

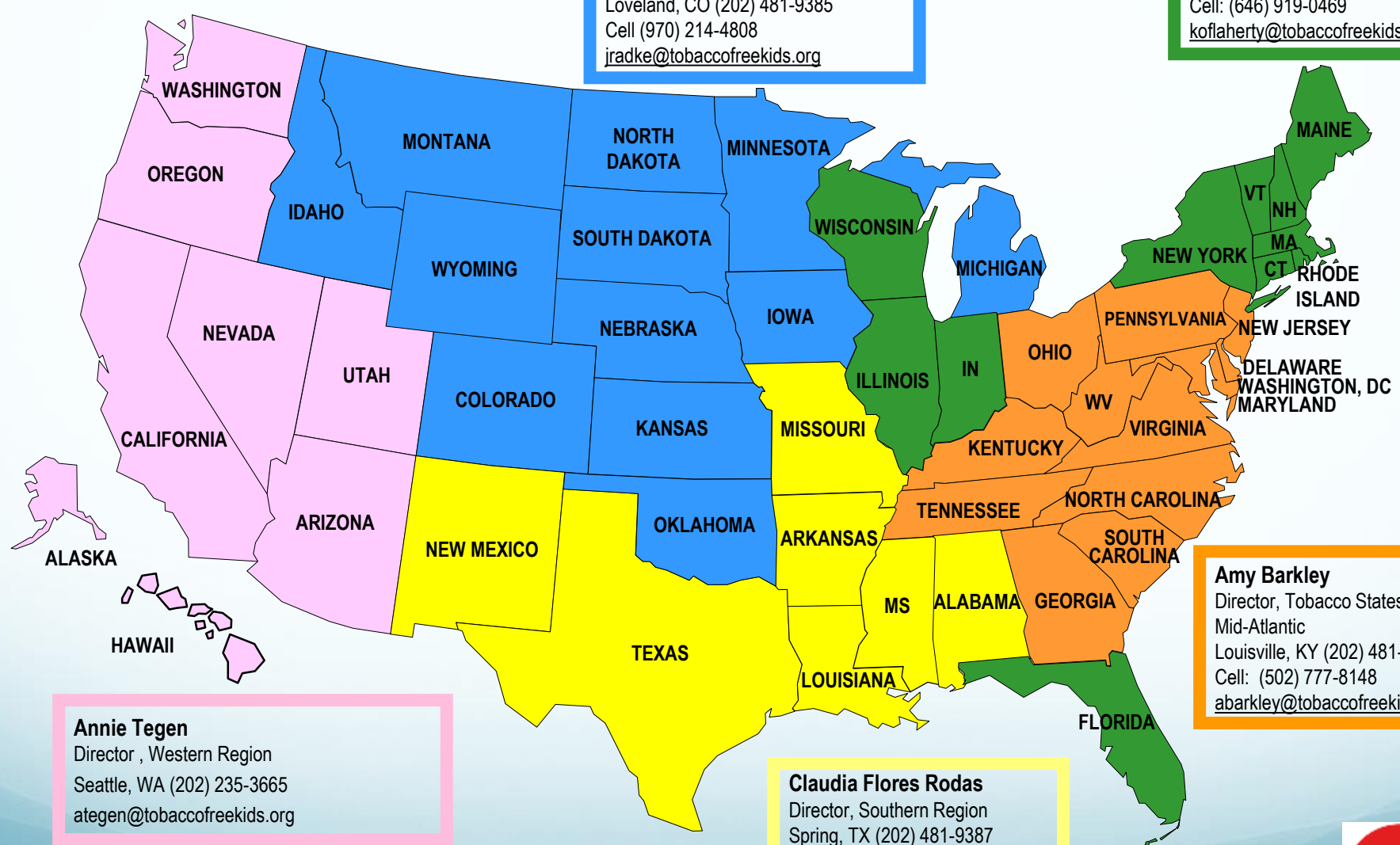
# Bold Policies that Change Lives

**A closer look at policy initiatives to reduce tobacco use amongst  
youth**

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# CAMPAIGN FOR TOBACCO-FREE KIDS

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# What We Do...



