



# Youth Connection

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Working statewide to create a healthier Missouri by eliminating the burden of tobacco.

University of Missouri

## Cigarette sales in "dollar" stores targeting lower income families

By Nick Wright  
TFM Youth Advisory Board Member

Tobacco sales in our market are increasing. There are many reasons for this, and it is an issue that affects the entire nation. The main reason is the increase in locations where tobacco is sold, making tobacco products more accessible to everyone.

In 2012, Dollar General and Family Dollar stores began selling tobacco products for the first time in their history. While their core customer base is families with lower incomes, tobacco is not a family value, but these stores

now make tobacco products more accessible (convenience and price), putting what is good for their bottom line ahead of the reputable business concept of doing what is good for their customers and the communities

they serve. Dollar General and Family Dollar core customers are lower income families, who have the highest smoking rate: 26.9 compared to 19.3 for all adults. They currently are selling the

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Dollar General and Family Dollar dollar stores have begun selling tobacco, making it more accessible to low income customers who already have the highest smoking rates.

### Inside this issue:

- Becky Bade shares tips for effective use of social media 2
- New Surgeon General's report seeks reduction in smoking rate 3

### Special points of interest:

- TFM Youth Advisory Board Capitol Day is coming up February 6!

## Tobacco bills on 2014 legislative agenda

By Stan Cowan  
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It's that time again, when our elected officials are back in Jefferson City, making decisions on important issues that affect our lives. During this year's legislative session I will report on

the most important ones for us to watch, and when needed, alert us to react.

This year nine tobacco-related bills have been filed to date. Below are those of particular interest for youth advocates.

### Good bills include:

- HB 1058 for an Alcohol and Tobacco

Trust Fund to enable administration of state liquor and tobacco laws, especially in preventing sales to youth. This bill gained a hearing and will likely be reported out.

- HB 1417 would double fines for littering of cigarette butts. This new bill has not been

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## Use social media to spread your message

By Becky Bade  
TFM Youth Advisory Board member

Social media is a huge part of the culture in today's world. It is also a great way to help spread your work that you are doing in your communities to gain support from others. This article is all about how to start and/or improve your social media campaigns.

Most of the accounts that you can start will be free. Don't feel like you need to pay for expensive websites. The basics are the best place to start. Concentrate your efforts on 1-3 social media accounts. The more you have, the more time it will take to post and maintain those accounts.

You should designate a person to be in charge of your social media accounts. Their role should be to make sure things are being posted, to respond to feedback and messages, and make sure that unwanted spam and inappropriate content are controlled. If this is too much work for one person,



general direction for your social media campaign. You don't want to be posting completely different messages across your social media accounts. You can have a variety of posts, but all of them can have a united theme.

Make sure you post regularly on your accounts. A good suggestion should be multiple times per week if you want a lot of people to be engaged. Not keeping your accounts currently posted will tend to decrease the interest of others.

A great way to get ideas and support is to follow related pages. Find causes that are similar to yours and make contact with others. Their posts will give you ideas on what you can post on your own accounts and it's a great way to meet new people!

Social media can be a huge benefit in getting your message out there and spreading awareness of what you are doing, but it has to be used wisely. Have fun teaching and sharing your passion with others!

assign one person to each social media account. This will help even the work because social media can take a lot of time to monitor. Meet with your organization and choose a



## Tobacco in pharmacies sends mixed message about health

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products in over 10,500 stores in 40 states, and sales are exceeding their original projections by 33%. Other stores, such as Target, do not sell any tobacco products and haven't done so for years.

Another unexpected place we see tobacco products sold is in local pharmacies. In many communities, local pharmacists are seen as one of the most trusted health care professionals and are an important part of the health care team. In

addition, pharmacies are there to protect people's health, not damage it. Selling a product which so clearly damages health contradicts a pharmacist's code of ethics.

