

# Youth Smoking Prevention

## Our Approach to Youth Access Prevention

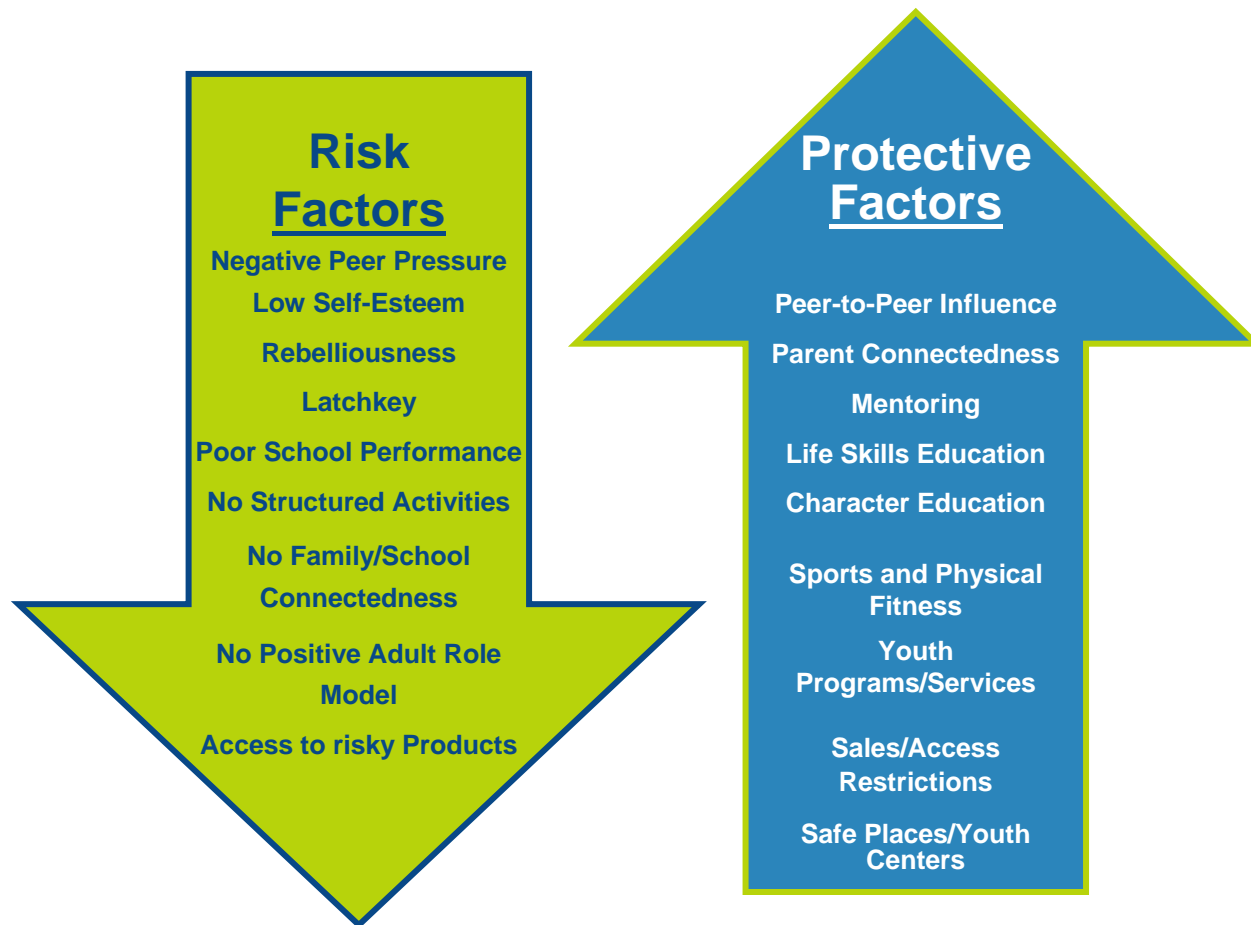
2007 National Association of Attorneys General  
Third Triennial Conference

*Jennifer Hunter, Vice President YSP and Corporate Responsibility Programs  
October 16, 2007*



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Smoking  
Prevention™**  
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# Our Approach: Positive Youth Development



**PYD theory says that emphasizing protective factors in kids' lives, like positive relationships and activities, can enhance their personal strengths and self confidence. Reducing risk factors minimizes kids' exposure to negative peer pressure and risky products. Altogether, this enables kids to make healthy decisions and resist a broad range of risky behaviors, like using tobacco.\***

