



Richfield
Youth
Tobacco
2003

TOBACCO USE PREVENTION IS IMPORTANT

Tobacco use is the single most preventable cause of premature death in the United States (*US department of health and human services, 2000*). It costs the U.S. \$150 billion each year (*CDC, 1995-1999*) and impacts the health of a young person with problems such as coughing, increased number and severity of respiratory illness, decreased physical fitness, and reduced lung function.¹

Preventing youth from starting to smoke is key; prevention saves lives, lowers health care costs, and prevents youth from a lifetime of addiction.

Nearly two-thirds of all current high school smokers would like to quit, and 61% of all current high school smokers tried unsuccessfully to quit at least once in the past year.² However, it is extremely hard to quit because nicotine is addictive. According to several studies, nicotine is as addictive as heroin, cocaine, and alcohol.¹

Effects of secondhand smoke

Smoking affects more than just those who choose to smoke. Research has linked secondhand smoke to lung cancer and heart disease in adults. Children who live around secondhand smoke have more respiratory infections, more ear infections, and more asthma attacks.

In Hennepin County, about one in five households (20%) are regularly exposed to second hand smoke. This equals about 86,100 households where adults and young people are in danger because of tobacco smoke.⁴

Rates of youth tobacco use are decreasing

According to the Minnesota Student Survey*, between 1998 and 2001, cigarette use decreased substantially among both 9th grade boys (from 23% to 12%) and girls (19% to 8%).

In 2001, fewer than 1% of the 9th grade boys and

Students report they got cigarettes and/or chewing tobacco through a variety of ways³

- From friends
- Bought it at a gas station or convenience store
- Got someone else to buy

Just the facts....

- Children who smoke overwhelmingly choose Marlboro, Camel, and Newport — the most heavily advertised brands¹
- 61% of all current high school smokers reported living with someone who smokes²



girls used chewing tobacco or snuff weekly or daily.

* The MN Student Survey is not required; it is voluntary. More 6th graders participate than 9th and 12th graders. Figures do not represent all students in school district.



What can you do?

Be a role model.

Be involved in your child's life. Teens are less likely to take up smoking, use alcohol, and/or other drugs when they feel connected to their families and their parents are involved in their lives. Teens need supervision and time with parents.⁵

Talk to your children about tobacco use. Let them know that most teens and adults do not smoke.

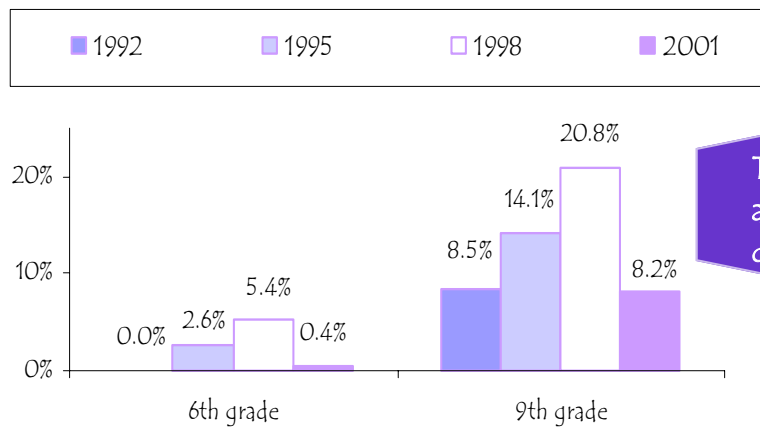
Make sure that tobacco is not accessible in your home or from other family members.

It is illegal to sell tobacco products to persons under 18 years of age. If you see tobacco being sold to a minor, talk to the owner/manager and notify the Richfield Police Department.

Patronize restaurants that are smoke-free. Ask those that aren't to consider becoming smoke-free. (Call Bloomington Public Health at 952/563-8998 to obtain thank you and encouragement cards for restaurant managers who have gone smoke-free or are considering this option.)

Get involved. Join the Richfield Advisory Board of Health, Tri-City Partners, or the Tobacco Action Group. All three groups are working together to reduce youth tobacco use.

For more information on tobacco, contact Molly McDonough, 952-563-8998 or via email: mmcdonough@ci.bloomington.mn.us



Tobacco use among youth decreases

What has Richfield and TCP done?

Since 1995, Tri-City Partners has worked with many business, organizations, and City groups to help implement smoke-free environments and reduce youth access to tobacco.

- A smoke-free restaurant recognition program was set up through Richfield Advisory Board of Health. Currently, 63% of Richfield restaurants are smoke-free. A smoke-free restaurant listing for Richfield is available through Bloomington Public Health, 952/563-8998 and online at www.tricitypartners.org.
- In 2001, the Richfield Community Services Commission passed a park policy that bans tobacco use during youth athletic events on city-owned fields and playgrounds.
- In 1997, Minnesota passed the Youth Access to Tobacco Legislation. Key components affecting Richfield include:
 - ◊ The City will conduct at least one unannounced compliance check each year at stores that sell tobacco products.
 - ◊ If a clerk sells tobacco to a minor during the check, both the clerk and the store will be in violation and penalties imposed.
 - ◊ In 2002, 90 tobacco compliance checks were conducted; of these, 8 merchants failed.
 - ◊ If a minor is caught using and/or attempting to buy tobacco products, the penalty is either a fine or participation in the Youth Tobacco Education/Diversion Program, offered through Hennepin County.

Resources

- 1- *How to Stop Youth Access*, Minnesota Department of Health, 2002
- 2- *Quitting Smoking: Nicotine Addiction in Minnesota*, MPAAT, 2001
- 3- *Minnesota Student Survey*, MN Dept. of Children, Families and Learning, 1992, 1995, 1998, 2001
- 4- *Building tobacco-free communities, Communities Targeting Tobacco*, Hennepin County Partners for Tobacco Prevention
- 5- *Blum R.W., Rinehart P.M., Reducing the Risk: Connections that make a difference in the lives of youth*, Division of General Pediatrics.

OUR MISSION:



The mission of Tri-City Partners for Healthy Youth and Communities is to promote health, reduce risks, and build assets in our youth and communities. Tri-City Partners work with organizations, groups, and concerned citizens on projects to reduce high-risk behaviors and enhance healthy youth development. Information cards are available for the areas of youth and tobacco, alcohol and other drugs, teen pregnancy prevention, and physical activity and nutrition for the cities of Bloomington, Edina, and Richfield. Funding for these activities has been provided by the Minnesota Department of Health and the Minnesota Tobacco Endowment.