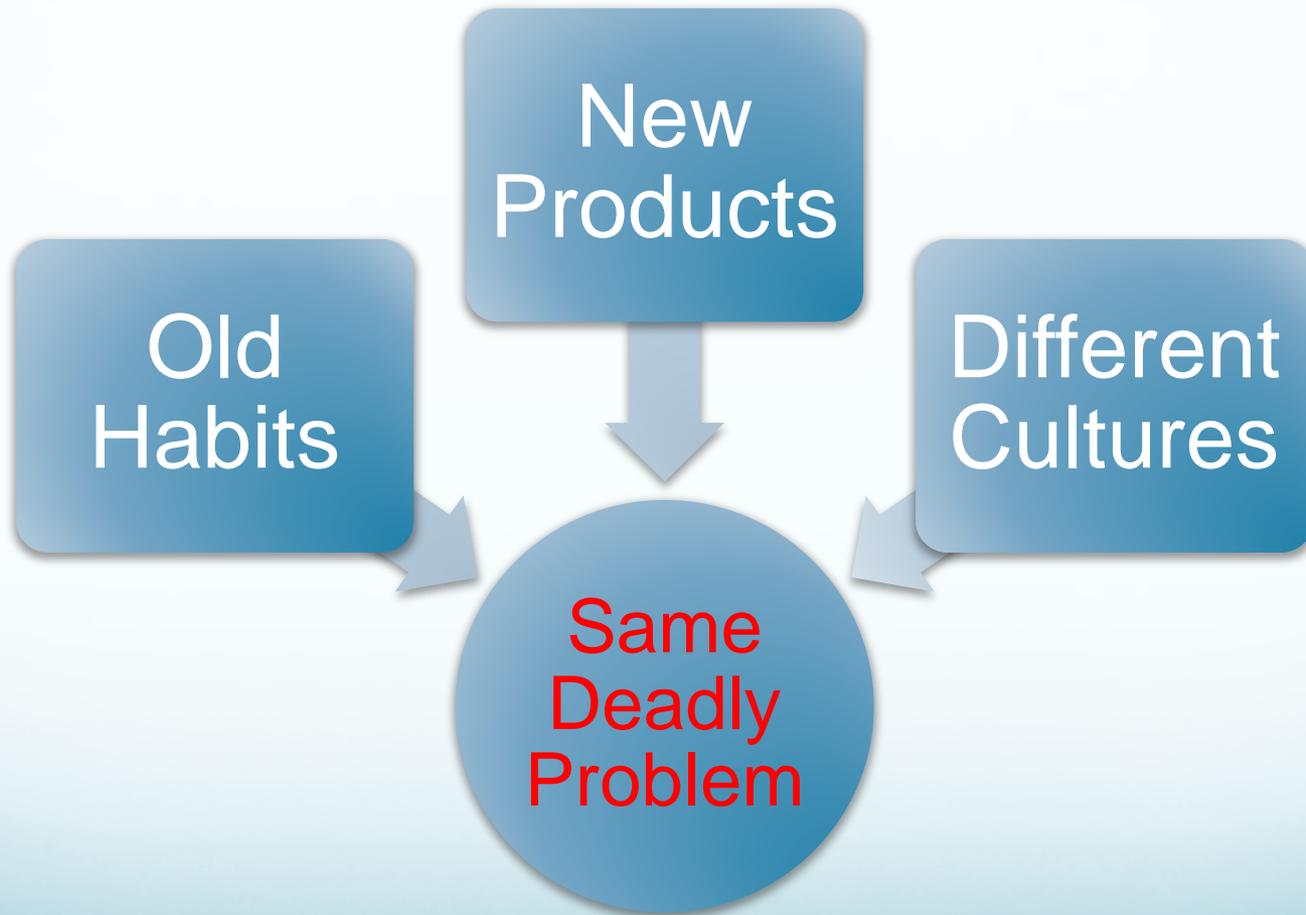


Tobacco-Free Healthy Living

**Minneapolis Health Department
Health, Environment & Community Engagement
May 12, 2014**

Tobacco Use is Still A Problem



Adult Smoking Rates

16% - Minneapolis citywide adult smoking rate average

2010 SHAPE

24% in Camden, Near North to 13% in Calhoun/Isles

2010 SHAPE

59% - Minnesota American Indian smoking rate

2013 Tribal Tobacco Use (TTUP) survey

44% - Minnesota Somali Male cigarette smoking rate

44%, WellShare, Somali Tobacco Research Project

Youth Smoking Rates

15% of 12th grade youth smoke cigarettes*

18% of 12 grade males smoke cigars, cigarillos, little cigars*

33% of American Indian 12th graders smoke cigarettes?
(IPTF)

36% of high school youth statewide have tried flavored cigars, cigarillos and little cigars.

Actual rates are likely much higher.

Kids – The Target Market



- The tobacco industry targets youth because they know that young customers produce life long smokers
- The vast majority of adult smokers started before they were 18.
- After age 25, almost no one starts smoking
- Youth go from occasional to daily smokers by age 26

Cigar Products

Cigarette sales declining;
annual cigar sales increasing

Driven by an explosion of
cheap, sweet small cigars
that entice kids.

