

## Smoke Shop Youth Marketing

### US Centers For Disease Control and Prevention (CDC) “Youth and Tobacco Use”

[https://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/youth\\_data/tobacco\\_use/index.htm](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm)

- *If cigarette smoking continues at the current rate among youth in this country, 5.6 million of today’s Americans younger than 18 will die early from a smoking-related illness.*
- *Nearly 9 out of 10 adults who smoke cigarettes daily first try smoking by age 18.*
- *Accessibility, availability, and price of tobacco products influences use.*

### US Food and Drug Administration (FDA) “Youth and Tobacco”

<https://www.fda.gov/tobacco-products/public-health-education/youth-and-tobacco>

- Use of tobacco products, no matter what type, is almost always started and established during adolescence when the developing brain is most vulnerable to nicotine addiction.
- "The Real Cost" campaign is thought to have kept 587,000 youth ages 11 to 19 from initiating smoking, and save families and the country \$53B in related costs.

### Public Health Management and Practice “Tobacco Retailers Near Schools and the Violations of Tobacco Retailing Laws in Thailand”

[https://journals.lww.com/jphmp/Fulltext/2019/11000/Tobacco\\_Retailers\\_Near\\_Schools\\_and\\_the\\_Violations.4.aspx](https://journals.lww.com/jphmp/Fulltext/2019/11000/Tobacco_Retailers_Near_Schools_and_the_Violations.4.aspx)

- Most tobacco retailers were most densely located around primary schools and located less than 500 m away from schools (47.1%), and most of them had violated the tobacco retailing laws. In addition, it was found that the tobacco retailers that were located less than 500 m away from schools allowed customers to do a self-service (P = .04). Nonetheless, the tobacco shops that were far away from schools, more than 500 m, were likely to sell the cigarettes in sticks (P = .04).

### Medical Press “Tobacco Sales Ban Near Schools Cuts Licensed Shops by 70 Percent”

<https://medicalxpress.com/news/2020-11-tobacco-sales-schools-percent.html>

- Preventing tobacco sales within 300 meters of children's spaces would greatly reduce availability, and could aid efforts to prevent young people taking up smoking, researchers say.
- The team also revealed that teenagers are more likely to smoke if they live in neighborhoods with a large number of tobacco retailers.

### CounterTobacco.Org “Stores Near Schools”

<https://countertobacco.org/resources-tools/evidence-summaries/stores-near-schools/>

- Documents obtained from tobacco companies show evidence that corporate marketers have targeted convenience stores, grocery stores, and other tobacco vendors near schools and playgrounds in an effort to attract young smokers.
- At least 44% of teens in the US attend school within 1000ft of a tobacco retailer, [11] and 77% of public schools are within a 10-minute walk of a tobacco retailer.[13] This is

important because when there are more stores near schools, youth smoking rates are higher.[1, 12, 14, 15 ] A 2019 systematic review of both US-based and international studies found a positive association between higher density of stores near schools and youth susceptibility to future smoking.[12] One study found that schools with more stores within walking distance have higher smoking prevalences than schools with fewer retailers nearby.[1] And in the US, low-income neighborhoods and neighborhoods with more people of color also have more tobacco retailers near schools. [13, 14 ]