

Tobacco-Free Coalition Meeting – December 3, 2008

Group Addressing How to Reduce Youth Access to Tobacco and the Influence of Tobacco Marketing

There were eight participants representing healthcare, schools, individual tobacco control advocates, and state-wide tobacco control agencies

When someone says youth access, what do you think about?

- Tobacco out of sight behind the counter, no products out on display in retail stores
- Second hand smoke from parents around their kids
- Addressing how kids get cigarettes - do they use fake ids, do kids tell other kids what stores will sell, does one kid buy a bunch for others
- Addressing marketing and advertising aimed at children
- How youth are getting tobacco – kids selling/giving tobacco to other kids on school campuses
- Having no tobacco advertising visible in stores 1000 feet from school or playgrounds
- Addressing social sources of tobacco for youth, including friends and family
- Public ashtrays – adjust them to make them closed, rather than open, so kids cannot get to the used butts and smoke them
- Requiring that cashier must be at least 18 to sell tobacco
- Help parents who smoke to support their children in being/staying tobacco-free
- Help parents that have youth that smoke to address their children’s tobacco use

What are some other examples of what youth access policies can look like?

- Retail licensure
- Restrictions on flavored tobacco
- Hookah bars – close the CCIAA loophole
- Limit where it is sold – government only retailers – only tobacco outlets or where liquor is sold
- Increase minimum age for purchase/sell
- Smoke-free auto policies/laws
- Possession law with some consequence to go with licensure
- Address youth selling/giving tobacco products to other youth
- Address influence of the tobacco industry on youth/young adults

If you could include anything in a model ordinance to reduce youth access and exposure to marketing what would you include in the ordinance/law?

- Include resources/requirements for effective training and resources for parents – how to help youth stay tobacco free
 - This could be included on Jeffco Schools’ Parent Portal
- Needs to be comprehensive with many components – no one “magic bullet” – i.e., not “just” youth possession, but youth possession as part of a multi-component ordinance
- Should include possession and licensure and meaningful penalties for violations (for youth, possession could include community service, like working with emphysema patients)

- No self service displays
- No power walls – products should be unseen
- Limit advertising near parks/schools/places where there are youth
- More parks/playgrounds that are tobacco-free
- Closed ashtrays to help prevent youth from getting partially smoked cigarettes

What are you/your community willing to work on – what should be the priority(s) – what would your community be ready for/support?

- Licensure – Dept. of Revenue/Tobacco Enforcement Unit not sure how much they can advocate but they can provide expertise and lessons learned from their experience
 - Work with the Retailers Association to gain support/trust; may need to show that youth are penalized, too.
- Domino affect – if one community can pass a licensure law – more will follow suit
- Engage more youth in the process as advocates for reducing youth access and passing local laws;
- Communities in Jeffco that may be ready: maybe Arvada or Westminster
- Possession laws – must be part of comprehensive policies, but not “possession only”
 - Penalties, funds generated from violations could support prevention
- Educate parents – get them more involved in the process
 - Use existing programs like the Parent Portal

Other thoughts/ideas

- There seems to be support for licensure laws
- Needs to be fairness/equity with regard to possession laws - with penalties that are fair and complement retailers’ penalties for selling
- Participants had many, well-informed ideas about what youth access policies could include and were more optimistic about community readiness than we had anticipated