The Campaign for Tobacco-Free Kids is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. **We advocate for public policies** proven to prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke.

Remember these “3”

**PSEs in communities are designed to make healthy choices EASY, SAFE and AFFORDABLE.**

# Using Policy, Systems and Environmental Change to Reduce Tobacco Use Amongst Youth

What do we mean by Policy?

- Interventions that create or amend laws, ordinances, resolutions, mandates, regulations or rules.

Policy change generally results from an elected or appointed group of people voting on and implementing an agreed-upon operating procedure.

# Example... Policy Change in Government

## Tobacco Control Act

The Family Smoking Prevention and Tobacco Control Act was signed in 2009 under President Barack Obama, giving the FDA the ability to regulate the manufacturing, distribution, and marketing of tobacco products, such as cigarettes, cigarette tobacco, roll-your-own tobacco, smokeless tobacco, and any other tobacco product deemed subject by law.

*Requires all manufacturers and retailers to:*

- Meet guidelines regarding labeling, branding, and advertising
- Provide FDA with a list of ingredients
- Register all products and manufacturing facilities
- Obtain prior authorization for new products

**Prior to the law, tobacco products were not regulated by the FDA.**



# Example...Corporate Policy - Starbucks

## Starbucks smoking policy bans smoking outside cafes

Starbucks smoking: Starbucks announced customers will no longer be permitted to smoke in outdoor seating areas, or within 25 feet of the door.

By Staff, Associated Press Staff, The Christian Science Monitor | JUNE 1, 2013



# Why Only Policy Change?

- While education can influence individual behavior choices, and is a component in determining outcomes, addressing environmental barriers, and community conditions is a crucial aspect of supporting and encouraging healthy behavior change in communities.
- Manipulating the socioeconomic factors within PSE provides the foundation for creating sustainable public health change at the population level.

