

The Value of Enforcement

Youth Access Laws

- Youth access policy has an effect on adolescent smoking – including more difficulty in purchasing cigarettes and less willingness to attempt a purchase.
- The social norms in a community are influenced and changed when access laws are enforced. These norms deter kids from thinking that smoking is an option for them.¹
- When access laws are strictly enforced, youth smoking is impacted through both supply and demand.
- Actively enforced youth access laws increase the cost of obtaining tobacco products.
- Increasing the perception of risk creates a deterrent effect. When there is certainty of receiving significant sanctions for violations, this effect is strengthened.²

Minor In Possession (MIP)

- Knowledge of the consequences for violating the MIP law deters youth from continuing to smoke.
- For the deterrent effect to occur, youth must know the consequences of citation. Therefore, it is important to publicize the law and its consequences.³
- Youth must perceive the risk of detection to be relatively high in order for the deterrent effect to work.⁴

Community

- Youth access laws enforced at the local level have short and long term effects on youth smoking.⁵
- Comprehensive education interventions that include community education, retailer education, policy discussion, and enforcement have significant results in reducing the likeliness of using tobacco.⁶
- Community involvement in tobacco access interventions is important for reducing retail sources of tobacco for minors.⁷

How do youth get cigarettes?

- Youth obtain cigarettes through commercial or social sources – borrowing from friends, older siblings, parents, etc.
- Those who rely primarily on social sources tend to smoke less than those who use commercial sources. Over time, social source users are less likely to become heavy smokers than other youth.⁸
- High rates of retailer compliance cause youth to rely more on social sources, which affects smoking prevalence.⁹
- Addressing the problem of sales to minors not only cuts down their smoking, but also cuts the availability of cigarettes to minors who rely on social sources.¹⁰
- Among adults who have ever smoked daily, more than 80% first smoked cigarettes before the age of 18.¹¹

Enforcement

- Enforcement activity has a significant negative effect on sales to minors.¹²
- Regular enforcement of tobacco laws relates to consistent behavior among retailers.¹³

Retailers and Neighborhoods

- The average prevalence of youth smoking was 3.2% higher at schools in neighborhoods with more than 5 tobacco retailers.
- There is a higher prevalence of youth smoking at schools with more tobacco outlets within walking distance.
- Neighborhoods with higher retailer density may promote youth smoking not only by making cigarettes more accessible, but also by increasing environmental cues to smoke.¹⁴

STEP UP!

THE SALE OR DELIVERY OF ANY TOBACCO PRODUCT TO A CHILD IS A CRIME!


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ID Effect

- Youth's age is the most important variable in determining sales-to-minors violation rates.¹⁵
- Responsible sales practices and employee training should include age calculations from photo ID.¹⁶

Retailer Education

- The presence of law enforcement influences the behavior and compliance of retailers. Citations and retailer education programs sensitize retailers to the requirements of the law.¹⁷
- Educating retailers and employees must go beyond just handing someone a manual and expecting them to read it. Interactive education programs help comprehension and implementation.
- Education should not be a one-time event. Refresher trainings for employees should be encouraged in order to maintain skills and obtain any updates in the laws.
- Tobacco accounts for 36% of inside sales for the convenience store industry, and alcohol accounts for 11%. That means that nearly half of all inside sales are restricted products and it is very important to teach employees the proper way to participate in those transactions.¹⁸



STEP UP!

Tobacco is generally the first drug used by young people who enter a sequence of drug use that can include tobacco, alcohol, marijuana, and harder drugs.

Illegal drug use is rare among those who have never smoked and cigarette smoking is likely to precede the use of alcohol and illicit drug.

The National Institute on Drug Abuse (NIDA) says, "the experience of smoking can teach youngsters to use a psychoactive drug to influence mood and alertness, as nicotine does, and then reinforce that behavior."

Smoking cigarettes prepares young people for the relevant mode of ingestion for one of the next drugs in the sequence - namely marijuana."

There is a dramatic association between smoking and illicit drug use.

95% of pack-a-day smokers in the senior class had used an illicit drug, 81% had used an illicit drug other than marijuana, 49% had used cocaine, and 67% were actively using an illicit drug.

Of the nonsmokers in the senior class, only one-fourth (27%) had tried an illicit drug (compared to 95% of smokers); only 20% had tried marijuana (94% of smokers); only 5% had tried cocaine (49% of smokers).

Current marijuana use was eight times as high among the pack-a-day smokers as nonsmokers, and daily marijuana use was 20 times as high.

Daily use of any illicit drug other than marijuana was 13 times as high among smokers as nonsmokers.

Save a Kid's Life!

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Sources:

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