

**Effective Dates
for
Food and Drug Administration
Regulations Restricting the Sale and Distribution
of
Cigarettes and Smokeless Tobacco to Children and Adolescents**

**Six months after date of publication in the *Federal Register*
(February 28, 1997)**

- Prohibit retailers from selling cigarettes or smokeless tobacco to persons under age 18;
- Require retailers to check photographic identification of purchasers 26 and younger for proof of age;

**One year after date of publication in the *Federal Register*
(August 28, 1997)**

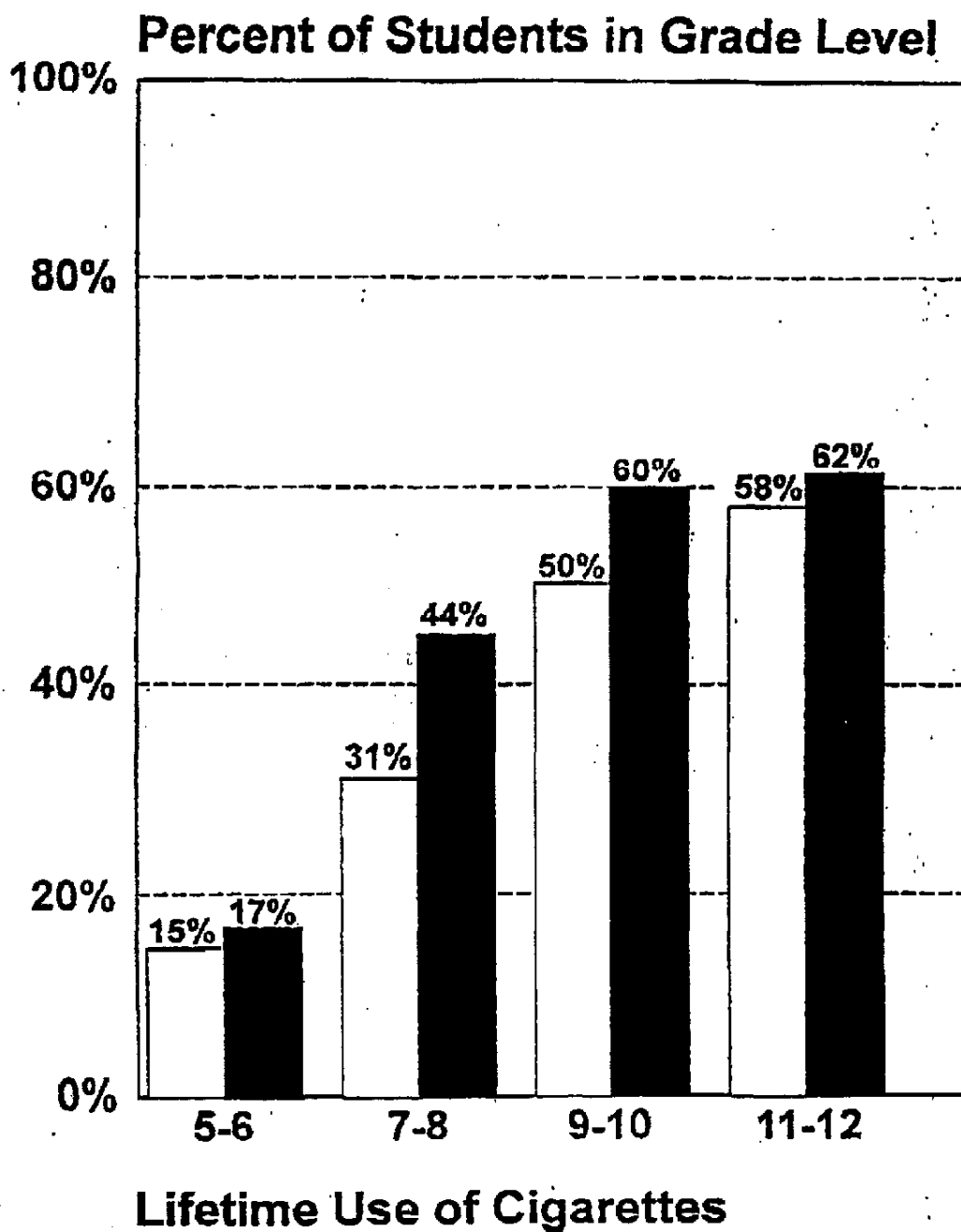
- Eliminate free samples and the sale of single cigarettes and packages with fewer than 20 cigarettes;
- Ban vending machines and self-service displays except in facilities where only adults are permitted, such as certain nightclubs totally inaccessible to persons under 18;
- Ban outdoor advertising within 1,000 feet of schools and publicly-owned playgrounds;
- Permit black-and-white text-only advertising for all other outdoor advertising, including billboards, signs inside and outside of buses, and all point-of-sale advertising. (Advertising inside "adult only" facilities like nightclubs can use color and imagery.)
- Permit black-and-white text-only advertising in publications with significant youth readership (under 18). Significant readership means more than 15 percent or more than 2 million. (There are no restrictions on print advertising below these thresholds.)
- Prohibit sale or giveaway of products like caps or gym bags that carry cigarette or smokeless tobacco product brand names or logos.

