

CITY OF SAN ANTONIO
METROPOLITAN HEALTH DISTRICT

Tobacco 21 in San Antonio

Colleen M. Bridger, MPD, PhD

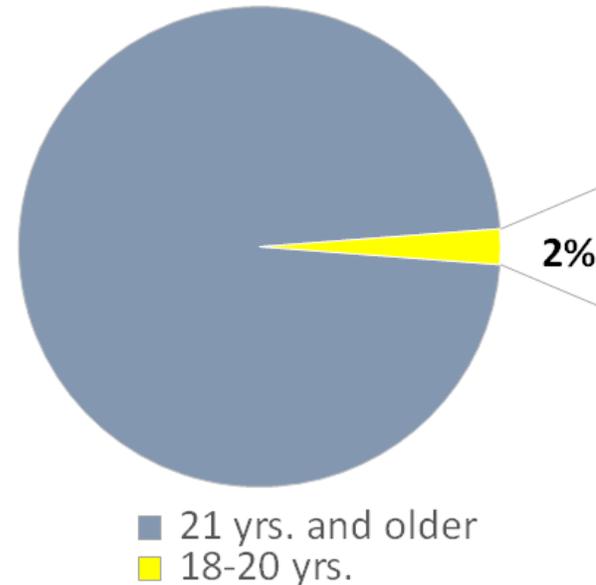
Director

CityHealth Tobacco 21 Webinar

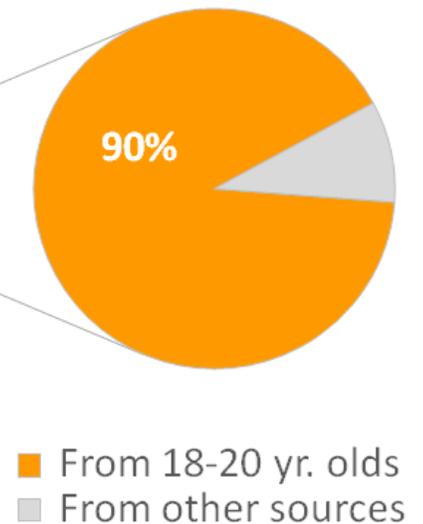
Why Raise the Age?

- Nicotine is highly addictive and the adolescent brain is more susceptible to it
- 95% of adult smokers began smoking before they turned 21
- Only 2% of tobacco sold is purchased by 18-20 year olds, but that 2% supplies 90% of the addictive tobacco to younger people

Sale of Tobacco Products by Age



Supply of Tobacco to People 17 years and younger



Increasing the Sale Age to 21

A Public Health Policy Solution

- Delay age of first tobacco use and reduce risk of becoming regular smoker
- Help keep tobacco out of schools
- Younger teens have harder time passing themselves off as 21



Where is T21 already in place?

