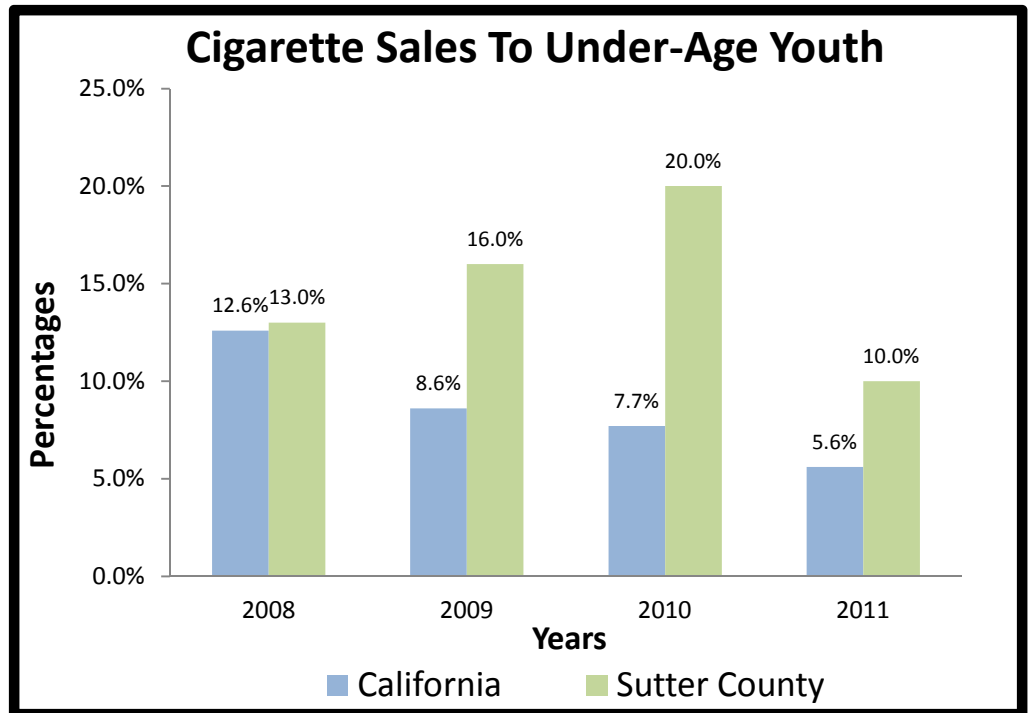




Sutter County – Reducing Youth Access to Tobacco

This chart shows cigarette sales to under-age youth in Sutter County compared to the state. In 2011, tobacco sales to under-age youth in Sutter County were **twice** the state rate. In some cases IDs were checked, yet cigarettes were still sold.¹

Nearly 9 out of 10 smokers start smoking by age 18.²



“Is it hard to buy tobacco if you are under 18?”³

“It’s really easy to get cigarettes at cigarette-only stores.”

Sutter County female, 17

“When they ask for my ID, I just tell them I left it at home, and they give it [tobacco] to me anyway.”

Sutter County female, 16

“The roll-your-own store doesn’t card, and they give out free cigarettes to let us try them.”

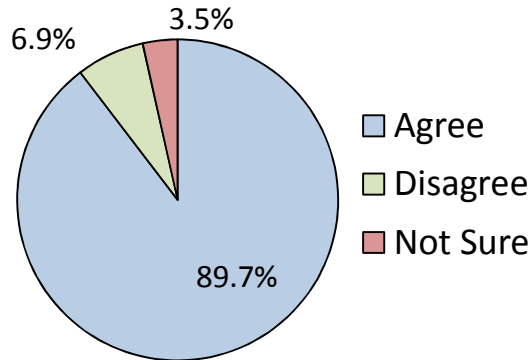
Sutter County male, 15

According to the Surgeon General of the United States:
“Because of nicotine addiction, about **three** out of **four** teen smokers end up smoking into adulthood, even if they intend to quit after a few years.”⁴

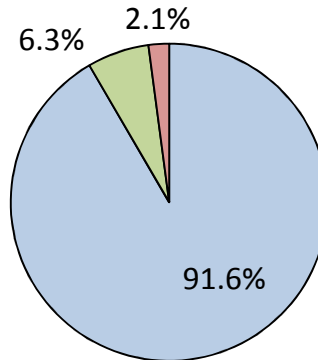
In 2011, more than 200 Sutter County adults were asked if they agreed with this statement:

“I would support a local law that makes it more difficult for underage youth to purchase tobacco in Sutter County”

Current Smokers



Never Smoked



Both smokers and non-smokers living in Sutter County **overwhelmingly** support laws that would limit youth access to tobacco.⁵

“How would you feel about a retail licensing policy that collected fees from retailers to support compliance checks [checking for sales to underage youth] at least twice a year?”⁶

“Cigarettes should not be accessible to minors. There are lifelong consequences.”

– local public health official

“Stores should not sell to youth...I would support having to pay [such a fee]. Other retailers should support it also.”

- local store owner

“[Tobacco retailers] should be monitored. Stings are a first line of defense to keep tobacco from youth.”

– member of local law enforcement

Local tobacco retailer licensing ordinances with strong enforcement provisions are effective in reducing illegal sales of tobacco to minors.⁷

For more information contact: Sutter County Public Health @ 822-7215 or <http://www.suttercounty.org>

References:

- 1.Sutter County Tobacco Control Program Youth Tobacco Purchase Survey Report, 2011
- 2.http://www.cdc.gov/tobacco/data_statistics/sgr/2012/consumer_booklet/pdfs/consumer.pdf
- 3.Sutter County Tobacco Control Program Youth Focus Groups, May 2012
- 4.2012 Surgeon General’s Report
- 5.2011 Surveys in Sutter County conducted by county Tobacco Control staff
- 6.Interviews with key informants conducted by county Tobacco Control staff, July 2011
- 7.The Center for Tobacco Policy & Organizing/American Lung Association California March 2011