

# TUSCARAWAS COUNTY COMMISSIONERS

Chris Abbuhl – Kerry Metzger – Joe Sciarretti

## Young People Work to Stop Youth Tobacco Abuse

During Monday's Commissioners Meeting, Logan Kazelman and Brennan Mathias, both students of Dover High School, discussed with the Commissioners a wide array of local data exploring youth tobacco use in Tuscarawas County. One of the key issues the students pointed out was that of availability, noting that many tobacco products are just within walking distance of schools. Many of these products are not the typical cigarette, but flavored cigars or cigarillos, which can be very cheap and purchased individually. In fact, 79 percent of these stores selected sold cigarillos for one dollar or less. On a positive note the students did point out that out of ten stores selected, nine met local compliance checks and did not sell tobacco products to underage students. 61 percent of Tuscarawas County youth who identified as smokers, also identified as current drinkers, meaning that he or she consumed alcohol in the last 30 days, demonstrating the relationship between youth tobacco, alcohol, and drug abuse. As Brennan and Logan pointed out, many young people get these products from other people, as seen by the 41 percent of respondents who stated that he or she borrowed a cigarette from someone else, or the 48 percent who took a cigarette from a family member or gave money to someone old enough to purchase tobacco products for the young person. It is important to note, that tobacco products in 2018 are not just cigarettes or cigars, but now include e-cigs or JUULS, which look similar to a flash drive and can be charged on a computer or laptop.

Amy Miller, Youth Led Coordinator for Personal and Family Counseling Services, offered some different avenues to help curb youth tobacco use, the most impactful being Tobacco 21. Tobacco 21 is a nationwide effort to raise the legal age of purchasing tobacco products to 21, just as purchasing alcohol. Raising the legal age of purchasing tobacco products to age 21, will hopefully decrease the amount of young people who are exposed to these products. There are several Ohio cities that have recently adopted ordinances raising the age to purchase tobacco to 21, such as Columbus, Cleveland, Euclid, Bexley, Upper Arlington, Grandview Heights, Dublin, Powell, New Albany, and recently Akron. Other solutions included, price changes, proximity to schools, or school policy manual changes. The Commissioners were not only very receptive to the presentation, but noted the severity of the issue, and the role that all parts of society must play in curbing youth tobacco use. The Board commended the students on taking a stand on such an important issue, as well as extending a thank you to Amy Miller and Jodi Salvo who guide these youth led prevention efforts.



# Tuscarawas County Tobacco Data

2018 Data Review



# Tobacco Retailers in Tuscarawas County

- Research tells us that:
  - Exposure to retail tobacco marketing increases the odds of youth experimenting with smoking and becoming a regular smoke
  - Schools with more tobacco retailers within walking distance have higher smoking rates
- Total number of retailers = 106 (102 in 2016-2017)
- Number of retailers within 1000 feet of a park or K-12 school = 23 (22%)
- Youth tobacco use (OH student survey 2011) = 27.9%