# Youth Access Prevention



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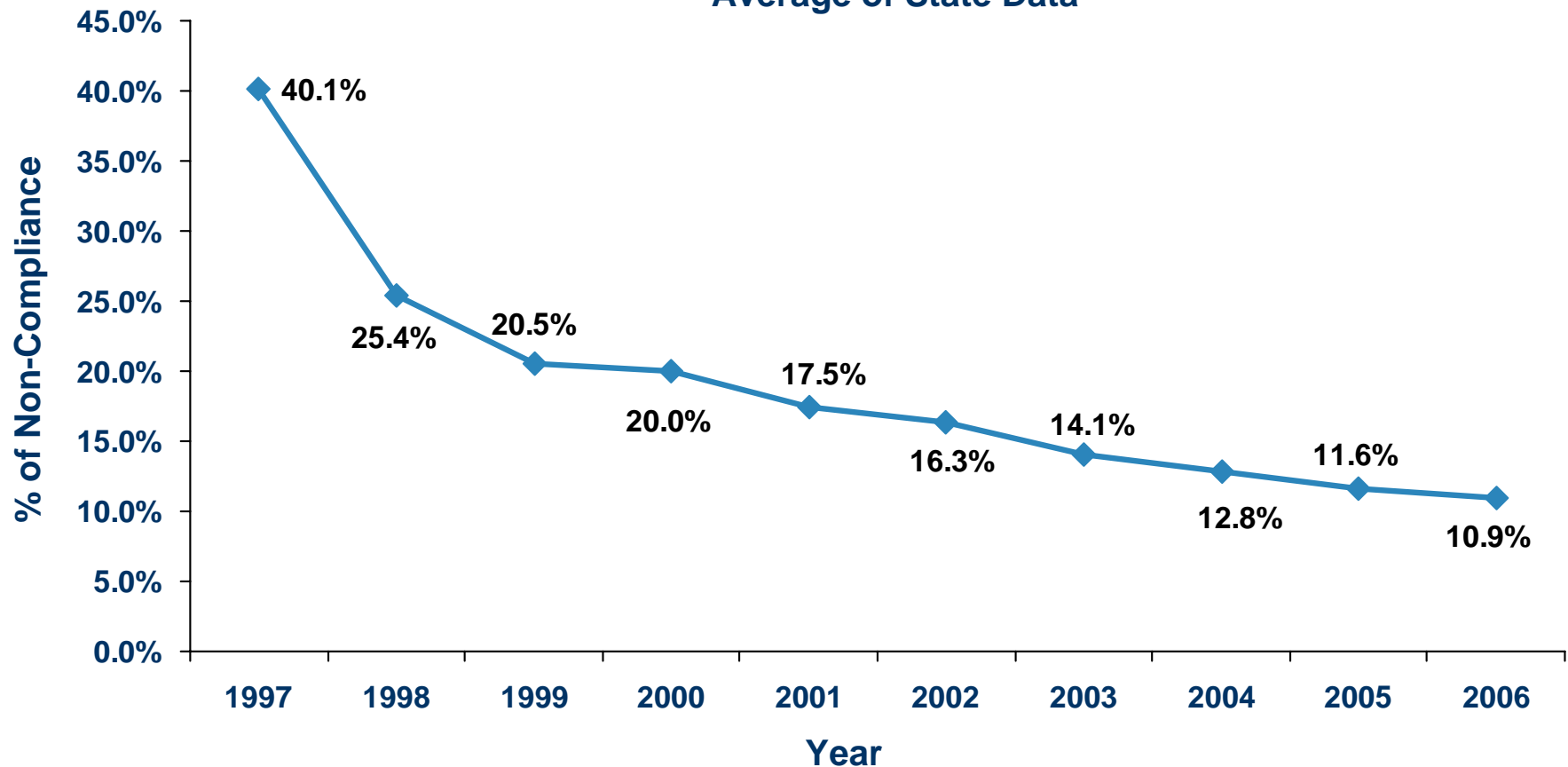
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# Retail Access

