



**CITY OF SAN ANTONIO
METROPOLITAN HEALTH DISTRICT**

Tobacco 21 in San Antonio

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Director**

Suburban Cities Council Meeting

October 15, 2018

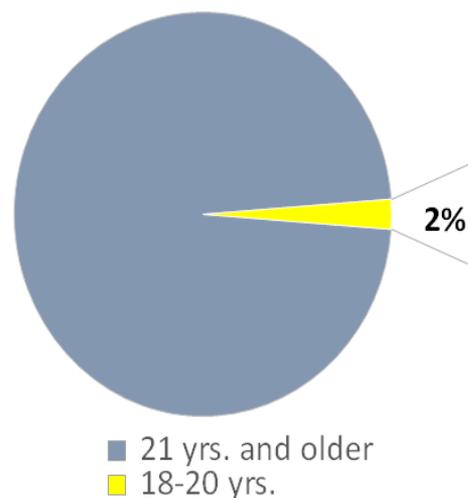
Background on Tobacco Use

- Leading cause of preventable disease, disability, and death in the United States
- Every day, nearly 2,100 young people under the age of 21 become daily cigarette smokers
- Nicotine is highly addictive and the adolescent brain is more susceptible to it
- FDA threatening to ban flavored e-cigarettes

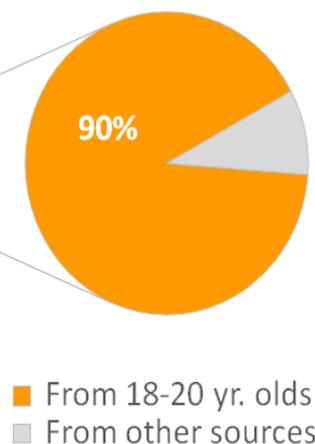
Why Raise the Age?

- 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 Solution

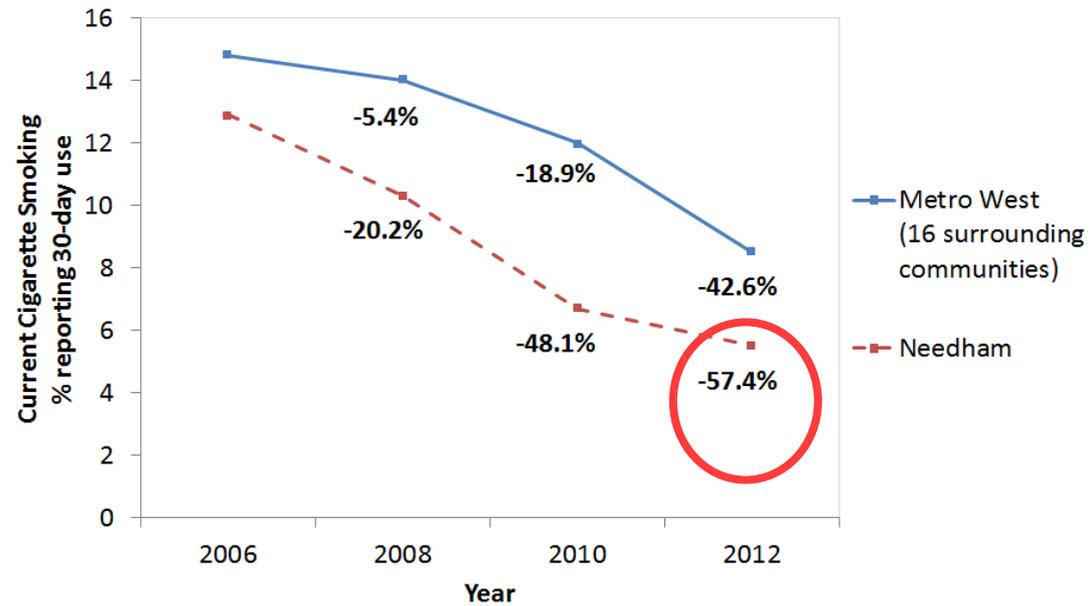
- Delay age of first tobacco use and reduce risk of becoming regular smoker
- Help keep tobacco out of schools
- Younger teens have harder time passing themselves off as 21