# Overcoming Community Conditions



**Policy -  
Point of Sale**

# Environmental Exposure...



**Policy – Smokefree Air Law**

# Barriers, Challenges...



**Policy – Increased price of tobacco**

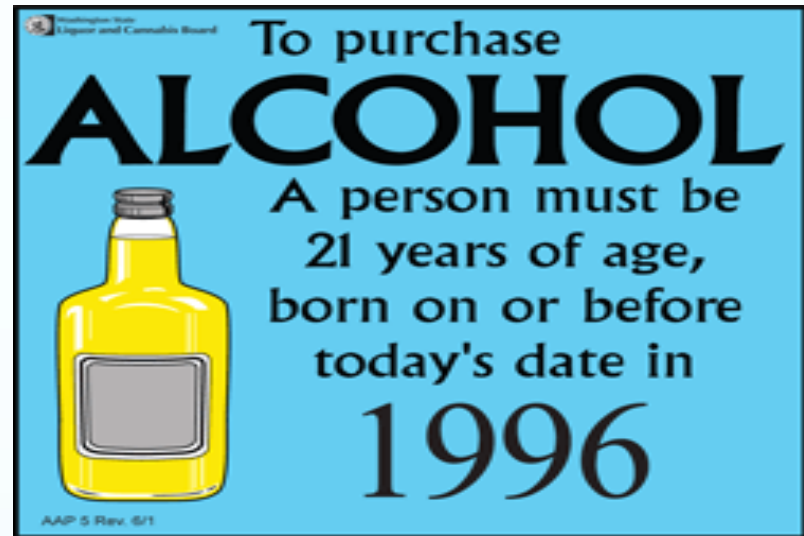
# New Products & Innovation



**Staying on top of newly marketed products that are cool, hip & appealing to youth.**

**Policy – FDA Regulation**

# Mixed Messages & Community Social Norms



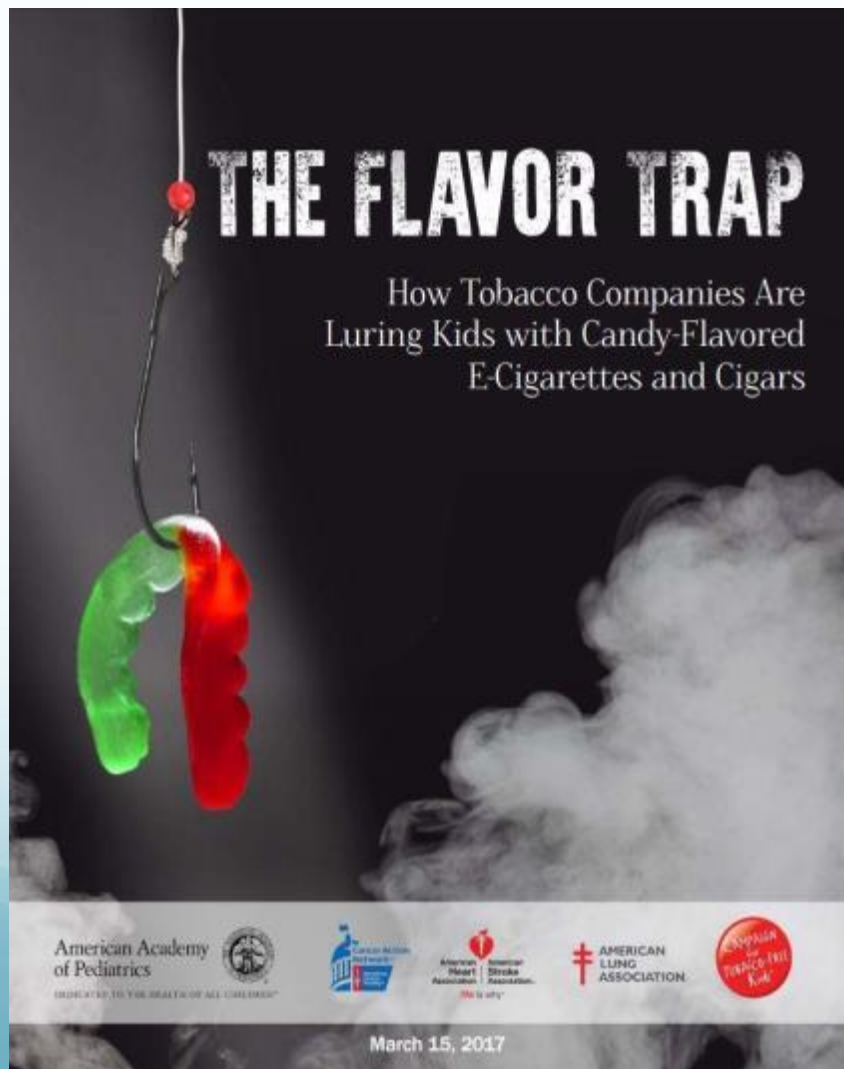
**Policy – Age of Sale**

# Campaign for Tobacco Free Kids Policy Initiatives-Federal

- **Protecting FDA's authority to regulate tobacco**
- Federal Tobacco Taxes
- Health Care Reform
- Tobacco and Trade
- Internet Tobacco Sales
- **Protecting CDC funding to states**
- National Tobacco Control Strategy