340+ Cities & Counties in **21** States

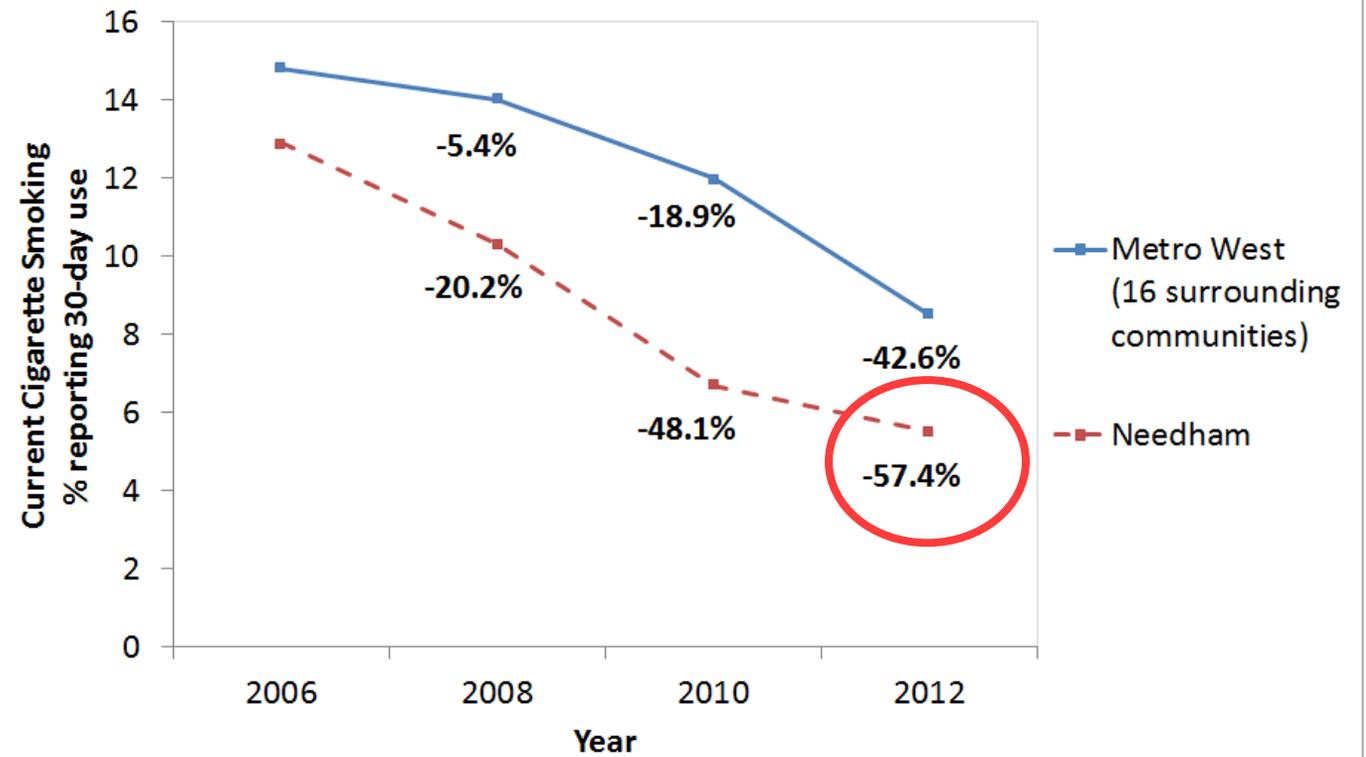


30% of
Americans
covered

Needham Case History



Needham vs. Metro West High School Smoking Rates



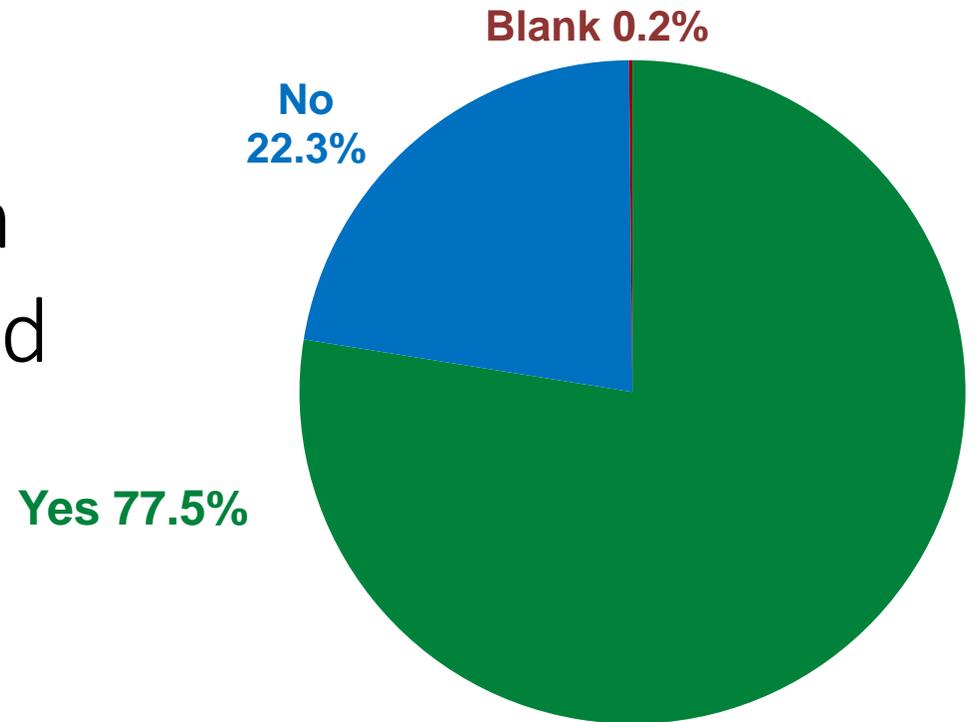
Decreases noted on graph are % change between that year and 2006

