

Youth Focused Policy: Differences between Tobacco and Alcohol

Adam Leventhal, Ph.D.

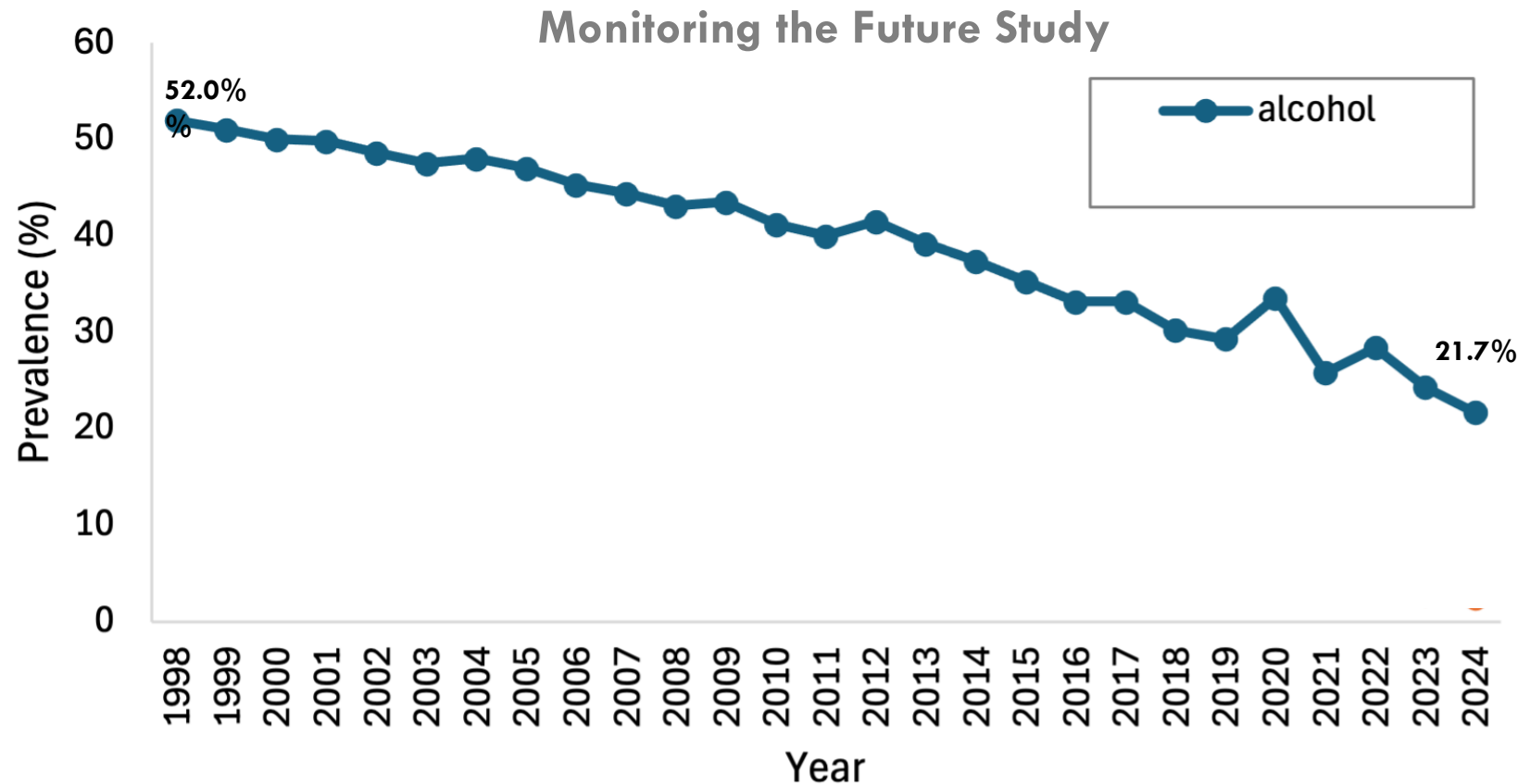
For NASEM Impact of Tobacco and Alcohol Use on Cancer-Related Health Outcomes