# Protecting FDA Authority

## Partner Report on Marketing to Kids

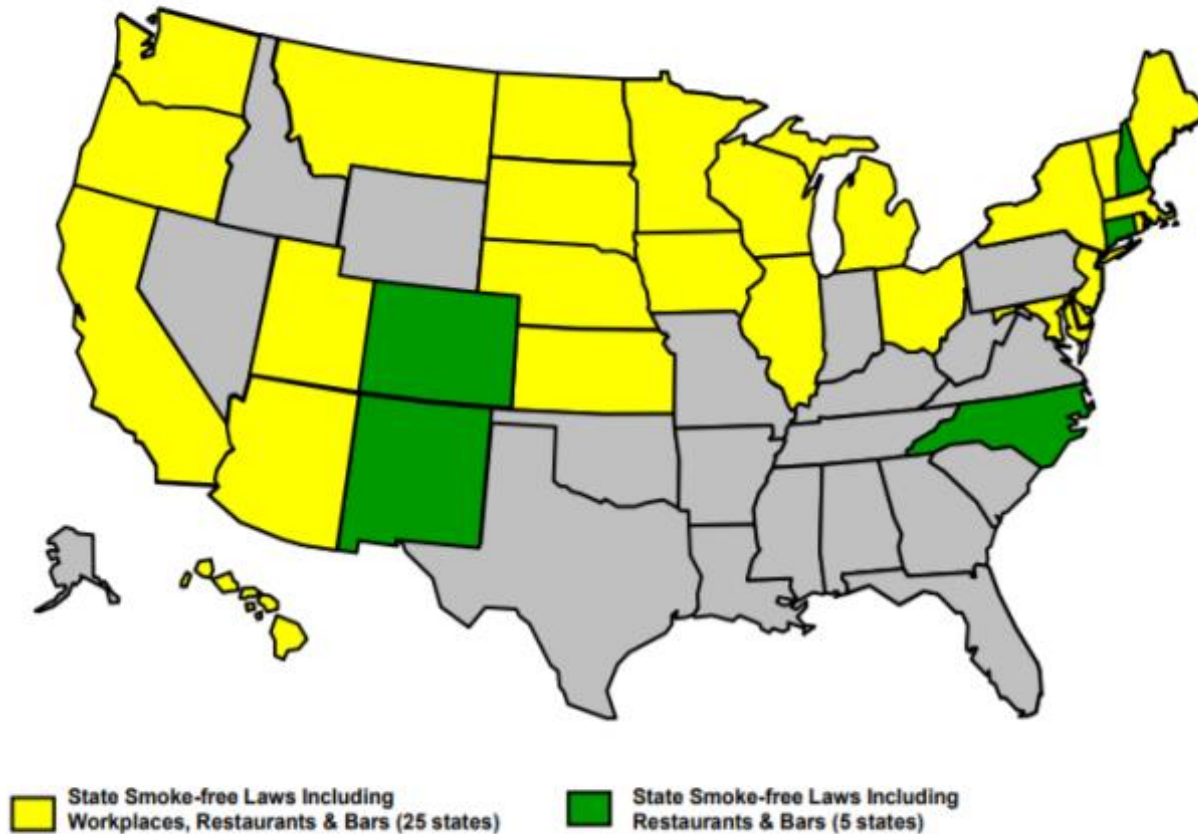


# Campaign for Tobacco Free Kids Policy Initiatives- State Priorities

- **Smokefree Workplaces which include restaurants, bars & casinos**
- **Increasing the price on tobacco**
- **Protecting tobacco prevention & control funding, advocating for increased funding (at CDC-recommended levels)**
- ***T21***
- ***Removing Preemptive Language that eliminates local control***