**Two years after date of publication in the *Federal Register*
(August 28, 1998)**

- Prohibit brand-name sponsorship of sporting (including teams and entries) or entertainment events, but permit it in the corporate name.

2070115125

Cigarette Use By Grade Level 1990 vs. 1994

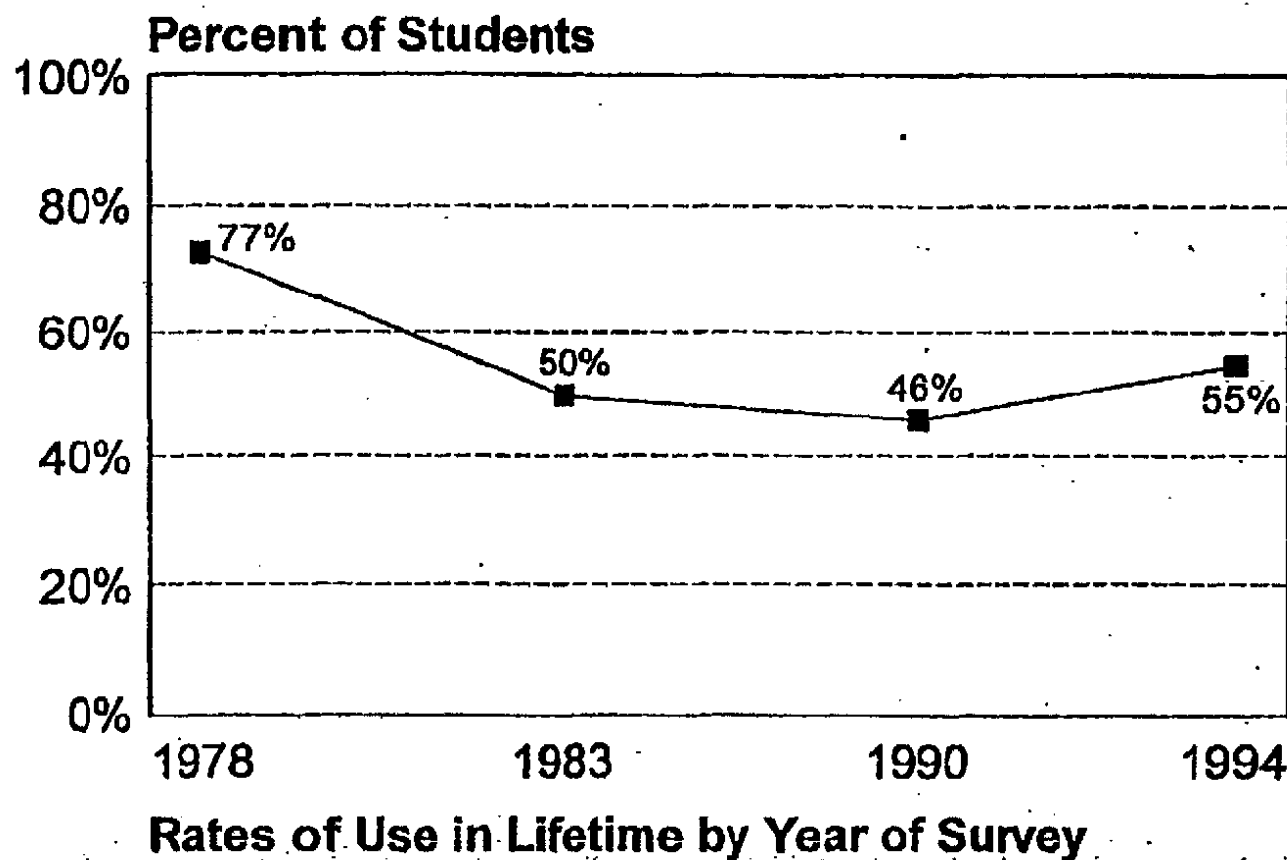


SOURCE: OASAS

1990	1994
------	------

2070115126

Trend In Lifetime Cigarette Use Among New York State's 7th - 12th Graders: 1978-1994



