

# TOBACCO 21 POLICY

## TOBACCO USE AMONG DENVER HIGH SCHOOL STUDENTS

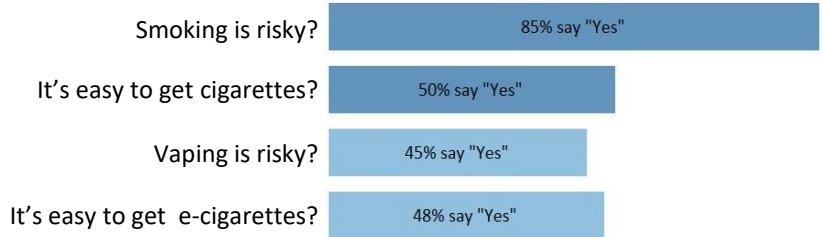
### CURRENT USE



**23%** of Denver high school students are using tobacco\*

**18%** of Denver high school students are vaping

### RISK PERCEPTION AND ACCESS

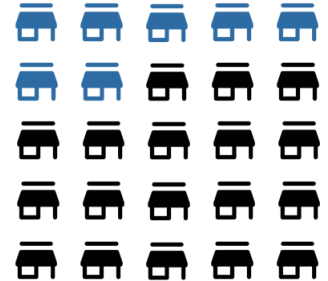


\*All tobacco products including cigarettes, chew, e-cigarettes, hookah, cigars and others

Data from the 2017  
**HEALTHY KIDS COLORADO SURVEY**  
healthykidscolo.org

## 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) <ul style="list-style-type: none"> <li>• Retailers will receive notice of the changes and two signs enclosed for posting on-site</li> <li>• Retailers we know sell tobacco products through vending machines will be notified in-person of these changes</li> <li>• No inspections will be conducted during this time</li> </ul>
Phase II	Soft Enforcement (3 months) <ul style="list-style-type: none"> <li>• Retailers will be inspected once with no fines issued for violations</li> <li>• Retailers who violate will be issued a warning letter</li> <li>• Violations will not be included in current fine schedule</li> </ul>
Phase III	Full Enforcement (ongoing) <ul style="list-style-type: none"> <li>• Revisit retailers and issue fines for violations</li> <li>• Citations issued based on current fine schedule</li> </ul>