# So...How are We Doing?

## Smokefree Air Laws

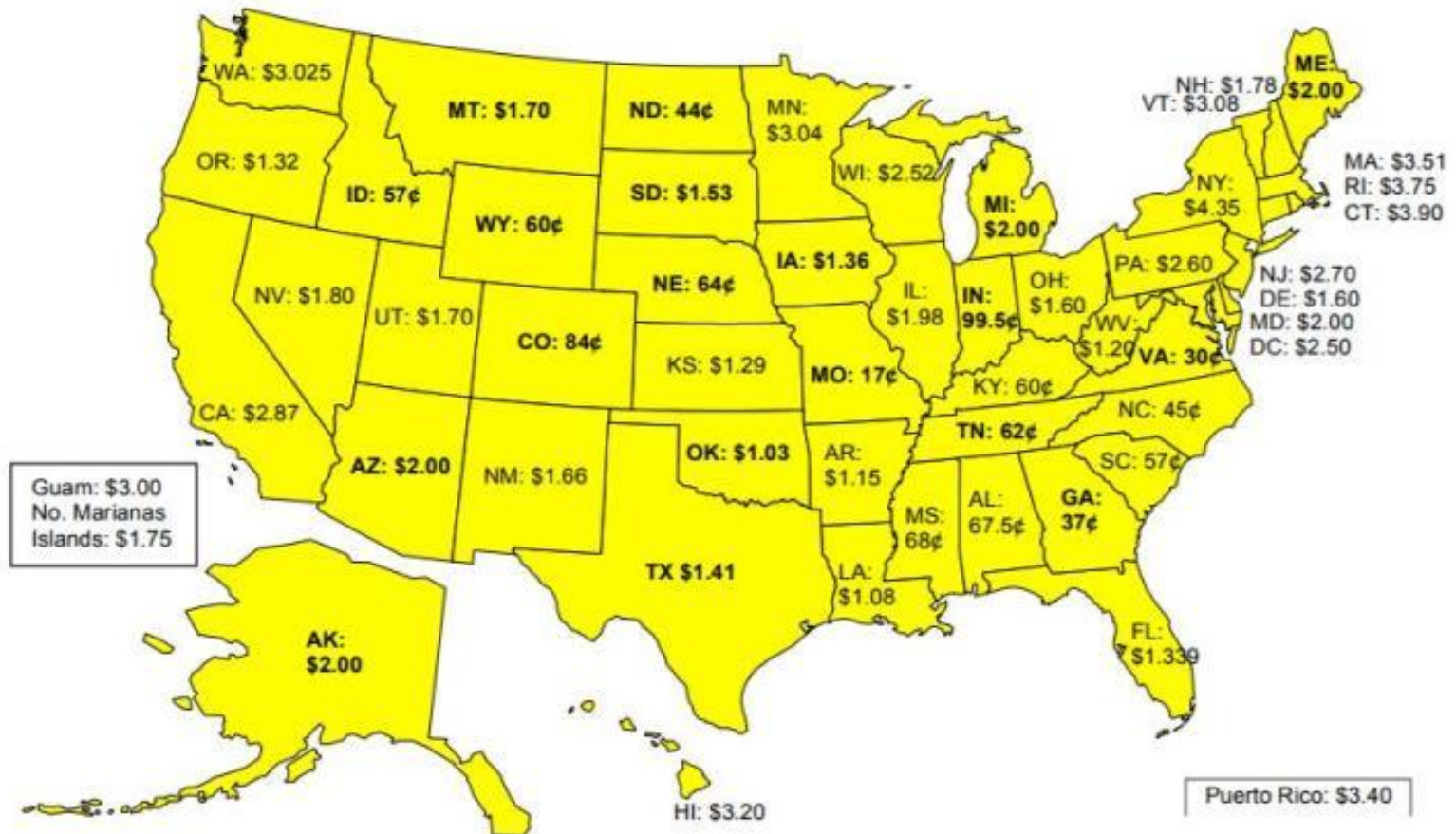


# Tobacco Taxation

**Average State Cigarette Tax: \$1.69 per Pack**

**Average Cigarette Tax in Major Tobacco States: 48.5 cents per Pack**

**Average Cigarette Tax in Non-Tobacco States: \$1.85 per Pack**



# Where does Michigan Rank?

Overall All States' Average: \$1.69 per pack  
Major Tobacco States' Average: 48.5 cents per pack  
Other States' Average: \$1.85 per pack

State	Tax	Rank
Alabama	\$0.675	40th
<b>Alaska</b>	<b>\$2.00</b>	<b>14th</b>
<b>Arizona</b>	<b>\$2.00</b>	<b>14th</b>
Arkansas	\$1.15	34th
California	\$2.87	9th
<b>Colorado</b>	<b>\$0.84</b>	<b>38th</b>
Connecticut	\$3.90	2nd
Delaware	\$1.60	25th
DC	\$2.50	13th
Florida	\$1.339	30th
<b>Georgia</b>	<b>\$0.37</b>	<b>49th</b>
Hawaii	\$3.20	5th
<b>Idaho</b>	<b>\$0.57</b>	<b>45th</b>
Illinois	\$1.98	19th
<b>Indiana</b>	<b>\$0.995</b>	<b>37th</b>
<b>Iowa</b>	<b>\$1.36</b>	<b>29th</b>
Kansas	\$1.29	32nd
Kentucky	\$0.60	43rd