## Synar Non-Compliance Rates

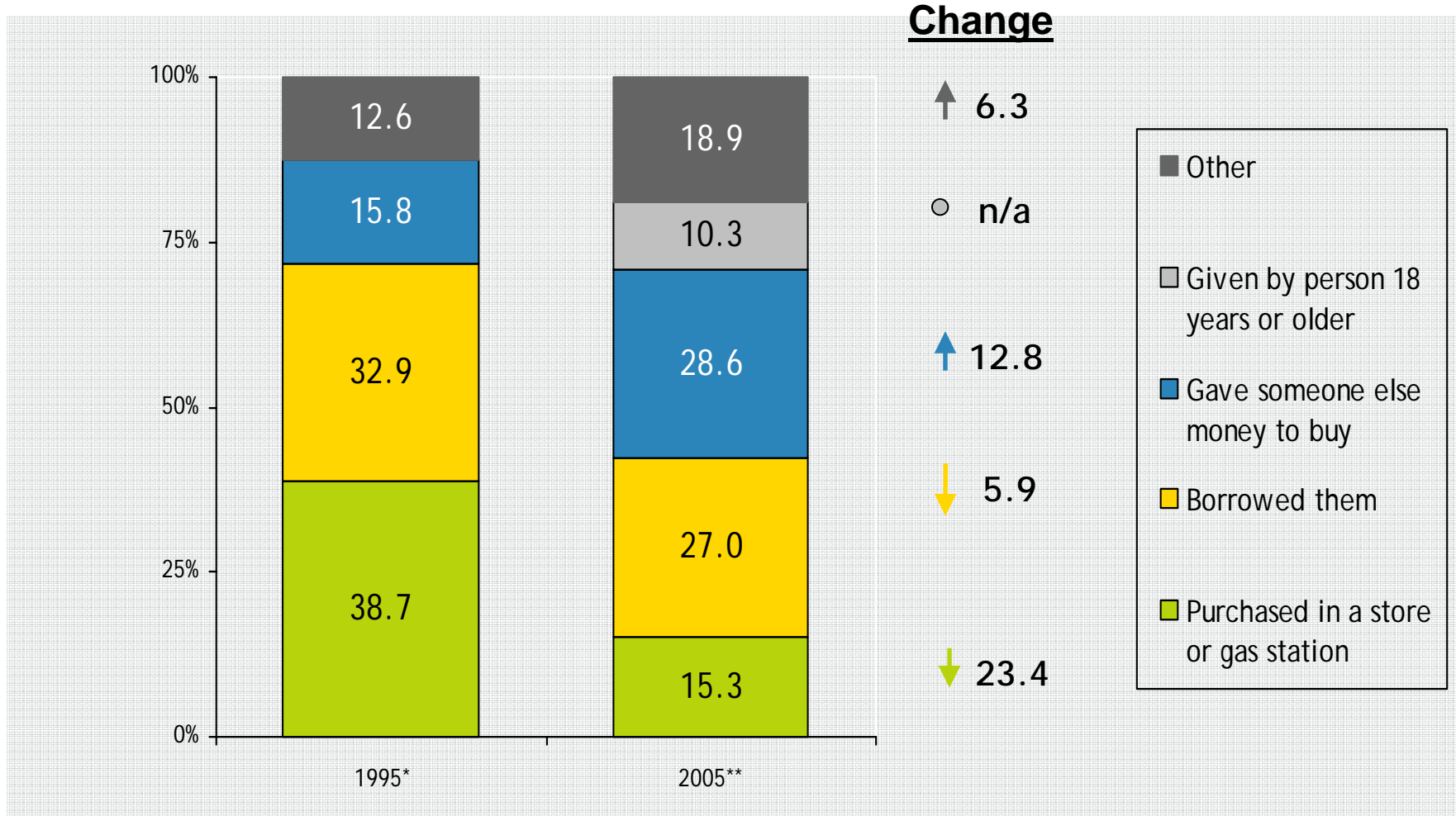
(National Average Rates reported in Federal Fiscal Years\*, FFY)

State Reported Retail Non-Compliance Rates  
Average of State Data



Source: State SYNAR Non-Compliance Rate from SAMSHA

# How Youth Report That They Usually Get Cigarettes



\*U.S. Center for Disease Control & Prevention (CDC)

\*\* YRBSS: Youth Risk Behavior Surveillance System

# Youth Access Prevention

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## Overview

- ❑ Since retailers have direct contact with consumers, they are in a critical position to prevent youth access to tobacco products
- ❑ We are the major sponsor of the *We Card* program
  - More than 1 million resource kits distributed to retailers nationwide since 1995
  - More than 100,000 retailers trained since 1995
- ❑ PM USA's retail and wholesale trade programs help to create an environment where it is harder for kids to access tobacco products
- ❑ We enforce our Underage Cigarette Sales Prevention Policy