Needham Case History



Needham vs. Metro West High School Smoking Rates



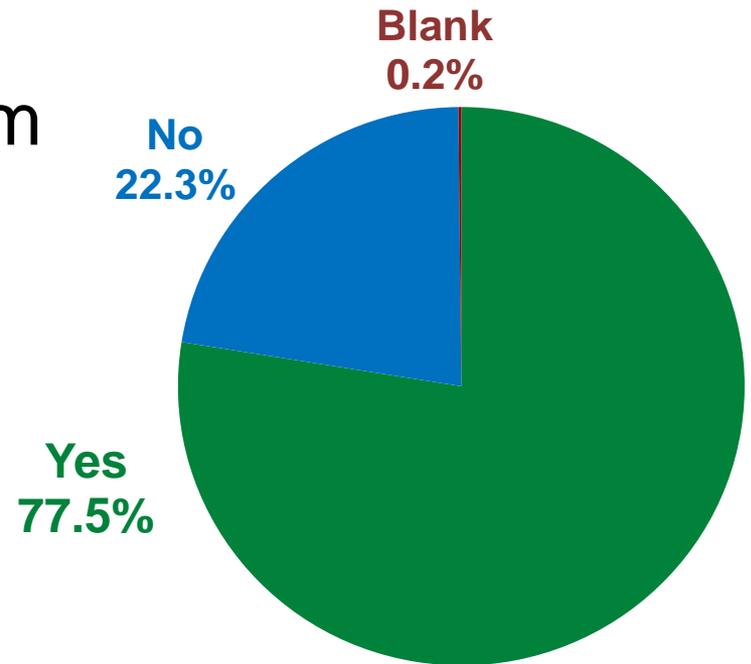
Decreases noted on graph are % change between that year and 2006

Local Survey Results

5,447 individuals across the San Antonio area 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



Community Feedback



KSAT 12: October 3, 2018

"I think that's great. It's going to save a lot of lives."

"Tobacco. You don't it need."



Tobacco: You #DontNeedIt Anyway

Ordinance passed 1-11-2018



Age group	Tobacco Retailers (sale)	Youth (PUP)
< 18 years of age	<u>Texas law</u> Violations of sale – misdemeanor, with max. fine of \$500.	<u>Texas law</u> Violations of youth PUP – misdemeanor, with max. fine of \$250.
18-20 years of age	<u>CoSA Ordinance</u> Mirror state law, but will raise age restriction to 21	<u>CoSA Ordinance</u> No enforcement

Enforcement

- Led by Metro Health
- Will verify signage/training during routine inspections
- Unannounced compliance checks
 - Random sampling used to determine locations of retailers within the San Antonio city limits
 - 100 annually



Tobacco 21 Updates

- Hosted 7 Stakeholder Meetings.
- Over 1,100 tobacco retailers provided with Tobacco 21 Education Toolkit.
- Tobacco 21 Community Education toolkit shared with school districts, colleges, universities, military bases, and others.
- Presented and encouraged other municipalities in Bexar County to consider passing a Tobacco 21 ordinance.

News Coverage



KENS 5: September 24, 2018

“Surprisingly, local stores are embracing the change.”

KENS 5 community poll: 78% support ban of tobacco products to people under 21



KENS 5: September 24, 2018

Retailer Feedback



KEN5: September 24, 2018

"I have family members dying from cancer... they smoked it so much and so early."

"If you're 18, don't take it harshly...it's for the best."

"It's good for this next generation coming up, because they're not going to be addicted to something that is harmful that may give them cancer..."



KEN5: October 1, 2018

Tobacco 21 Social Media Video



<https://youtu.be/cAWVBwdAfz8>

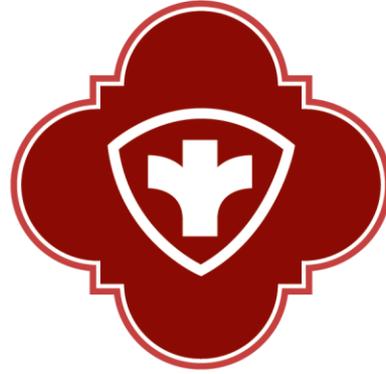
Interested in Tobacco 21?

Raise the age.

Raise a tobacco-free generation.



Thank you. Any Questions?



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For more information,
Visit our website

www.sanantonio.gov/tobacco21