Several students decided to visit a local pharmacy to see what the pharmacist thought, which only reinforced the issue that tobacco is not healthy for anyone. Check out the video at this link and see for yourself: <https://www.youtube.com/watch?v=25NtiSLCQeQ>

Big Tobacco has no boundaries, and like all businesses, tobacco

companies are out to make money no matter what their customers' socioeconomic background, age, race or sexual orientation. This needs to be stopped. So the next time you go into your local Dollar General, Family Dollar, or pharmacy, and you see tobacco products being sold, let your voice be heard by either talking to a manager, sending a letter to the editor, sharing information with others, or boycotting the store. Help to become part of the solution and maybe, just maybe, you can help save a life.

# 10 years, 10% - reachable goal for the nation?

## Surgeon General's report notes progress, confirms tobacco harm

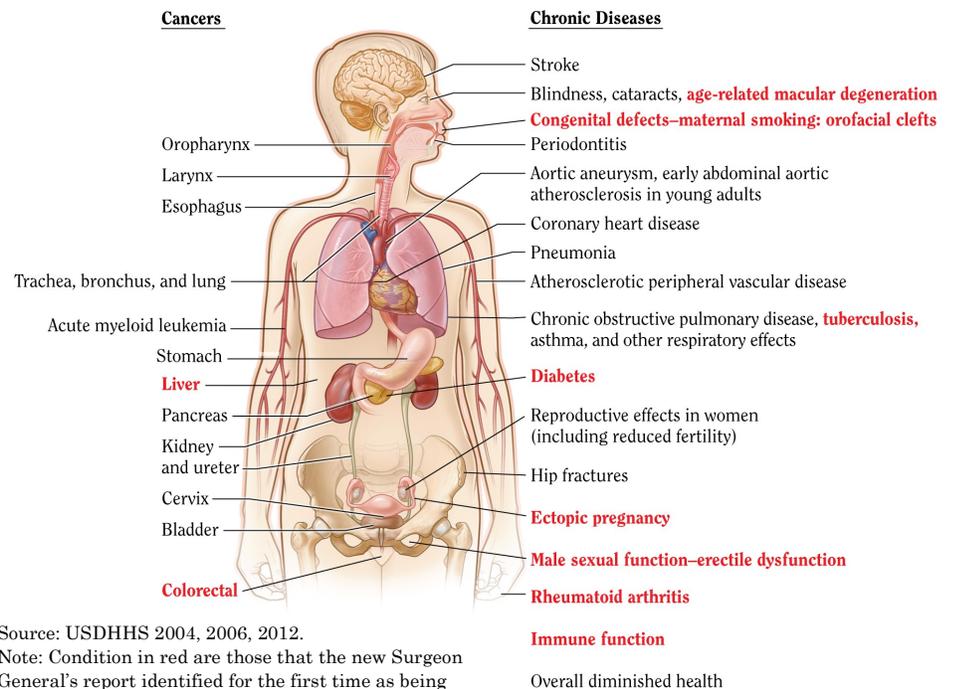
By Joyce Lara  
TFM Youth Coordinator

Ten years, 10 percent smoking rates. That is the goal in the recently released Surgeon General's report, "The Health Consequences of Smoking – 50 Years of Progress" (<http://www.surgeongeneral.gov/library/reports/50-years-of-progress/>). The report includes astounding new facts, such as:

- One in every 13 U.S. children will die prematurely from smoking related diseases unless the current smoking rates drop.
- Smoking is linked to diseases affecting nearly all body organs.
- Smoking causes diabetes, colorectal cancer and liver cancer.
- Smoking is linked to rheumatoid arthritis, ectopic pregnancy, impaired fertility, cleft lip and cleft palates.
- Secondhand smoke exposure is now known to cause strokes in nonsmokers.
- Each year, for every adult who dies prematurely from a smoking-related cause, more than two youth or young adults become replacement smokers. (Chap. 13, USDHHS 2012)

The report goes on to say that proven tobacco control efforts save lives but they are underutilized. This is true in Missouri, for example.

Figure 1A The health consequences causally linked to smoking



Source: USDHHS 2004, 2006, 2012.