# Youth Access Prevention

## Overview

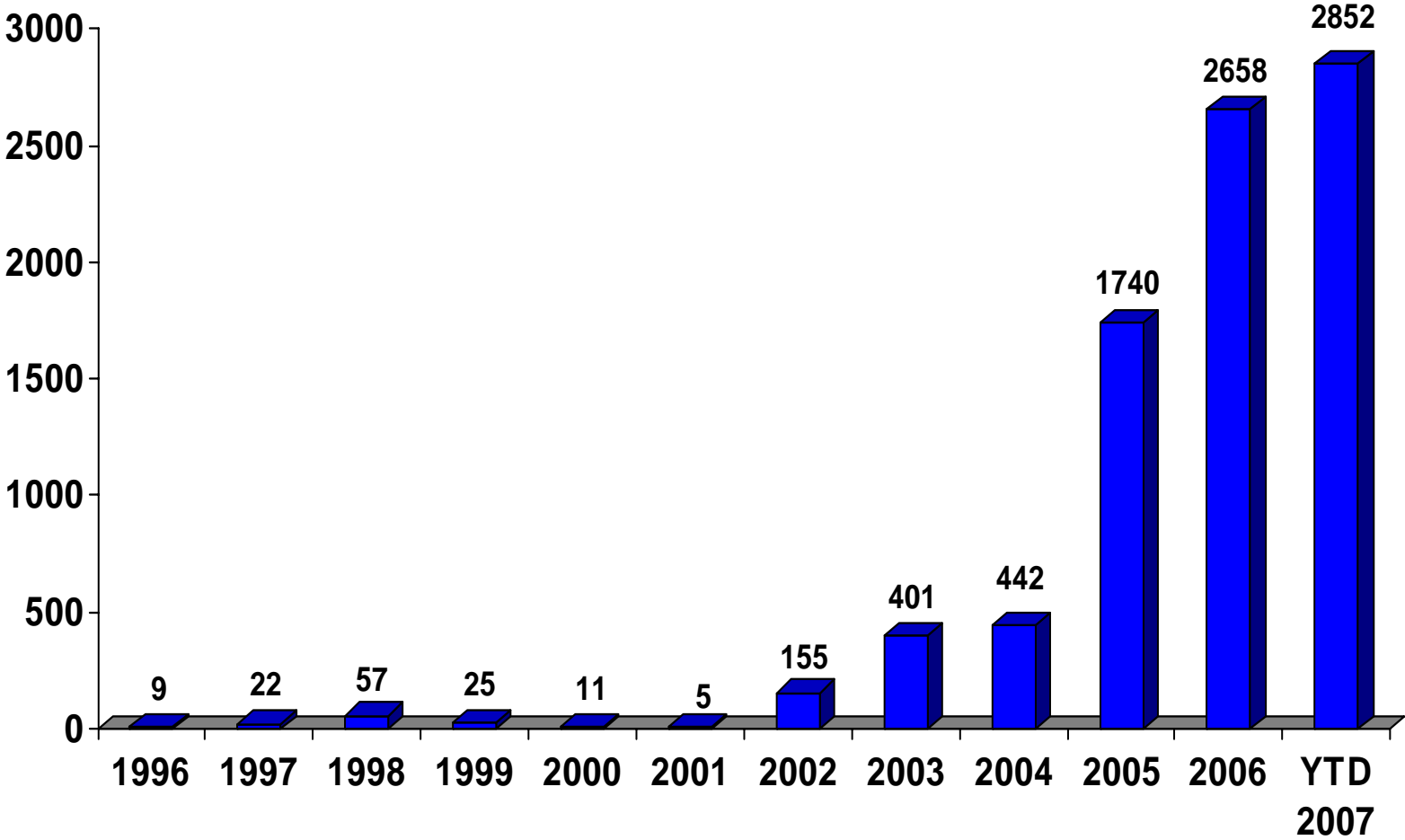
- ❑ We provide Third Party Signage
- ❑ We support the enactment and effective enforcement of model youth access prevention laws that:
  - Require retailer tobacco licensing
  - Require all tobacco products to be in non-self service locations
  - Prohibit the sale or distribution of tobacco products to minors
  - Prohibit the use or purchase of tobacco products by minors
  - Impose penalties against an adult for providing or distributing tobacco products to a minor
  - Dedicate a central state agency to collect statewide tobacco compliance data





# UCSPP Retailer Suspensions

Number of workload retailers suspended



# Overall Progress to Date

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	<u>YE 2006</u>	<u>YTD 2007</u>	<u>Change vs. 2006</u>
We Card or Equivalent	97%	97%	Flat
3 <sup>rd</sup> Party POS	87%	92%	+5pp
UCSPP State Participation	18	26	+8
Legislation Introduced	14	26	+12
Legislation Enacted	2	9	+7

# Opportunities for Collaboration

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- ▣ Increase state participation in the UCSPP
- ▣ Increase two way communication about potential improvements to the UCSPP
- ▣ Support strong youth access prevention laws

**Thank You!**



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