



October 18, 2021

Council President Amy Brendmoen
Members of the Saint Paul City Council
Saint Paul City Hall
Saint Paul, Minnesota 55101

Re: Tobacco ordinance update

We write in strong support of the comprehensive update to the Saint Paul tobacco ordinance.

The Association for Nonsmokers - MN has worked on tobacco use prevention since 1973. Our decades of experience shows that the proposed ordinance update is a bold and much needed approach to a very deadly and long-term problem. For too long the tobacco industry has had a license to kill. The proposed ordinance is a good step toward revoking that license for good.

We are aware that many council members and city staff have worked long and hard to craft this ordinance. While every proposed change is a step in the right direction, we are particularly excited by the license cap and the prohibition on price discounting.

Saint Paul is taking the lead in protecting Saint Paul's youth and those targeted by the tobacco industry. We thank you and support your efforts.

Jeanne Weigum
President

DON'T DISCOUNT

MY LIFE

KEEPING TOBACCO PRICES HIGH IS THE MOST EFFECTIVE WAY TO HELP PEOPLE QUIT & PREVENT YOUNG PEOPLE FROM STARTING TO USE TOBACCO.

When prices are higher, tobacco use decreases, especially among youth and low-income smokers. Tobacco companies use coupons and retail promotions to lower the price of products.

Price promotions are so targeted to smokers, they are nearly invisible to the general public and allow the tobacco industry to avoid marketing regulations.



2X

MN young adult nonsmokers who receive tobacco coupons are twice as likely to become smokers.

40%

40 percent of MN smokers have used tobacco coupons or promotions in the past year to save money on cigarettes.

1/3

A third of adult smokers use tobacco coupons or discounts every time they see one.

TOBACCO INDUSTRY TARGETING

THE FACTS ARE . . .

Tobacco companies spent **\$7.7 BILLION** in 2016 to reduce the price of cigarettes and smokeless tobacco for consumers. That is nearly **\$900,000** every hour.

COUPONS UNDERMINE SMOKERS' ATTEMPTS TO QUIT. Minnesota adult smokers who redeemed cigarette coupons were less likely to quit smoking than those who didn't use coupons.

DON'T
DISCOUNT
MY LIFE

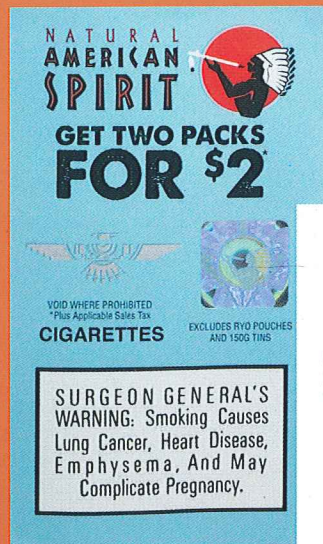
DEATH AT A DISCOUNT

DISCOUNTED TOBACCO ONLY BENEFITS THE TOBACCO INDUSTRY.

Tobacco coupons and discounts make it more likely young people will smoke and less likely current smokers will quit. Young smokers, women, and African Americans are more likely to use tobacco coupons or promotions.

THE TOBACCO INDUSTRY USES COUPONS TO KEEP PRICES LOW.

Tobacco companies 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 apps.

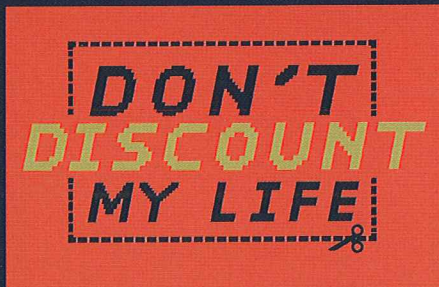


This customer only paid \$2 for two packs of American Spirit cigarettes. Without the coupon, the customer would have paid \$19.98.



TAKE ACTION!

WE CAN AND SHOULD STOP THE TOBACCO INDUSTRY FROM TARGETING OUR COMMUNITIES WITH CHEAP TOBACCO.



www.DontDiscountMyLife.org



Association for Nonsmokers-Minnesota
2395 University Ave. W, Suite 310, Saint Paul MN 55114

References available at: DontDiscountMyLife.org
(December 2018)

PREDATORY MARKETING:

How Tobacco Companies Cut Prices to Addict New Users and Keep People Addicted

KEEPING PRICES HIGH IS THE MOST EFFECTIVE WAY TO HELP PEOPLE QUIT AND PREVENT YOUNG PEOPLE FROM STARTING TO USE TOBACCO.

When prices are higher, tobacco use decreases, especially among youth and lower-income smokers.ⁱ Tobacco companies use a variety of strategies to lower the price of their tobacco products including:

SENDING COUPONS

Via mail, email, mobile phones & in-person to potential consumers

RETAIL PROMOTIONS

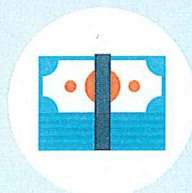
Working with retailers to offer specials like buy-one-get-one free

Unlike typical marketing practices, price promotions often go unnoticed by the general public and allow the tobacco industry to avoid regulations.

“A high cigarette price, more than any other cigarette attribute, has the most dramatic impact on the share of the quitting population... Price, not tar level, is the main driving force for quitting.”