Local Survey Results

5,447 individuals responded to our Tobacco 21 survey that asked the question:

Do you believe that the minimum tobacco sales age should be raised from 18 to 21?

77.5% answered Yes



The Coalition



SAN ANTONIO TOBACCO 21
RAISE THE TOBACCO AGE

★ ★ ★

UT Health San Antonio
Joe R. & Teresa Lozano Long School of Medicine

THE UNIVERSITY OF TEXAS
MD Anderson Cancer Center
Making Cancer History®

BCMS
Bexar County Medical Society

esd
digital marketing

Cancer Action Network™
American Cancer Society®

UTSA
The University of Texas at San Antonio™

Bethel Prevention

Texas Pediatric Society
The Texas Chapter of the American Academy of Pediatrics

American Heart Association
life is why™

American Stroke Association

SACADA
San Antonio Council on Alcohol & Drug Abuse

AMERICAN LUNG ASSOCIATION
IN TEXAS

CIRCLES OF SA
Community Coalition
San Antonio Council on Alcohol & Drug Abuse

San Antonio FOOD BANK
SERVING SOUTHWEST TEXAS

EASTPOINT
PROMISE PREVENTION COALITION
SAN ANTONIO FIGHTING BACK, INC.

ALAMO COLLEGES DISTRICT
San Antonio College

Health Collaborative
Bexar County's Community Health Leadership

Senator Carlos L. Uresti
Senate District 19

clarity child guidance center
healing young minds & hearts

BlueCross BlueShield of Texas

CAMPAIGN For TOBACCO-FREE Kids!

SAN ANTONIO CHAMBER OF COMMERCE
Propelling Business Success

Humana

march of dimes®
A FIGHTING CHANCE FOR EVERY BABY™

deBeaumont FOUNDATION

RAISE THE TOBACCO AGE IN SAN ANTONIO TO 21
Reduce Youth Smoking & Addiction!

