



Local T21 & Tobacco Retailer Licensing protect youth in Cincinnati

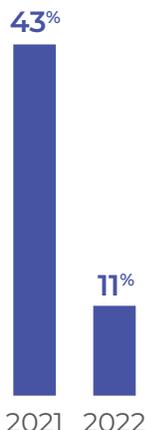
From 2018-2023, Interact for Health invested in local tobacco policy efforts across Greater Cincinnati, including Tobacco 21, which raises the minimum age for sale of tobacco products from 18 to 21 years old. The Tobacco 21 policy landscape evolved during this time at the federal, state, and local levels. Cincinnati, OH passed **Tobacco 21** and its companion enforcement policy, **Tobacco Retailer Licensing (TRL)** in late 2018. With the passage of Tobacco 21 by the state of Ohio and the federal government in 2019, grantees and partners shifted to focus on TRL policies to aid in implementation and enforcement of Tobacco 21. The cities of Norwood, Hamilton, and Middletown, OH passed TRL policies in 2021 and 2022. Learn more by reading [Tobacco 21 Policy Evaluation Report: Reducing Youth Tobacco Use Through Policy Change in Greater Cincinnati](#).

In Cincinnati, after T21:

Retailer education about policy pays off; sales to youth drop

From 2021 to 2022, retailer sales to youth under age 21 during underage buy attempts decreased by

74%



Source: Interact for Health and Center for Public Health Systems Science. (2023). [Tobacco 21 Policy Evaluation Report 2019-2022](#). Cincinnati, OH and St. Louis, MO

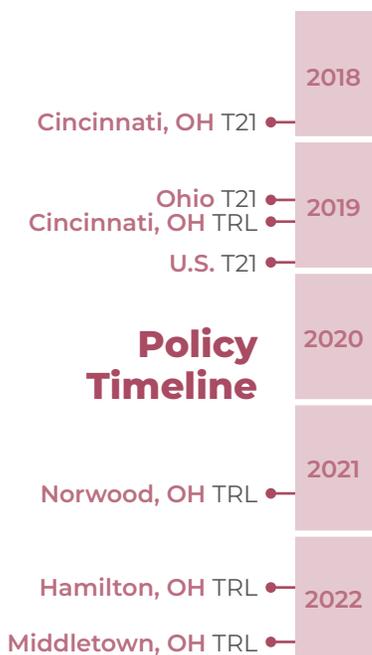
Youth find it harder to access tobacco

From 2018 to 2022, youth-reported ease-of-access to tobacco products decreased by

27%



Source: Interact for Health and Center for Public Health Systems Science. (2023). [Tobacco 21 Policy Evaluation Report 2019-2022](#). Cincinnati, OH and St. Louis, MO



Local Tobacco Retailer Licensing is important for funding and coordinating Tobacco 21 efforts

Tobacco Retailer Licensing (TRL) is an evidence-based way to reduce tobacco use¹ and an important companion strategy to **Tobacco 21**.² Through annual renewal of the license, the policy sets up sustainable funding for enforcement efforts. Use of TRL can also help reduce the density, type, and location of tobacco retailers.³

Learn more about TRL:

- [Tobacco Retail Licensing in Ohio: A Policy Toolkit to Help Localities Protect Their Communities](#)
- [Tobacco Retailer Licensing Playbook from ChangeLab Solutions](#)



Support for Tobacco 21 from retailers and the broader community continues to increase



Retailer support in Cincinnati increased by **38%** from 2019 to 2022



Source: Interact for Health and Center for Public Health Systems Science. (2023). [Tobacco 21 Policy Evaluation Report 2019-2022](#). Cincinnati, OH and St. Louis, MO

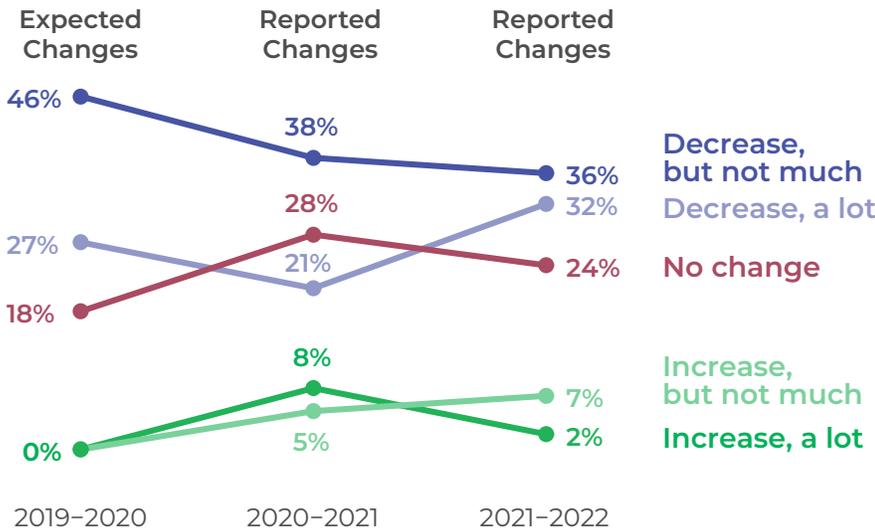


Community support in Greater Cincinnati increased by **16%** from 2018 to 2023

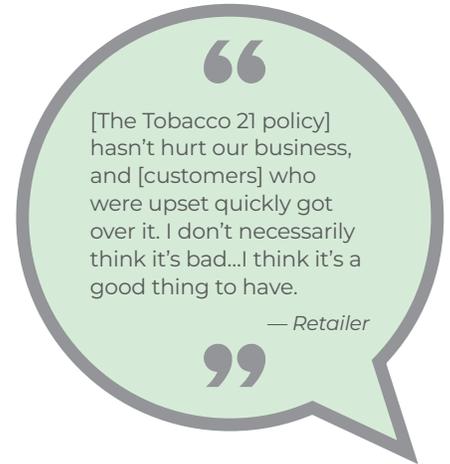


Source: Interact for Health. [Greater Cincinnati Adult Tobacco Survey: Tobacco 21 2018/2023](#)

Retailers experienced smaller decreases in sales than they expected after T21 and felt COVID-19 also contributed to changes



Source: Interact for Health and Center for Public Health Systems Science. (2023). [Tobacco 21 Policy Evaluation Report 2019-2022](#). Cincinnati, OH and St. Louis, MO



Notes

- 1 Myers, AE, Hall, MG, Isgett, LF, & Ribisl, KM. (2015). [A comparison of three policy approaches for tobacco retailer education](#). *Preventive Medicine*, 74, 67-73.
- 2 American Heart Association, Campaign for Tobacco-Free Kids, American Cancer Society Cancer Action Network, et al. [Tobacco 21: Model Policy](#); 2019.
- 3 CounterTobacco.Org. [Licensing, Zoning, and Retailer Density](#). 2023.

[Interact for Health](#) supported coalitions and partners in the cities of Cincinnati and Norwood, Butler and Warren counties, and regional- and state-level organizations. From 2019-2022, Interact for Health contracted with the [Center for Public Health Systems Science](#) at the Brown School at Washington University as an external evaluation group. Evaluation efforts focused on engagement with diverse voices including enforcement staff, retailers, and other stakeholders.

