

TOBACCO 21 POLICY

TOBACCO USE AMONG DENVER HIGH SCHOOL STUDENTS

CURRENT USE



23% of Denver high school students are using tobacco*

18% of Denver high school students are vaping

RISK PERCEPTION AND ACCESS

Smoking is risky? 85% say "Yes"

It's easy to get cigarettes? 50% say "Yes"

Vaping is risky? 45% say "Yes"

It's easy to get e-cigarettes? 48% say "Yes"

Data from the 2017

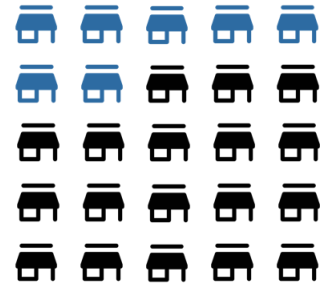


healthykidscolo.org

*All tobacco products including cigarettes, chew, e-cigarettes, hookah, cigars and others

RETAILER NON-COMPLIANCE

More than 1 in 4
tobacco retailers in Denver have
received at least one violation for
selling tobacco to minors***



***Pulled from Denver's Local Tobacco Enforcement Program Data

PROPOSED CHANGES TO CHAPTER 24 OF D.R.M.C.

- ✓ Increase the minimum age of sale for tobacco products from 18 to 21
- ✓ Remove the sale of tobacco products from vending machines
- ✓ Clean-up language to maintain consistency across department (i.e. remove show cause language and change retailer to "person" that includes all business entities and individuals)

TIMELINE	IMPLEMENTATION
Phase I	Formal Notice (two weeks) • Retailers will receive notice of the changes and two signs enclosed for posting on-site • Retailers we know sell tobacco products through vending machines will be notified in-person of these changes • No inspections will be conducted during this time
Phase II	Soft Enforcement (3 months) • Retailers will be inspected once with no fines issued for violations • Retailers who violate will be issued a warning letter • Violations will not be included in current fine schedule
Phase III	Full Enforcement (ongoing) • Revisit retailers and issue fines for violations • Citations issued based on current fine schedule