

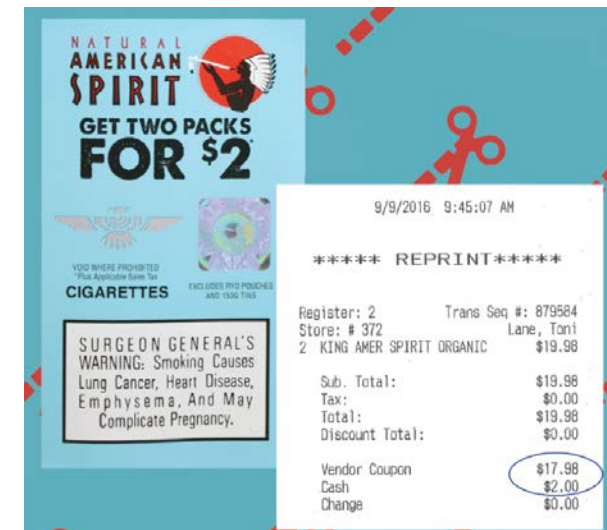
Minimum Floor Price on Cigarettes and Smokeless Tobacco in Ramsey County

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Price discounting occurs when tobacco companies target potential and current tobacco users with coupons and in-store discounts that lower the price of tobacco products.

Impact:

- Studies have shown that a \$10 per pack retail price and regulating discounts could result in:
 - 637,270 fewer smokers aged 12-17 years
 - 4,186,954 fewer smokers aged 18-25 years
 - 7,722,460 fewer smokers aged 26 and older
- 50% of Minnesota smokers have used tobacco coupons or promotions in the past year to save money on cigarettes
- One-third** of adult smokers use tobacco coupons or discounts every time they see one.
- Young adult nonsmokers who receive tobacco coupons are twice as likely to become smokers.



Saint Paul – Ramsey County Public Health is asking the Ramsey County Board of Commissioners to **support a minimum floor price on cigarettes and smokeless tobacco and ban the redemption of coupons and in-store discounts on all tobacco products.**

A resolution from the Board of Commissioners would help advise and support the proposed Saint Paul price discounting ordinance and future Ramsey County cities and municipalities that wish to pass similar ordinances.



Community partners and advocates supporting the Saint Paul Ordinance

History and Community Involvement

- Menthol resolution (2017) → Minnesota Tobacco 21 (2019) → Price discounting work → Saint Paul Price Discounting Ordinance (vote October 27, 2021)
- Community engagement through the Ramsey Tobacco Coalition and the Association for Non-smokers Minnesota (ANSR)
 - Many community members received tobacco coupons, considered these coupons predatory and wanted to focus efforts to end this targeting.
 - Focus groups and key informant interviews (2018)
 - Community members involved in outreach, including meetings with decision makers.
- Proposed Saint Paul tobacco price discounting ordinance has the support of **over 40 local and statewide organizations, including mental health organizations, medical provider groups, faith-based organizations, cultural coalitions, youth organizations and three district councils:**



Price discounting targets communities disproportionately impacted by the harms of tobacco: **Culturally and ethnically diverse communities including African Americans and Indigenous people, women, youth, low-income populations, and lesbian, gay, bisexual, transgender and queer (LGBTQ) individuals.**

- **African Americans** are more likely to use tobacco coupons or promotions and people using these to discount tobacco products are more likely to start smoking and less likely to quit smoking.
- **LGBTQ** individuals are less likely to have health insurance than heterosexual, cisgender and gender binary individuals, which may negatively affect health as well as access to cessation treatments, including counseling and medication.
- **Lower-income populations** have less access to health care, making it more likely that they are diagnosed at later stages of tobacco-related diseases and conditions.

