

THE SOLUTION EVIDENCE BASED METHODS TO REDUCE YOUTH CIGAR USE

Prohibition on the sale of flavored cigarillos and little cigars

- ▶ The federal Family Smoking Prevention and Tobacco Control Act of 2009 (The Tobacco Control Act) banned the use of flavors in cigarettes only—extending this prohibition to cigarillos and little cigars is a logical next step.

Requirement of non-premium cigars sold in a minimum pack size

- ▶ Maryland state law and the Tobacco Control Act require that cigarettes be sold in minimum packages of twenty so that the price of access is high, discouraging youth and impulse purchasing. A minimum pack stipulation of at least four or five non-premium cigars would accomplish the same goals.

Increased taxes on cigars and all other tobacco products (OTP)

- ▶ Maryland's cigarette tax is set at \$2.00 per pack to discourage cigarette smoking, particularly among youth. The low rate of tax on cigars and other non-cigarette tobacco products is set much lower at only 15% of wholesale price. A significant increase in this tax, coupled with a minimum pack size, will create prices that place cigars further out of reach for young people.

Support for comprehensive state-wide programs

- ▶ According to the Centers for Disease Control and Prevention (CDC), the best method for lowering youth initiation of tobacco products is to provide comprehensive programming in order to reinforce prevention messaging. Community-based, school-based, and cessation initiatives together with regulations and counter-marketing campaigns reinforce that tobacco use can lead to a dangerous addiction, and ultimately, poor health outcomes. Additionally, establishing comprehensive enforcement programs to identify and penalize retailers who sell tobacco to minors can discourage unlawful sales and youth access to these harmful products. Maryland has been awarded funding from the Food and Drug Administration to inspect tobacco retailers for tobacco advertising and placement violations.