High school students and
young adults smoke cigars at
twice the rate of all adults.



Look Like Candy



Taste Like Candy



“Tobacco companies are using the same flavor chemicals in their sweet-flavored tobacco cigar and other products that are used in popular candy and drink products like LifeSavers, Jolly Ranchers and Kool-Aid.”

New England Journal of Medicine, May 7, 2014

Rainbow of Fruity Flavors



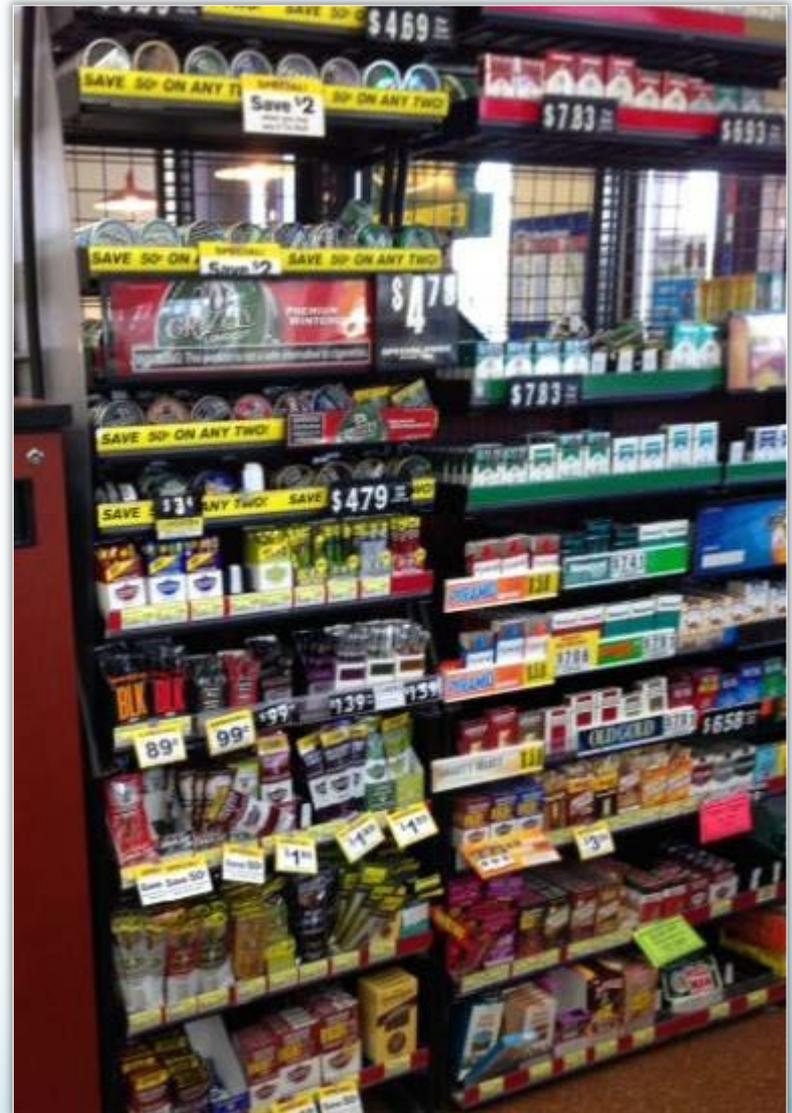
Priced Like Candy

- Single (sometimes two packs) cigarillos cost less than a dollar.
- Youth are three times more price sensitive than adults.
- When tobacco prices go down, youth smoking rates go up.



Stores – Key Tobacco Marketing Centers

- In Minnesota, the tobacco industry spends **\$450,000 a day** marketing tobacco.
- The tobacco industry has a long history of targeted marketing toward low income and minority populations.



Cheap, Flavored Cigar Products are Everywhere

- 68% vendors selling flavored little cigarillos
- 72% selling single cigarillos
- 68% selling packs of 2-6 cigarillos

Source: 2012 Association of Nonsmokers-Minnesota (ANSR) Point of Sale Assessment.



Increasingly Popular Products



E-Cigarettes

E-cigarette fluid is marketed in fruit, candy, and dessert flavors that are appealing to youth.



Hookah

Fruity-flavored

Massive amount of smoke inhalation

Increased risk of communal diseases

Health Department Strategies

- Partnerships with cultural communities to raise awareness
- Youth Tobacco Summit in July
- Youth engagement with community groups and the Youth Congress

Protecting our Youth From Tobacco Industry Tactics

- Increase the price of tobacco
- Limit where products are sold
- Increase awareness of tobacco's negative health effects

Actions Taken By Other Cities

- Restrictions on Flavored Products
- Minimum Pack Size
- Minimum Smoking Age
- Ban on Pharmacy Tobacco Sales

Funding

This work is funded by a Community Transformation Grant from the federal Centers for Disease Control

For More Information

Lara Pratt, Manager, Healthy Living Initiative

612-673-3815 lara.pratt@minneapolismn.gov