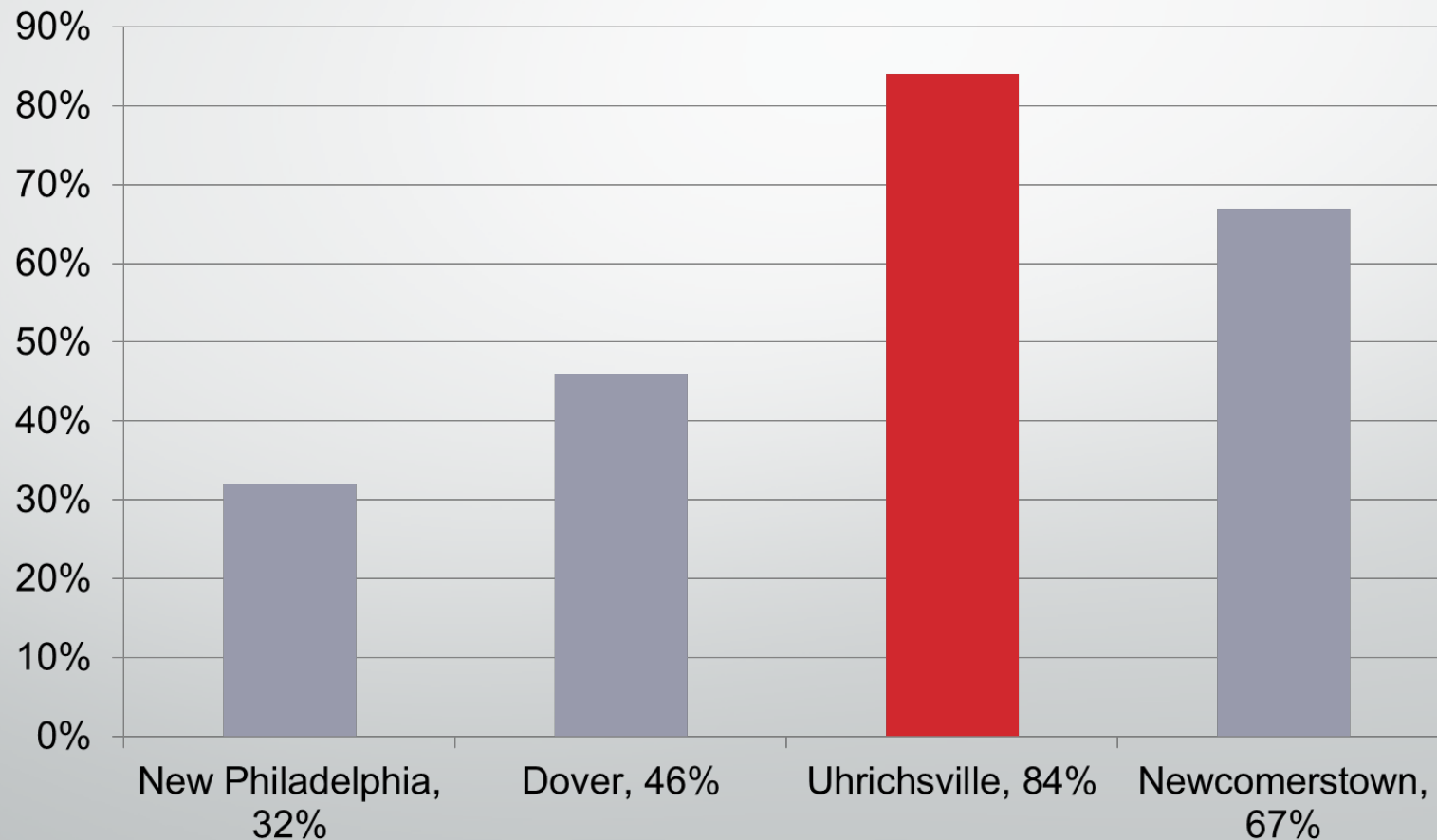


# Presence of Exterior Tobacco Ads

- Exposure to tobacco marketing prompts initiation, cues impulse purchase, and discourages quitting.
- 72% of stores with cigarette exterior advertising = 36 (only 41% in 2016-2017)



# Presence (%) of Regular Cigarette Ads by City



# Availability of Cheap, Candy Flavored Little Cigars and Cigarillos

- Candy and fruit flavors are attractive to youth.
- Individual packages keep prices low.
- 91% of stores (n=32) sell flavored little cigars or cigarillos
- 93% of stores (n=30) sell individually packaged little cigars or cigarillos



# Availability of Cheap, Candy Flavored Little Cigars and Cigarillos by City

	Stores that sell flavored little cigars or cigarillos	Stores that sell individually packaged little cigars or cigarillos
<b>New Philadelphia</b>	88%	75%
<b>Dover</b>	67%	67%
<b>Uhrichsville</b>	100%	67%
<b>Newcomerstown</b>	67%	100%

# County Insights

- Stores that sell flavored little cigars or cigarillos (91%)
- Stores that sell individually packaged little cigars or cigarillos (93%)
- Stores that sell little cigars or cigarillos for \$1 or less (79%)
- Stores that sell e-cigarettes (67%)
- Stores with cigarette price promotions (51%)
- Average price of the cheapest pack of cigarettes (\$5.00)





# Local Compliance Check Results

Name	Location	Results
Certified Oil Company	Uhrichsville	Did not sell
Circle K	Uhrichsville	Did not sell
Park Marathon	Tuscarawas	Did not sell
Sunoco	New Philadelphia	Did not sell
Fuel Depot	New Philadelphia	Did sell
Marty's Coaches Corner	New Philadelphia	Did not sell
Speedway (by DQ)	New Philadelphia	Did not sell
Speedway (downtown)	New Philadelphia	Did not sell
Circle K	New Philadelphia	Did not sell
Speedway (by Walmart)	New Philadelphia	Did not sell

# Ohio Behavioral Risk Factor Surveillance System, 2014

- **Adult smoking prevalence in Ohio 21%**
  - **Most common:**
    - age 25-34 (31.5%)
    - Black – Non Hispanic (22%)
    - Less than \$15,000 annual income (40.6%)
    - Did not graduate high school (38.9%)
    - Physical, mental or emotional disability (31.5%)



# Ohio Behavioral Risk Factor Surveillance System, 2014

- Tuscarawas County Adult Smoking: 17.7%
- Tuscarawas County Youth Smoking: 10.6%
- Tuscarawas County Pregnant Smokers: 16.0%



# Tuscarawas County Data

- Average school district tobacco policy score: 66.40%
- Number of youth in public schools: 13,687
- Number of low SES youth in public school: 5,076 (37%)



# Community Health Needs Assessment Data, 2015

- 14% of Tuscarawas County adults were current smokers in 2015 and 27% were considered former smokers
- Tuscarawas County adult smokers were more likely to:
  - Have rated their overall health as poor (33%)
  - Have been divorced (30%)
  - Have incomes less than \$25,000 (26%)
  - Have been under the age of 30 (17%)



# Community Health Needs Assessment Data, 2015

- 9% of Tuscarawas County youth in grades 6-12 were smokers in 2015
- Increasing to 16% of youth 17 and older
- Of those 6th -12th grade youth who smoked in the past year, 41% had tried to quit.
- 61% of Tuscarawas County youth identified as current smokers were also current drinkers, defined as having had a drink of alcohol in the past 30 days.



# Where do youth get tobacco products?

- 41% of youth smokers borrowed cigarettes from someone else
- 26% indicated they bought cigarettes from a store or gas station (2013 YRBS reported 18% for the U.S.)
- 24% took them from a family member
- 24% gave someone else money to buy them cigarettes, 24% said a person 18 years or older gave them the cigarettes
- 2% got them on the internet
- 13% got them some other way
- No one reported getting them from a vending machine or taking them from a store.

# Secondhand Smoke

- Nearly two-thirds (65%) of youth were exposed to second hand smoke
- Youth reported being exposed to second hand smoke in the following places:
  - another relative's home (30%)
  - home (27%)
  - in the car (22%)
  - at a friend's home (21%)
  - at a park or ball field (16%)
  - fairgrounds (17%)





# Where Do We Go From Here?