State	Tax	Rank
Louisiana	\$1.08	35th
<b>Maine</b>	<b>\$2.00</b>	<b>14th</b>
Maryland	\$2.00	14th
Massachusetts	\$3.51	4th
<b>Michigan</b>	<b>\$2.00</b>	<b>14th</b>
Minnesota	\$3.04	7th
Mississippi	\$0.68	39th
<b>Missouri</b>	<b>\$0.17</b>	<b>51st</b>
<b>Montana</b>	<b>\$1.70</b>	<b>22nd</b>
<b>Nebraska</b>	<b>\$0.64</b>	<b>41st</b>
Nevada	\$1.80	20th
New Hampshire	\$1.78	21st
New Jersey	\$2.70	10th
New Mexico	\$1.66	24th
New York	\$4.35	1st
North Carolina	\$0.45	47th
<b>North Dakota</b>	<b>\$0.44</b>	<b>48th</b>
Ohio	\$1.60	25th

State	Tax	Rank
<b>Oklahoma</b>	<b>\$1.03</b>	<b>36th</b>
Oregon	\$1.32	31st
Pennsylvania	\$2.60	11th
Rhode Island	\$3.75	3rd
South Carolina	\$0.57	45th
<b>South Dakota</b>	<b>\$1.53</b>	<b>27th</b>
<b>Tennessee</b>	<b>\$0.62</b>	<b>42nd</b>
<b>Texas</b>	<b>\$1.41</b>	<b>28th</b>
Utah	\$1.70	22nd
Vermont	\$3.08	6th
<b>Virginia</b>	<b>\$0.30</b>	<b>50th</b>
Washington	\$3.025	8th
West Virginia	\$1.20	33rd
Wisconsin	\$2.52	12th
<b>Wyoming</b>	<b>\$0.60</b>	<b>43rd</b>
Puerto Rico	\$3.40	NA
Guam	\$3.00	NA
Northern Marianas	\$1.75	NA

# Where does Michigan Rank, OTP Rates?

State	Snuff Tax <sup>2</sup>	Chewing & Smoking Tobacco Tax	Cigar Tax <sup>3</sup>	E-Cigarette Tax	Date OTP tax last changed	Cigarette Tax (¢/pack)	Parallel Tax (% w/s price)
Louisiana	20% mfr. price	Chewing: 20% mfr. price; Smoking: 33%	8%-20% mfr. price	5¢/mL	7/1/2000	108	25%
Maine	202¢/oz. (with min. tax)	Chewing: 202¢/oz.; Smoking: 20%	20% wholesale price		7/1/2009	200	47%
Maryland	30% wholesale price	30% wholesale price	Non-premium: 70% w/s price; Premium: 15% w/s price		7/1/2012	200	47%
Massachusetts	210% wholesale price	Chewing: 210% w/s price; Smoking: 40%	40% wholesale price; LC		7/31/2013	351	82%
Michigan	32% wholesale price	32% wholesale price	32% wholesale price		7/1/2004	200	47%
Minnesota	95% wholesale price (with \$3.04 min. tax)	95% wholesale price	95% wholesale price; 50¢ premium cigar cap; LC;	95% wholesale price	7/1/2013 (min tax 1/1/2017)	304	71%
Mississippi	15% mfr. price	15% mfr. price	15% mfr. price		6/1/2005	68	16%
Missouri	10% mfr. price	10% mfr. price	10% mfr. price		10/1/1993	17	4%

# Funding?



**FY2016 State Rankings:**  
**States Ranked by Percent of CDC-Recommended Funding Levels**  
(Annual funding amounts only include state funds.)

Alabama	\$1.5	\$55.9	2.7%	42
Georgia	\$1.8	\$106.0	1.7%	43
Michigan	\$1.6	\$110.6	1.5%	44
North Carolina	\$1.2	\$99.3	1.2%	45
Washington	\$640,500	\$63.6	1.0%	46
New Hampshire	\$125,000	\$16.5	0.9%	47

# T21

## 260+ Cities & Counties in **18** States



# Quick Facts on MI's Tobacco Use Rates *as of July 26, 2017*

- **High School Youth who Smoke: 10.0% (8.0%)**
  - **High School Ecig Use: 23.0% (11.3%)**
  - **High School Male Cigar Use: 13.2% (9.9%)**
- **Adults who Smoke: 20.7% (15.1%)**
- **Proportion of Cancer Deaths in Michigan Attributable to Smoking 29.8%**