Information & Education on T21



YOU'RE INVITED

**SAN ANTONIO TOBACCO 21
STAKEHOLDER MEETING**

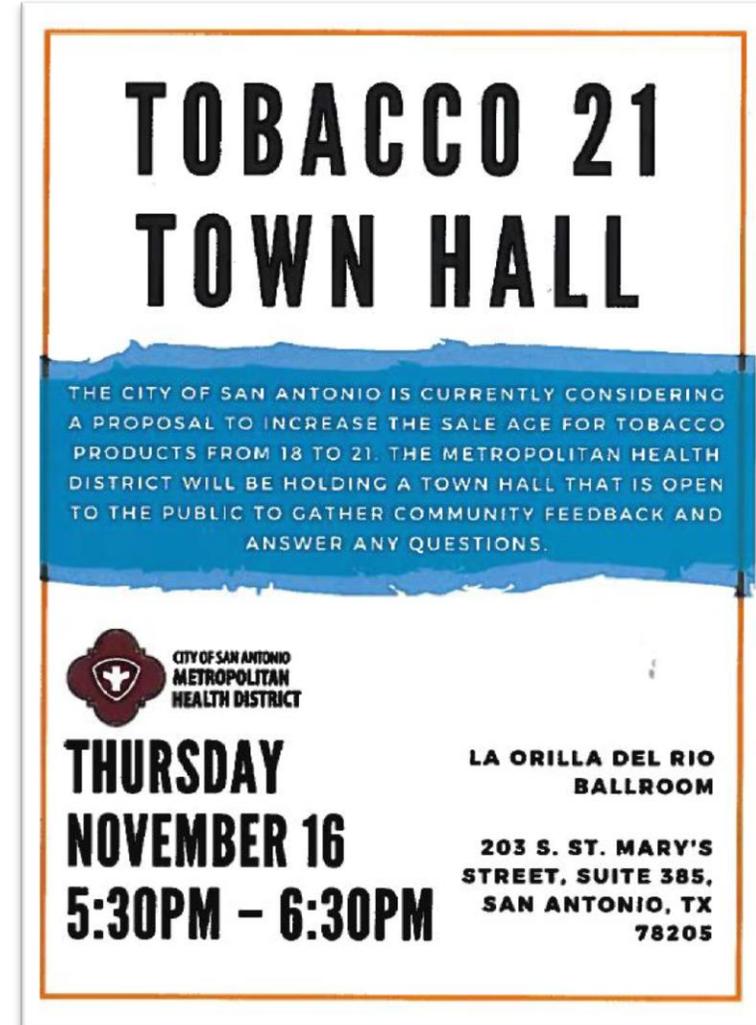
WHEN: MONDAY
NOVEMBER 13

TIME: 11AM - 1PM
LUNCH WILL BE PROVIDED

WHERE: URBAN ECOLOGY
CENTER AT HARDBERGER
PARK 8400 NW MILITARY
HWY. SA TX 78231

EMAIL JERRY.SAAVEDRA@HEART.ORG
WITH ANY QUESTIONS
OR DIETARY RESTRICTIONS

SAN ANTONIO TOBACCO 21
RAISE THE TOBACCO AGE



**TOBACCO 21
TOWN HALL**

THE CITY OF SAN ANTONIO IS CURRENTLY CONSIDERING
A PROPOSAL TO INCREASE THE SALE AGE FOR TOBACCO
PRODUCTS FROM 18 TO 21. THE METROPOLITAN HEALTH
DISTRICT WILL BE HOLDING A TOWN HALL THAT IS OPEN
TO THE PUBLIC TO GATHER COMMUNITY FEEDBACK AND
ANSWER ANY QUESTIONS.

 CITY OF SAN ANTONIO
METROPOLITAN
HEALTH DISTRICT

**THURSDAY
NOVEMBER 16
5:30PM - 6:30PM**

**LA ORILLA DEL RIO
BALLROOM**

**203 S. ST. MARY'S
STREET, SUITE 385,
SAN ANTONIO, TX
78205**

Enforcement

- Metro Health will lead enforcement
- Will verify signage/training during routine inspections
- Unannounced compliance checks
 - Random sampling used to determine locations of retailers



Lessons Learned

- Work with advocacy community
- Open, honest, redundant communication
- “The community wants this”
- PUP
- Be prepared for retail pushback
- I believe the science...BUT...



For More Information

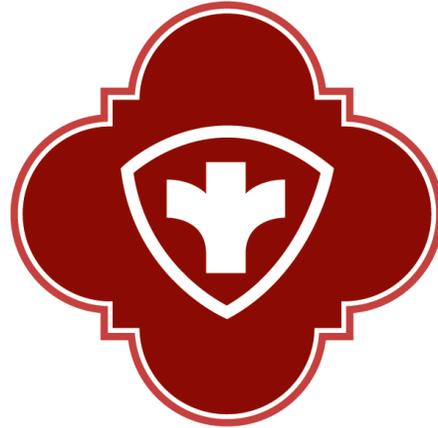
Visit our website

www.sanantonio.gov/tobacco21

Materials available for download and
Keep checking back - more posted soon



Thank you. Any Questions?



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METROPOLITAN HEALTH DISTRICT

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Director