



**CCO Advisory Councils
Report to the Governing Board
July 2016**

Rural Advisory Council

The RAC did not meet in July. It will meet in August.

- Adolescence is a period of high susceptibility to nicotine addiction. The younger people are when they start smoking, the more likely they are to become strongly addicted and to become lifelong smokers. ^{1,2}
- Eighty to ninety percent of people who smoke long term start during adolescence before the age of 18. Ninety-nine percent start before the age of 26. ³
- Older teens who smoke, who are over 18 or appearing to be over 18, can buy their own cigarettes and are a major and sometimes the prime social source of supply to youth who smoke and are too young to buy their own. ⁴
- Raising the legal age to buy tobacco to 21 will cut the distribution pathways from 18 to 21 year olds to younger teens. ⁵
- The Institute of Medicine (IOM) estimates that the biggest impact will be to reduce smoking initiation among 15 to 17 year olds by 25 per cent. ⁵
- The IOM also estimates that, by raising the legal sales age to 21, over time the adult smoking prevalence will fall by 12%. ⁵ (For Lane County, 22% to 19%).
- Over time thousands of lives could be saved in Lane County. ⁵
- Raising the minimum sales age would decrease tobacco retailer and industry sales by approximately 2%. ⁴
- Gallup polls show that about 9 in 10 people who smoke cigarettes wish that they had never started. ⁶
- Adolescents have impaired decision making abilities. The prefrontal cortical regions of adolescent brains required for making considered choices about activities with long term consequences are under-developed. They are not fully functional till age 25. ⁷
- Three in four adults favor raising the minimum tobacco age of sale to 21 years, including seven in ten people who smoke. ⁸
- The States of California and Hawaii and at least 155 localities in 11 states have raised the tobacco age to 21, including New York City, Chicago, Boston, Cleveland, and both Kansas Cities. ⁹

- “If a man has never smoked by age 18, the odds are three-to-one he never will. By age 21, the odds are twenty-to-one” – An RJ Reynolds executive.¹⁰

6/15/16

