Local laws could limit tobacco sales to 21 and up

Raising age to buy cigarettes may save lives
Factors that Affect Health

- Counseling & Education
- Clinical Interventions
- Long-lasting Protective Interventions
- Changing the Context to make individuals’ default decisions healthy
- Socioeconomic Factors

Examples
- Eat healthy, be physically active
  - Rx for high blood pressure, high cholesterol, diabetes
- Immunizations, brief intervention, cessation treatment, colonoscopy
  - Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax
- Poverty, education, housing, inequality

Smallest Impact

Largest Impact
Overview

- State Policy: Where Are We Now?
- Local Policy: What’s Next?
- Federal Policy: What’s the Deal with the FDA?
Tobacco Control Best Practices

- Comprehensive Smoke-Free Laws
- High Tobacco Taxes/Prices
- Funding for Tobacco Control Programming
  - Counter-marketing
  - Cessation assistance
  - Educational Programming
  - Surveillance
  - Support for Local Coalitions
Where we are now…

American Lung Association, State of Tobacco Control 2015
Where we are now...

<table>
<thead>
<tr>
<th>State</th>
<th>Adults Who Are Current Smokers (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Virginia</td>
<td>27.3</td>
</tr>
<tr>
<td>Kentucky</td>
<td>26.5</td>
</tr>
<tr>
<td>Arkansas</td>
<td>25.9</td>
</tr>
<tr>
<td>Mississippi</td>
<td>24.8</td>
</tr>
<tr>
<td>Tennessee</td>
<td>24.3</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>23.7</td>
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<tr>
<td>Louisiana</td>
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<td>Ohio</td>
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<tr>
<td>Alaska</td>
<td>22.6</td>
</tr>
<tr>
<td>Missouri</td>
<td>22.1</td>
</tr>
</tbody>
</table>

BRFSS, 2013

TCLC/CPHSS, 2014
WHO, 2014

Diagram showing the relationship between Tobacco Tax and Death and Disease.
Governor Kasich’s FY16-17 Budget Proposal

- $1.00 per pack increase in cigarette tax
- Increase OTP tax from 17% to 60% of wholesale price
- “Vapor Products Tax” set to equivalent rate as cigarette tax
Funding for Comprehensive Tobacco Control Programs

Columbus Dispatch
But you said that money was for stuff like teaching kids about smoking, not balancing the budget.

Hey... you want an education? Lesson One: promises are made to be broken.

The Blade
Local Policy: What’s Next?
This is tobacco marketing.

Kids who see it are more likely to smoke.

Our kids have seen enough.
What’s Next?

• **New York City**
  • Flat minimum price of $10.50 per pack
  • Ban on discounts/coupons
  • Increase of minimum age to 21
  • Prohibit the display of tobacco products***
Figure 4. Retailers per 10,000 Consumers: California (2012)*

- 4 gas stations
- 14 off-premise liquor stores
- 96 tobacco retailers

ASPiRE, 2014
1. What Happens at the Point-of-Sale (promotions & price discounts)
2. Where Tobacco Products Can be Sold
3. Who Can Purchase (minimum age)
Well, we had a good run.

FDA now has power to regulate tobacco.
AND I CAN GO BACK TO PRETENDING I'M NOT KILLING ANYONE!

...I THINK THIS IS THE BEGINNING OF A BEAUTIFUL FRIENDSHIP!

OK, NOW I CAN PRETEND THAT I'M REGULATING YOU!

BIG TOBACCO
OSU Center of Excellence in Regulatory Tobacco Science (OSU-CERTS)
NO STANDING STILL

Michael Bloomberg, TIME, Oct 21, 2013
Micah Berman, J.D.

- berman.31@osu.edu
- 614-688-1438
- @MicahLBerman