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**MAYOR EMANUEL INTRODUCES ORDINANCES TO CRACK DOWN ON LATEST TOBACCO  
INDUSTRY EFFORTS TO HOOK YOUTH**

*Reforms Include Raising the Purchasing Age from 18 to 21*

Mayor Rahm Emanuel will today introduce a reform package to curb tobacco use among high school students by regulating the price and quantity by which select tobacco products are sold, and by raising the minimum age to purchase both cigarettes and other smokeless products being marketed toward youth and young adults from 18 to 21.

These reforms build on previous efforts to reduce youth smoking, and will also expand taxation on tobacco across the City, bringing smokeless and other products on par with cigarettes. The more than \$6 million in revenue by the new tax was announced earlier this week, and will be invested to establish a universal summer orientation program for all incoming CPS freshmen.

"Youth smoking is now at a record low in Chicago, thanks to a series of reforms put in place to crack down on marketing tactics employed by big tobacco companies," said Mayor Emanuel. "These reforms introduced today will help today's youth make healthy choices and refrain from the harmful effects of a tobacco habit."

Recognizing that four out of five smokers start the habit before the age of 21, and that the 18-20 age range is a critical time for new smokers, these reforms seek to protect young people who are more vulnerable to nicotine addiction.

"The Tobacco industry has been routinely targeting children and using financial incentives and addictive products to lure them into a costly and deadly habit," said Chicago Department of Public Health Commissioner Dr. Julie Morita. "Since the future of our city ties directly to the health and well-being of our youth, we will do everything that we can to protect them from Big Tobacco and those who seek to exploit and harm them just to turn a profit."

Pending approval by City Council, the Mayor's reforms will include the following ordinances:

- **Raise the Tobacco Purchase Age to 21:** Raising the legal age would put tobacco products on par with alcohol and protect young adults from starting a lifelong habit. Cities such as New York, Boston, Cleveland, Kansas City and Evanston have already made the change to the purchase age.

- **Set Minimum Prices and Pack Sizes for Tobacco Products:** Research shows that low prices dramatically increase tobacco use among youth. Though Chicago residents face the highest cigarette taxes in the nation, the tobacco industry is able to avert these taxes through discounts and other loopholes. The ordinance will regulate these discounts with the following actions:
  - Setting a minimum price for the following products:
    - \$11.50 for a pack of cigarettes, a pack of little cigars, and a 0.65 ounce pouch of roll-your-own tobacco
    - \$1.70 for a large cigar
    - \$4.00 for an ounce of smokeless tobacco
  - Requiring little cigars be sold at a minimum pack size of 20 and four per pack for big cigars (exempting expensive cigars)
  - Ban of free samples and discounts that put the price below the minimum
- **Tax Tobacco Products Beyond Cigarette:** Chicago taxes cigarettes and e-cigarettes, but does not tax other products, such as cigars and chewing tobacco, which pose similar serious health risks, especially for young users. Mayor Emanuel proposes the following to protect youth:
  - \$0.15 per little cigar, raising the tax on a 20-pack by \$3.00.
  - \$0.90 per cigar, raising the price of a common five-pack of cigars from \$6.58 to \$11.07
  - \$6.60 per ounce of roll-your-own tobacco, raising the price of a typical small pouch from \$7.25 to \$11.54
  - \$1.80 per ounce of smokeless tobacco, raising the price of the standard 1.2 ounce can from \$4.19 to \$6.35

A tax on smokeless tobacco was proposed by 1st Ward Alderman Joe Moreno in fall of 2015 as a means to generate further revenue and build on City efforts to curb smoking.

“The use of smokeless tobacco and other tobacco products continue to soar because they are more inexpensive than cigarettes—but that doesn’t mean that they are any safer for Chicagoans to use,” said Alderman Moreno. “By introducing this tax, we will tap into a new revenue base that will benefit us twofold: in terms of the health of our residents and with finances to support programs in our schools.”

The ordinance introduced today to fill the tobacco tax gap and protect youth is being co-sponsored by Alderman Joe Moreno and 4th Ward Alderman and Chair to the Education Committee, Will Burns, with support by other members of the Council.

“The city continuously looks for ways to support programs to advance our youth. This tax on smokeless and other increasingly popular tobacco products will help further curb youth smoking while funding high school orientation for all CPS students,” said Alderman Burns. “We want our youth to avoid picking up habits such as smoking and tobacco use so that they can lead healthy lifestyles that will enable them to thrive in the classroom.”

More than \$6 million of the revenue generated by the tax will support a new universal freshman orientation program that will provide nearly 20,000 incoming 9th graders at district-run high schools with a week of programming that will help them form good study habits, learn the ropes at

their new school, and get to know their teachers and peers. Universal high school orientation is part of a larger menu of efforts to help Chicago Public Schools (CPS) reach a graduation rate of 85 percent by 2019—a commitment made by Mayor Emanuel in his second term.

The new initiative will also include a targeted, summer program for incoming eighth graders identified in partnership with the University of Chicago Urban Lab as being at greatest risk of dropping out. These students would benefit from programming designed to address academic issues – with a focus on math and literacy – and provide them with the studying and emotional readiness skills to succeed in eighth grade and high school.

Under Mayor Emanuel, Chicago has become a national leader in reducing tobacco use by launching an innovative array of programs and laws. Working with partners in the public health community, the City has helped reduce youth smoking to an all-time low. Following years of tobacco reduction efforts, the Centers for Disease Control (CDC) found in 2013 that only 10.7 percent of Chicago high school students were smokers—down from 13.6 percent in 2011, when Mayor Emanuel took office.

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