Philip Morris Executiveⁱⁱ

THE TOBACCO INDUSTRY'S PRICE DISCOUNTING PRACTICES UNDERMINE EFFORTS TO REDUCE TOBACCO USE.



In 2013, tobacco companies spent **\$8.2 BILLION, MORE THAN \$900,000 EVERY HOUR,** to reduce the price of cigarettes and smokeless tobacco for consumers.ⁱⁱⁱ



That's approximately **87% OF THEIR MARKETING BUDGET.**



Coupons are sent to many consumers. In 2005, the Philip Morris database had **37 MILLION CONSUMER NAMES.^{iv}**

EXAMPLE OF TOBACCO INDUSTRY UNDERMINING HIGH TOBACCO PRICES

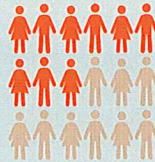


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TOBACCO COMPANIES STRATEGICALLY USE PRICE DISCOUNTS TO TARGET CERTAIN GROUPS.



Tobacco companies discount prices to **TARGET AFRICAN AMERICANS^v & WOMEN**, foster nicotine addiction in young smokers and keep heavier smokers addicted.^{vi}



Among smokers in Minnesota, **ABOUT 50% HAVE USED COUPONS** or promotions in the past year to save money on cigarettes.^{vi}



YOUNG & LOW INCOME SMOKERS are more likely to use coupons or promotions.^{vi}

PRICE DISCOUNTING RESULTS IN YOUNG PEOPLE STARTING TO USE TOBACCO AND DETERS SMOKERS FROM QUITTING.



Price promotions and lower prices **LEAD YOUTH FROM EXPERIMENTATION TO REGULAR TOBACCO USE.**^{vii, viii}



Among young adult non-smokers, **RECEIVING COUPONS MAKES IT MORE LIKELY** that they will become smokers, compared to those who didn't receive coupons.^{ix}



COUPONS HINDER SMOKERS' ATTEMPTS TO QUIT. Minnesota adult smokers who redeemed cigarette coupons were much less likely to quit smoking than those who didn't use coupons.^x

TOGETHER WE CAN STOP THE TOBACCO INDUSTRY FROM TARGETING OUR COMMUNITIES WITH CHEAP TOBACCO.

Other cities, including New York City, Chicago and Providence, RI, have prohibited the redemption of coupons and regulated other retail promotions on tobacco products.

CITIES IN MINNESOTA CAN AND SHOULD REGULATE PRICE DISCOUNTING TO PROTECT THE HEALTH OF MINNESOTANS.



2395 University Ave W, Suite 310 | Saint Paul, MN 55114
www.ansrmn.org

ⁱ Chaloupka, et al. (2012). DOI: 10.1136/tobaccocontrol-2011-050417 | ⁱⁱ Philip Morris Executive Claude Schwab, "Cigarette Attributes and Quitting," March 4, 1993, Bates No. 2045447810 | ⁱⁱⁱ Federal Trade Commission (2013). Cigarette Report for 2013. Smokeless Tobacco Report for 2013. | ^{iv} Beran Department of Justice testimony (13 April 2005). Philip Morris. <http://legacy.library.ucsf.edu/tid/xly07a00> | ^v Henriksen, et al. (2012). DOI: 10.1093/ntr/ntr122 | ^{vi} Choi, et al. (2012). DOI: 10.1093/ntr/ntr300 | ^{vii} Slater, et al. (2007). DOI: 10.1001/archpedi.161.5.440 | ^{viii} White, et al. (2006). DOI: 10.1016/j.amepre.2005.11.001 | ^{ix} Choi, K. & Forster, J. Tobacco Direct Mail Marketing: Frequency, Content, and Prospective Effect on Smoking Behaviors of Young Adults. Data presented as part of a poster at the 2014 Society for Research on Nicotine and Tobacco 20th Annual Meeting. | ^x Choi, et al. (2013). DOI: 10.1136/tobaccocontrol-2012-050539

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LIFE.**



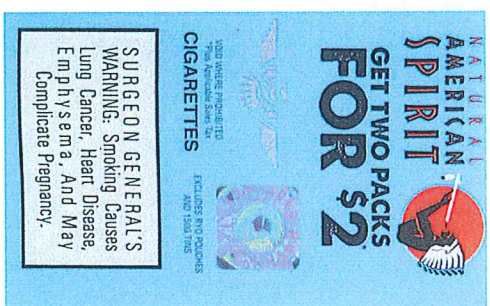
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#DeathAtADiscount

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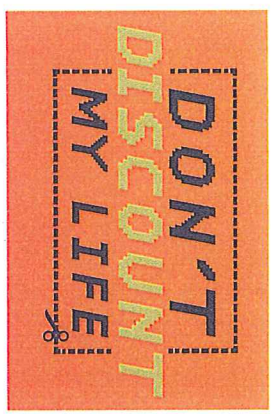
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9/9/2016 9:45:07 AM	
***** REPRINT*****	
Register: 2	Trans Seq #: 879584
Store: # 372	Lane, Toni
2 KING AMER SPIRIT ORGANIC	\$19.98
Sub. Total:	\$19.98
Tax:	\$0.00
Total:	\$19.98
Discount Total:	\$0.00
Vendor Coupon	\$17.98
Cash	\$2.00
Change	\$0.00

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