March 18, 2025

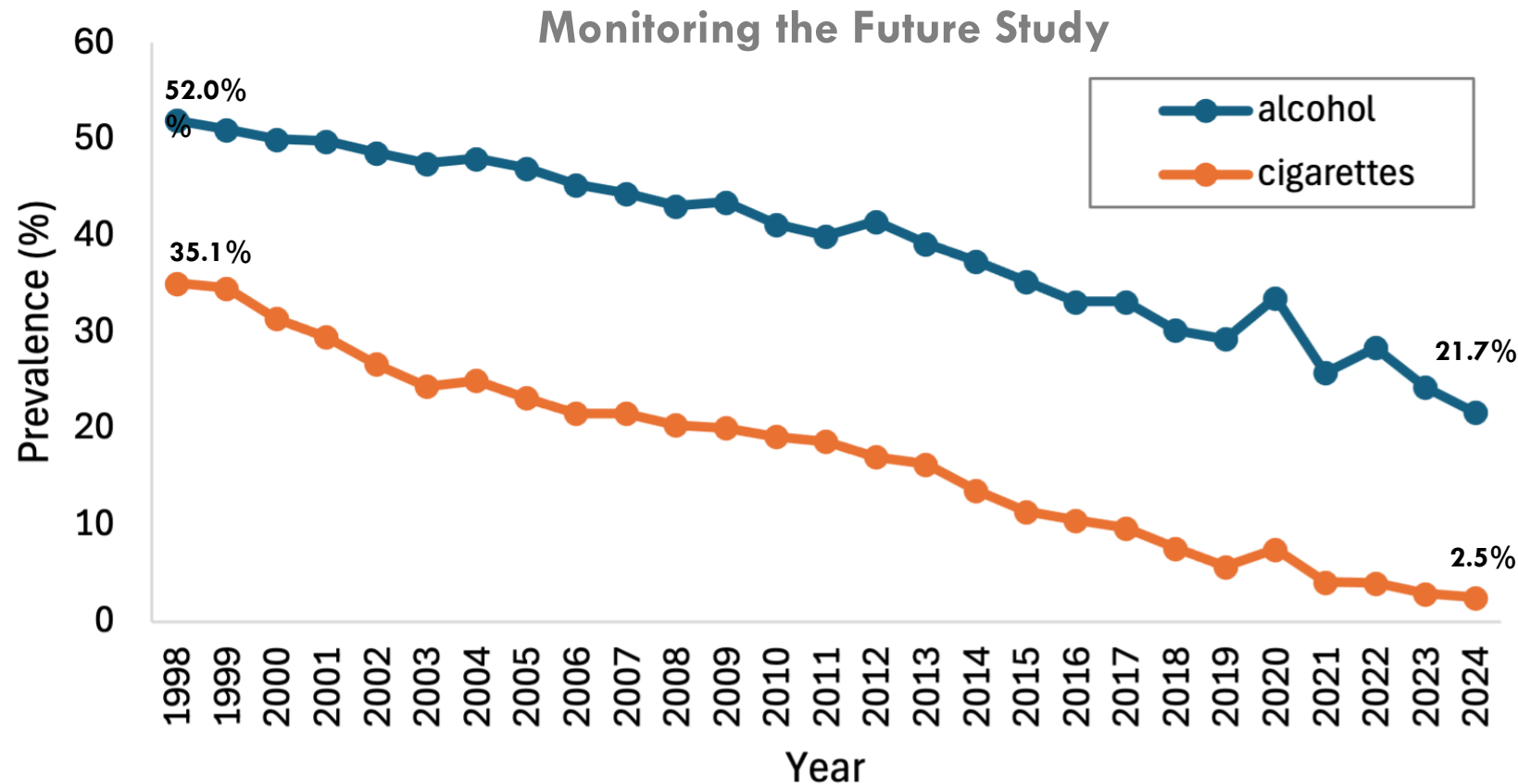
No disclosures



