

CURB TOBACCO USE

Raising Minimum Purchase Age to 21

OPPORTUNITY TO IMPROVE THE BUSINESS CLIMATE

Minimize youth tobacco use and promote the life-long health of Kentucky's future workforce. Tobacco use among youth has been proven to inhibit the development of young brains and have lifelong implications.

APPROACH TO TACKLE THE ISSUE

By raising the legal sale age for tobacco from 18 to 21, it will greatly reduce the number of adolescents and teens addicted to nicotine who were previously able to obtain tobacco products from older teens.

Tobacco 21 legislation, along with e-cigarettes being officially denoted as tobacco products, has the potential to address the vaping epidemic among youth.

WHY DOES IT MATTER TO MY BUSINESS

By deterring tobacco use among youth, we increase the likelihood that he or she will not be a tobacco user in adulthood. Creating a tobacco-free culture among our children ensures a healthier future workforce and encourages the adults in our current workforce to improve their lifestyles and foster a cleaner workplace.

Studies have shown it costs employers approximately \$6,000 more a year to employ a smoker versus a non-smoker.

WHAT ARE WE ASKING AN ELECTED OFFICIAL TO DO

Support legislation that raises the legal sale age of tobacco to 21 years old and encourage legislators to sign-on as a co-sponsor.

Support legislation that removes penalties on youth, with the exception of provisions which allow tobacco products to be confiscated from the underage.