# Campaign for Tobacco Free Kids Policy Initiatives-Local

- **Menthol**
- **T21**
- Point-of-Sale
- Pharmacy Bans
- **KTOOP (Baseball)**
- **Smokefree**

# Menthol

## FREEDOM OF CHOICE FOR GROWN FOLKS



### Who Should Make Our Choices?

Recently, some self-appointed activists have proposed a legislative ban on menthol cigarettes in a misguided effort to force people to quit smoking by limiting their choices. So far, wiser heads have prevailed and the ban on menthol has not passed. It could come up again. It shouldn't.

When government "reforms" intrude into our lives to the point of restricting freedom of individual choices on what we can enjoy, our basic concept of liberty is threatened.

### How Should Our Choices Be Made?

In the American tradition, laws restricting freedom of choice must be based on sound reasoning, rational public policy and verifiable data while allowing for a minimum of governmental intrusion. Menthol is a matter of taste and preference. The body of scientific evidence does not support the conclusion

that menthol cigarettes increase the known risks from smoking. The effort to ban menthol is just another in a long series of attempts by the politically correct crowd to force Americans to give up their freedom to choose to smoke a cigarette.

**"Informed grown-ups who decide to smoke should have the freedom to choose menthol cigarettes"**

### Shouldn't People Keep Fighting For The Freedom Of Choice?

The history of African Americans in this country has been one of fighting against paternalistic limitations and for freedoms. We all agree that children should not smoke, but grown-ups who

can and should assess the risks of smoking should have the freedom to choose whether to smoke or not. If they choose to smoke, they should have the freedom to choose to smoke regular or menthol cigarettes. Please visit [www.mentholchoice.com](http://www.mentholchoice.com) and learn more about how you can help prevent this ban on menthol from being considered.

*Lorillard*  
TOBACCO COMPANY

[www.mentholchoice.com](http://www.mentholchoice.com)



# Detroit Tigers Need a Real & Sustainable “Win”---tobacco free?



## All Baseball Fans

Ask Major League Baseball and the MLB Players Association to set the right example for kids and take tobacco out of baseball.

**On Opening Day, Nearly Half of Major League Stadiums Will Be Tobacco-Free – MLB Cities Need to Finish the Job for Our Kids**

Statement of Matthew L. Myers, President, Campaign for Tobacco-Free Kids

# Reason #1:

## Youth Prevention

To provide an obvious perspective on why we focus on youth prevention, take a peek at what the industry is on record saying about our kids...

- “The ability to attract new smokers and develop them into a young adult franchise is key to brand development.” -1999 Philip Morris report, *"Five-Year Trends 1988-1992."* Bates No. 2044895379-484
- "Pre-smokers." -Term used in a 1973 RJR draft paper to describe youth smokers when they are just trying cigarettes, *"Some Thoughts About New Brands of Cigarettes For the Youth Market."* Bates No 502987357-7368.
- "They represent tomorrow's cigarette business. . . As this 14-24 age group matures, they will account for a key share of the total cigarette volume -- for at least the next 25 years." - September 30, 1974 R.J. Reynolds Tobacco Co. marketing plan presented to the company's board of directors. Bates No. 501421310-1335

**Tobacco use remains  
Michigan's leading preventable  
cause of death, disability and  
disease.**

# TFK Wants Your Kids!

- Gustavo Torrez – Youth Advocacy Director
- Youth Coalitions – Inspire, invite, and engage them on policy changes being considered!
- Kick Butts Day
- Youth Symposium
- Training Program – “Taking Down Tobacco”



# How Can You Help?

- **Federal Advocacy**
  - ✓ Evidence, documentation throughout the country
- **State Policy? Are you plugged in?**
  - ✓ LTEs
  - ✓ OpEds
  - ✓ Emails
  - ✓ Coffee Forums
  - ✓ Calls
  - ✓ In-person visits
  - ✓ Testifying
- **We need your eyes & ears, energy and expertise!!!**

# Q & A

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