Trends in current use 1998-2024, US 12th Graders

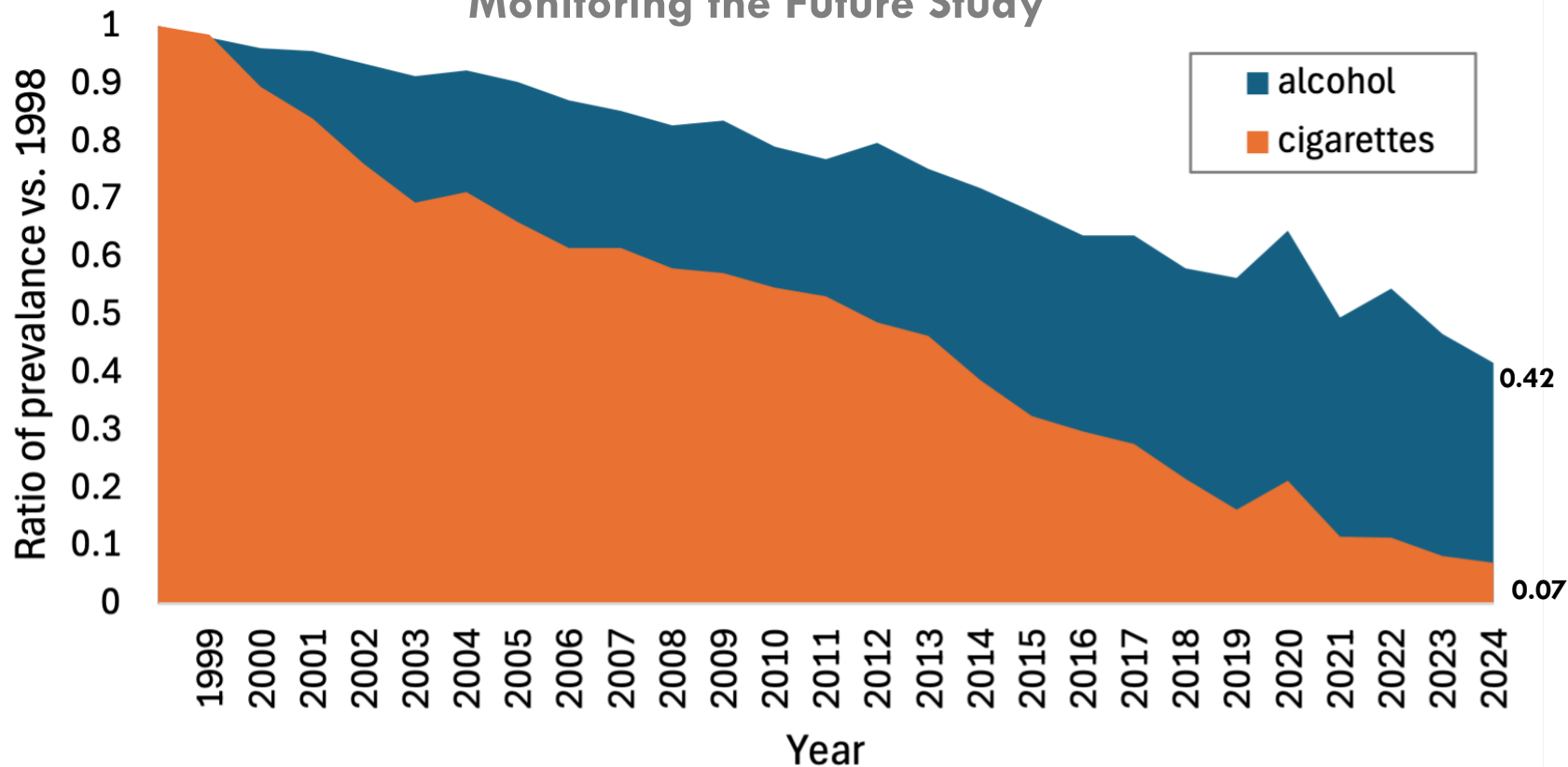