SOURCE: OASAS

2070115127

Smoking-Related Deaths by County New York State, 1990

COUNTY	TOTAL DEATHS	DEATHS ATTRIBUTED TO SMOKING	COUNTY	TOTAL DEATHS	DEATHS ATTRIBUTED TO SMOKING
New York State	166,759	33,404	NYS excl. NYC (cont.)		
NYS excl. NYC	94,275	18,885	Ontario	852	171
Albany	2,753	551	Orange	2,384	478
Allegany	433	87	Orleans	331	66
Broome	2,055	412	Oswego	969	194
Cattaraugus	843	169	Otsego	564	113
Cayuga	766	153	Putnam	477	96
Chautauqua	1,483	297	Rensselaer	1,356	272
Chemung	973	195	Rockland	1,966	394
Chenango	537	108	St. Lawrence	980	196
Clinton	585	117	Saratoga	1,257	252
Columbia	651	130	Schenectady	1,565	313
Cortland	421	84	Schoharie	295	59
Delaware	535	107	Schuyler	178	36
Dutchess	1,938	388	Seneca	330	66
Erie	10,219	2,047	Steuben	1,000	200
Essex	389	78	Suffolk	10,631	2,129
Franklin	475	95	Sullivan	775	155
Fulton	604	121	Tioga	387	78
Genesee	519	104	Tompkins	527	106
Greene	497	100	Ulster	1,557	312
Hamilton	61	12	Warren	571	114
Herkimer	632	127	Washington	537	108
Jefferson	902	181	Wayne	702	141
Lewis	220	44	Westchester	7,856	1,574
Livingston	452	91	Wyoming	327	65
Madison	574	115	Yates	205	41
Monroe	5,696	1,141	New York City	72,484	14,519
Montgomery	617	124	Bronx	12,641	2,532
Nassau	11,193	2,242	Kings	22,444	4,496
Niagara	2,109	422	New York	15,390	3,083
Oneida	2,558	512	Queens	18,767	3,759
Onondaga	4,006	802	Richmond	3,242	649

207015128

NEW YORK'S YOUTH UP IN SMOKE

How Many Young People Smoke?

- * 143,000 minors smoke in New York State
- * 2,000 minors in Albany County
- * 1,200 minors in Rensselaer County
- * 1,100 minors in Schenectady County

How Many Packs of Cigarettes Are Sold to Youths Each Year?

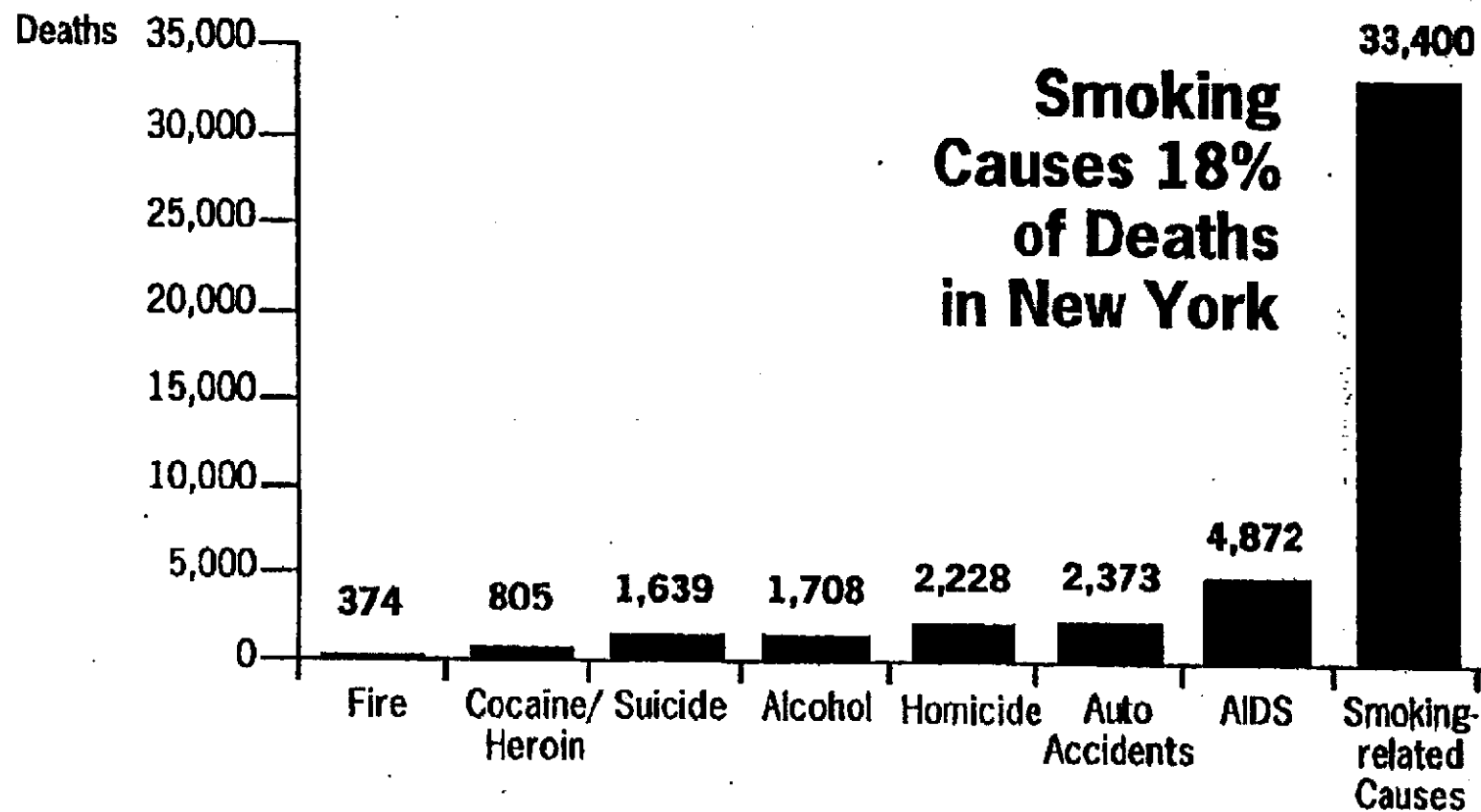
- * 19,650,000 packs in New York State
- * 285,000 packs in Albany County
- * 170,000 packs in Rensselaer County
- * 155,000 packs in Schenectady County