Note: Condition in red are those that the new Surgeon General's report identified for the first time as being causally linked to smoking.

Currently our smoking rate is 23.9% for adults and 18.1% for youth. In the recent State of Tobacco Control 2014 report from the American Lung Association (<http://www.stateoftobaccocontrol.org/state-grades/missouri/>), once again Missouri scored "F" in all four categories: tobacco prevention, smoke-free air, cigarette tax, and cessation coverage, costing every household hundreds of dollars in health-related expenses. The fact that we still allow smoking in our state Capitol is alarming. Eliminating the smoking in the Capitol would cost zero dollars to implement, contribute toward

preserving the health and saving lives of people who work and visit there, and make a statement about the importance of reducing tobacco exposure in Missouri.

The Surgeon General's report clearly reinforces that smoking remains the single largest cause of preventable disease and death in the United States. We must end the tobacco epidemic once and for all.

Please join us on Tobacco Free Missouri Youth Advisory Board Capitol Day, Thursday, February 6, 2014, to take an important step in Missouri's progress towards the 10 in 10 goal.

"As a physician, when I think about smoking, I recall the patients I have cared for. The man who had a leg amputated. The woman who had to gasp for every single breath that she took. The man with heart disease who hoped to see his son graduate, but didn't live long enough to do so. ... While we have made tremendous progress over the past 50 years, sustained and comprehensive efforts are needed to prevent more people from having to suffer the pain, disability, disfigurement, and death that smoking causes."

- Thomas R. Frieden, MD, MPH, Director, Centers for Disease Control and Prevention

## Poorly written bills could have unwanted impact

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assigned to committee. Keep America Beautiful reports cigarette litter accounts for the largest percent of litter by volume (about 30%). Butts contain toxins from cigarette smoke, which can leach into streams after each rainfall, take about 7 years to decompose, and can start wildfires.

### **Weak bills include:**

- SB 572 would amend the state clean indoor air law to eliminate designated smoking areas and remove exemptions for bars, bowling alleys, restaurants that seat less than 50, and pool halls. All state and local government buildings would be smoke-free, including the Capitol. Enforcement remains vague. This bill was referred to the Veterans' Affairs and Health Committee. Similar bills in previous years were not heard. While the sponsor may have good intentions, this is a weak bill. A much stronger bill using the ANR model has been introduced in the House in previous years, but

it has not advanced.

- HB 1315 would increase the cigarette tax by 4¢ per year for four years, for a total increase of 16¢ (final tax 33¢; national average is \$1.53). This would have no effect on decreasing tobacco consumption among adults or youth. None of the additional revenue would go to tobacco control programs. Tobacco retailers could more effectively deflect future attempts for a meaningful tax increase that could decrease consumption and/or fund tobacco control programs.

### **Bad bills include:**

- HB 1067 would punish cities with smoke-free ordinances by requiring sales tax revenues from any business that would otherwise allow smoking to be diverted to the local school district. During the hearing the bill sponsor said if a city want to hurt businesses by passing smoking bans, then the city should be punished by having tax revenue diverted. No one testified in support. Opposition testimony was given by Missouri Municipal League,

Missouri Association of Counties, Missouri State Medical Association, and Missouri Academy of Family Physicians. An identical bill introduced late in last year's session was reported out of committee. It likely will be reported out and may be placed on the House calendar.

- HB 1345 purports to prohibit sale of electronic cigarettes to youth. Reynolds American has heavily promoted this legislation to a number of state legislatures. Their real intent is to create statutory definitions for "tobacco-derived" and "vapor" products distinctly separate from that for "tobacco" products. This could prevent e-cigarettes from being subject to tobacco regulations. A better bill would simply include e-cigarettes and tobacco-derived products to be within the definition of "tobacco" products, which would still fulfill Reynolds American's outward claim of wanting to keep these products from being sold to youth.

Status of legislation can be monitored at <http://house.mo.gov/billcentral.aspx?pid=26>

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