

## Commercial tobacco's toll in one year



**1,317**

Adults smoke cigarettes



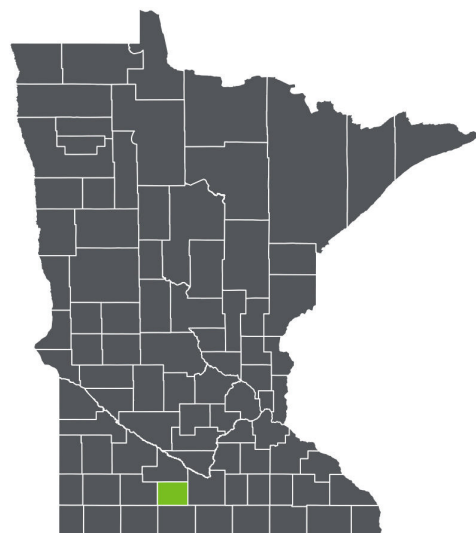
**1 in 5**  
commercial  
tobacco-related  
deaths



**\$824**  
per person in  
excess medical  
costs



**\$983**  
tax burden per  
household

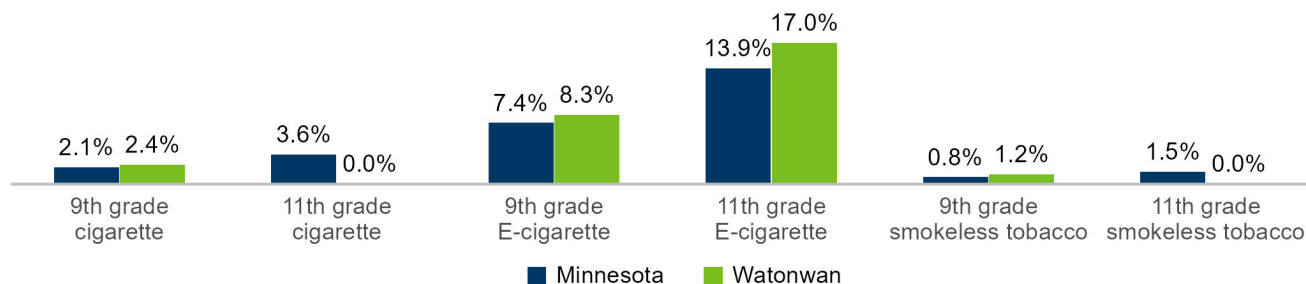


## Population

Youth	2,789
Adults	8,286
<b>Total residents</b>	<b>11,075</b>

## Youth commercial tobacco use

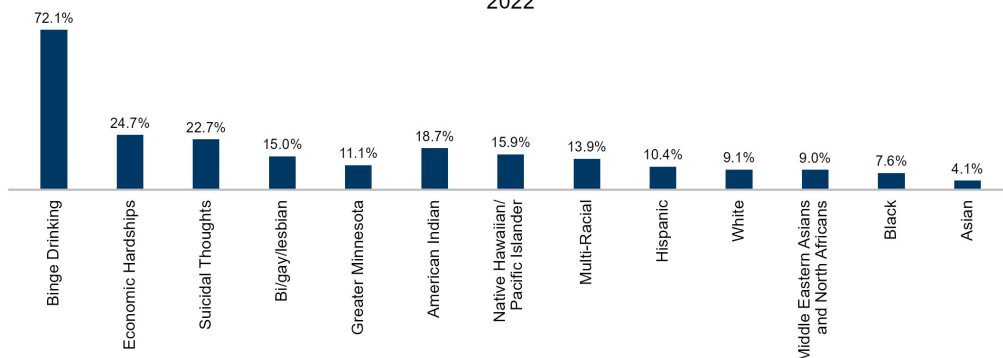
Watonwan County's 9th and 11th grade students compared with Minnesota students, 2022



## Statewide disparities in youth commercial tobacco use

Percent of Minnesota students who used any commercial tobacco products, grades 8, 9, and 11, 2022

Significant disparities remain among populations historically targeted by the Tobacco Industry.



# Local action for effective commercial tobacco prevention



**The Minnesota Department of Health supports community driven solutions to prevent youth from starting and to help people quit.**

Minnesota communities are working to:

- Raise the minimum tobacco sales age to 21 and remove purchase, use and possession penalties.
- Restrict the sale of menthol and flavored products.
- Increase product prices.
- Provide free support to quit.
- Promote smoke- and commercial-tobacco-free environments.
- Engage youth as essential partners.

## Among retailers assessed in Minnesota



**9 in 10**

sold flavored commercial tobacco



**9 in 10**

sold menthol cigarettes



**Half**

sold e-cigarettes in more than 10 flavors



**4 in 5**

sold single cigarillos



**Half**

sold commercial tobacco at discount prices

## How the tobacco industry targets communities

- Using fruit, candy, menthol, and other flavors, as well as eye-catching packaging, to attract new users.
- Marketing products on social media and through influencers and event sponsorships
- Designing products with extreme concentrations of nicotine, which is highly addictive and can harm brain development and mental health as teens grow.
- Selling products near places youth frequent, like convenience stores, schools, community centers, libraries, and parks.
- Promoting products in ways that are easily visible to children, like on store countertops and within three feet of the floor and near candy displays.
- Keeping prices low by offering coupons, buy-one-get-one deals, and other discounts.



Sources: Blue Cross and Blue Shield of Minnesota Cost of Smoking Report, MDH Vital Statistics, CDC PLACES: Local Data for Better Health, County Data, Behavioral Risk Factor Surveillance System, Minnesota Student Survey, and U.S. Census Population Estimates

**Want to know more about the burden of tobacco in Minnesota? Visit [www.health.mn.gov/tobacco](http://www.health.mn.gov/tobacco).**