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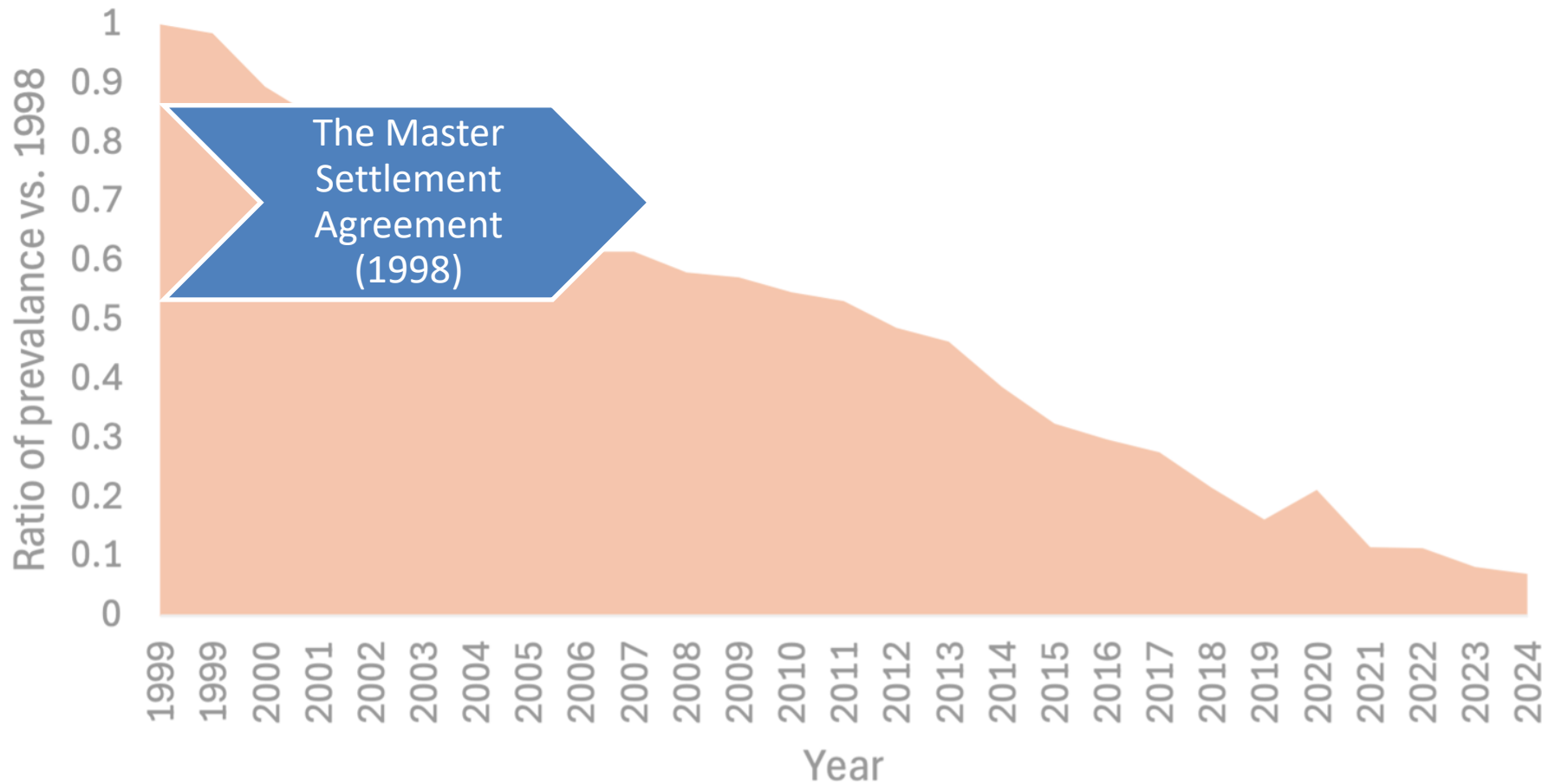


