



KEEPING TOBACCO PRICES HIGH IN SAINT PAUL

WHEREAS, the City of Saint Paul is committed to ensuring that all its residents are safe and healthy; and
WHEREAS, price is the single most important factor in reducing smoking; and
WHEREAS, tobacco is a leading cause of premature, preventable death in Minnesota and high prices are the single most effective way of preventing youth from starting to smoke and encouraging adult to quit¹; and
WHEREAS, cigarettes, e-cigarettes, cigars and smokeless tobacco, contain nicotine, which is highly addictive; and
WHEREAS, Minnesota’s progress in reducing smoking among youth and adults is undermined by price discounts and price promotions and in 2018 the rate of tobacco used among youth increased for the first time in 17 years²; and
WHEREAS, tobacco companies spent \$9.1 billion in 2018 to lower the price of tobacco products by using strategies like coupons and retail promotions³; and they send coupons in birthday cards, pass them out at events and bars, promote them inside stores, and send emails and text alerts through their smartphone apps⁴; and
WHEREAS, Minnesota adult smokers who redeemed cigarette coupons were less likely to quit smoking than those who didn’t use coupons⁵; and Minnesota adult nonsmokers who receive tobacco coupons are twice as likely to become smokers⁶; and
WHEREAS, young smokers, women, and African Americans are more likely to use tobacco coupons or promotions⁷; and
WHEREAS, Saint Paul already has a \$2.60 minimum price of \$2.60 per cigar;
THEREFORE, BE IT RESOLVED that the City of Saint Paul require a minimum floor price on cigarettes and smokeless tobacco and ban the redemption of coupons on all tobacco products.



1 U.S. Department of Health and Human Services (2014). The Health Consequences of Smoking - 50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.

2 Minnesota Department of Health (2018). New survey shows Minnesota youth tobacco use rising for the first time in 17 years.

3 Federal Trade Commission (2019). Cigarette Report for 2018; Federal Trade Commission (2019). Smokeless Tobacco Report for 2018.

4 Brock, Schillo & Moilanen (2014). Tobacco industry marketing: An analysis of direct mail coupons and giveaways. Tobacco Control; 24(5): 505-508.

5 Choi, et al. (2013). Receipt and redemption of cigarette coupons, perceptions of cigarette companies and smoking cessation. Tobacco Control; 22 (6): 418-22.

6 Choi & Forster (2014). Frequency and Characteristics Associated with Exposure to Tobacco Direct Mail Marketing and Its Prospective Effect on Smoking Behaviors among Young Adults from the US Midwest. American Journal of Public Health; 104(11), 2179-2183.

7 Choi, et al. (2013). Receipt and redemption of cigarette coupons, perceptions of cigarette companies and smoking cessation. Tobacco Control; 22 (6): 418-22.