

## The Toll of Tobacco in Indiana

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About 2,300 Hoosier youth become new daily smokers each year<sup>1</sup>, and an estimated 151,000 Indiana youth currently under age 18 will eventually die from smoking.<sup>2</sup> Smoking is the leading preventable cause of death in the United States and takes the lives of 11,100 Hoosiers annually.<sup>2</sup> Tobacco 21 laws, which raise the legal age to purchase tobacco to 21 years, could help reduce tobacco use and prevent tobacco-related diseases and deaths.

## Why 100% tobacco-free colleges and universities are important.



## Nicotine has a stronger impact on youth and young adults

Brain development continues through young adulthood, making young people highly susceptible to nicotine.<sup>3,4,5</sup> Exposure to nicotine can harm the developing brain and increase susceptibility to addiction.

## Tobacco companies target youth

Tobacco companies market heavily to youth and young adults to recruit "replacement smokers" to sustain their profits.<sup>3</sup>

### Components of a Strong Tobacco-Free College or University Policy:

- Tobacco use is prohibited on all college and university grounds, college/university owned or leased properties, and in campus-owned, leased, or rented vehicles to eliminate exposure to secondhand smoke and aerosol.
- The sale of tobacco products and tobacco-related merchandise (including logo containing items) is prohibited on all university property and at university sponsored events, regardless of the operating vendor.
- All tobacco industry promotions, advertising, marketing, and distribution are prohibited on campus properties.
- The distribution or sampling of tobacco and associated products is prohibited on all university owned or leased property and at university-sponsored events, regardless of the venue.
- Helps prevent interest in tobacco use and encourages cessation.
- Enables social norm changes around smoking in ways that hurt other people.

*Tobacco is defined as all tobacco-derived or containing products, including, but not limited to, cigarettes, e-cigarettes, cigars and cigarillos, hookah-smoked products, and smokeless tobacco (chew, snuff, dip, snus, etc.).*

For additional information on Indiana tobacco prevention and cessation: [in.gov/isdh/tpc](https://in.gov/isdh/tpc)

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5. U.S. Department of Health and Human Services. E-Cigarette Use Among Youth and Young Adults: 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, 2016.