How Do We Know That Tobacco Companies Target Young People To Begin Smoking?

- * 30 percent of three year olds recognize that Old Joe Camel is a trademark for cigarettes, despite the fact that there are cigarette advertisements on television and three year olds can't read
- * 90 percent of six year olds recognize Old Joe Camel as easily as they recognize Mickey Mouse
- * The Journal of the American Medical Association (JAMA) states that "Old Joe Camel cartoon advertisements are far more successful at marketing cigarettes to children than to adults."

2070115129

Smoking is a Major Cause of Death



Smoking-Related Deaths by County

New York State, 1990

COUNTY	TOTAL DEATHS	DEATHS ATTRIBUTED TO SMOKING	COUNTY	TOTAL DEATHS	DEATHS ATTRIBUTED TO SMOKING
New York State	166,759	33,404	NYS excl. NYC (con't.)		
NYS excl. NYC	94,275	18,885	Ontario	852	171
Albany	2,753	551	Orange	2,384	478
Alegany	433	87	Orleans	331	66
Broome	2,055	412	Oswego	969	194
Cattaraugus	843	169	Otsego	564	113
Cayuga	766	153	Putnam	477	96
Chautauqua	1,483	297	Rensselaer	1,356	272
Chemung	973	195	Rockland	1,966	394
Chenango	537	108	St. Lawrence	980	196
Clinton	585	117	Saratoga	1,257	252
Columbia	651	130	Schenectady	1,565	313
Cortland	421	84	Schoharie	295	59
Delaware	535	107	Schuyler	178	36
Dutchess	1,938	388	Seneca	330	66
Erie	10,219	2,047	Steuben	1,000	200
Essex	389	78	Suffolk	10,631	2,129
Franklin	475	95	Sullivan	775	155
Fulton	604	121	Tioga	387	78
Genesee	519	104	Tompkins	527	106
Greene	497	100	Ulster	1,557	312
Hamilton	61	12	Warren	571	114
Herkimer	632	127	Washington	537	108
Jefferson	902	181	Wayne	702	141
Lewis	220	44	Westchester	7,856	1,574
Livingston	452	91	Wyoming	327	65
Madison	574	115	Yates	205	41
Monroe	5,696	1,141	New York City	72,484	14,519
Montgomery	617	124	Bronx	12,641	2,532
Nassau	11,193	2,242	Kings	22,444	4,496
Niagara	2,109	422	New York	15,390	3,083
Oneida	2,558	512	Queens	18,767	3,759
Onondaga	4,006	802	Richmond	3,242	649

2070115131