Current use prevalence ratio vs 1998, US 12th Graders

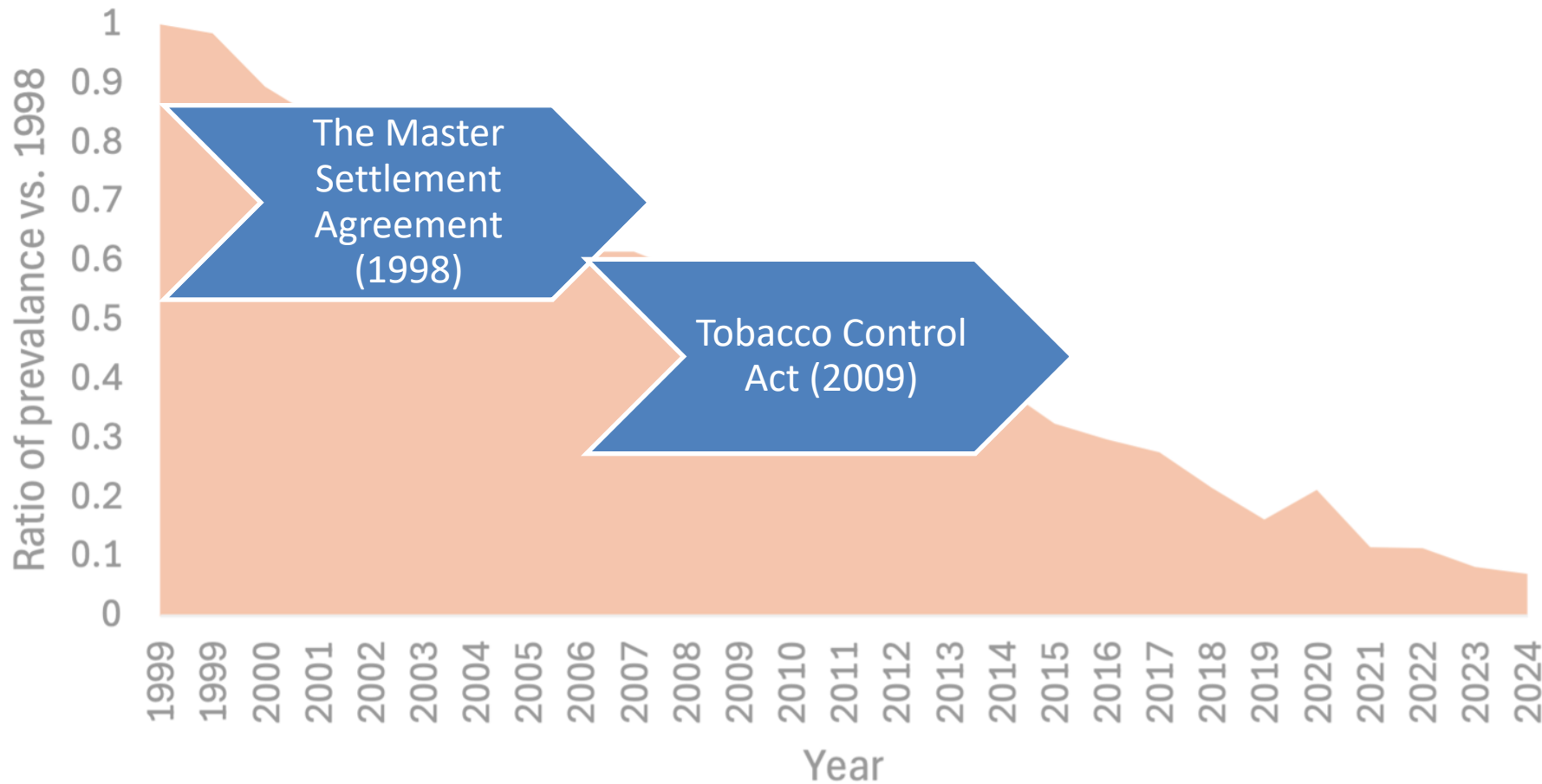
Monitoring the Future Study



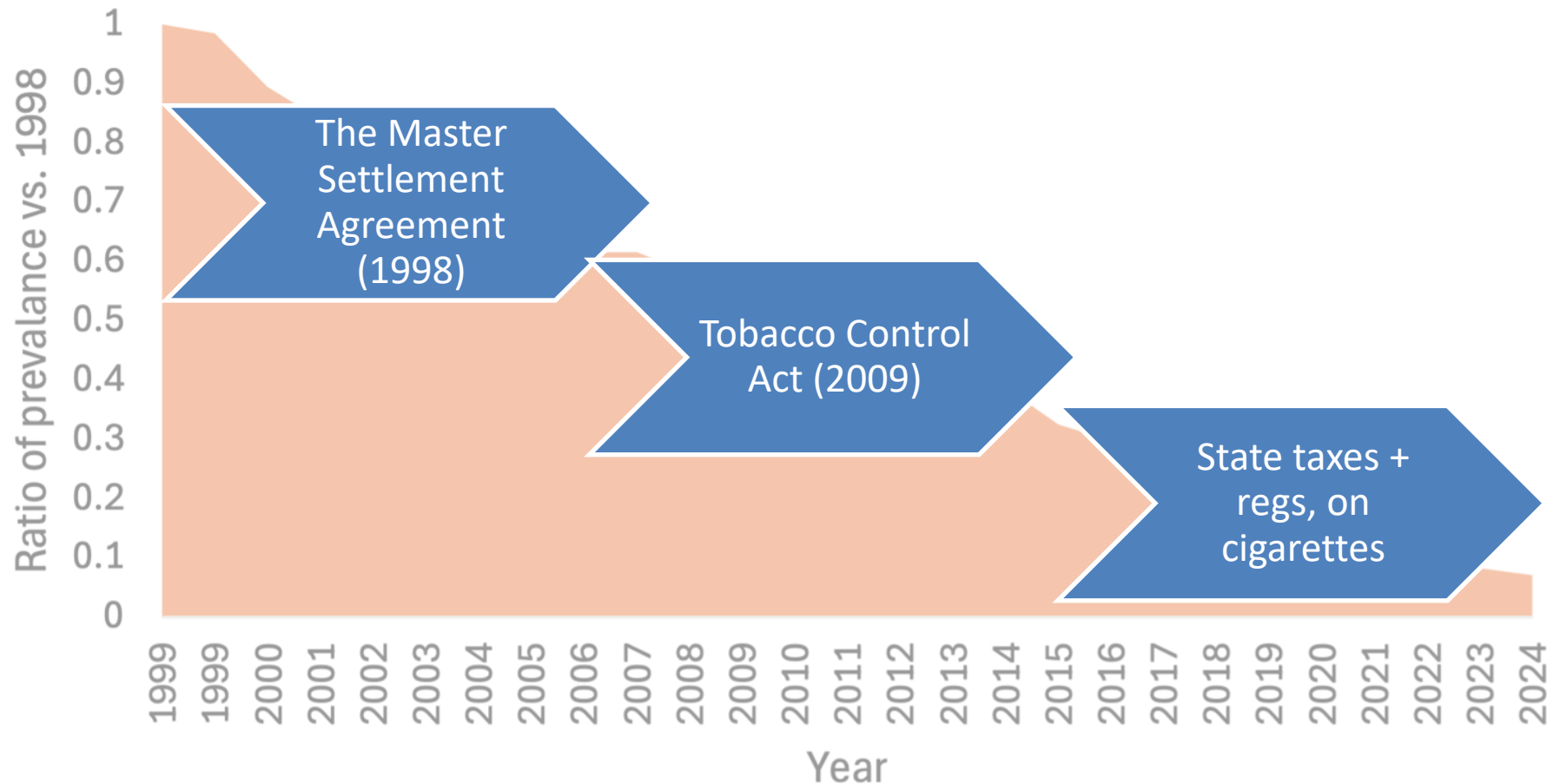
Youth-Focused Cigarette Policy Tipping Points In US



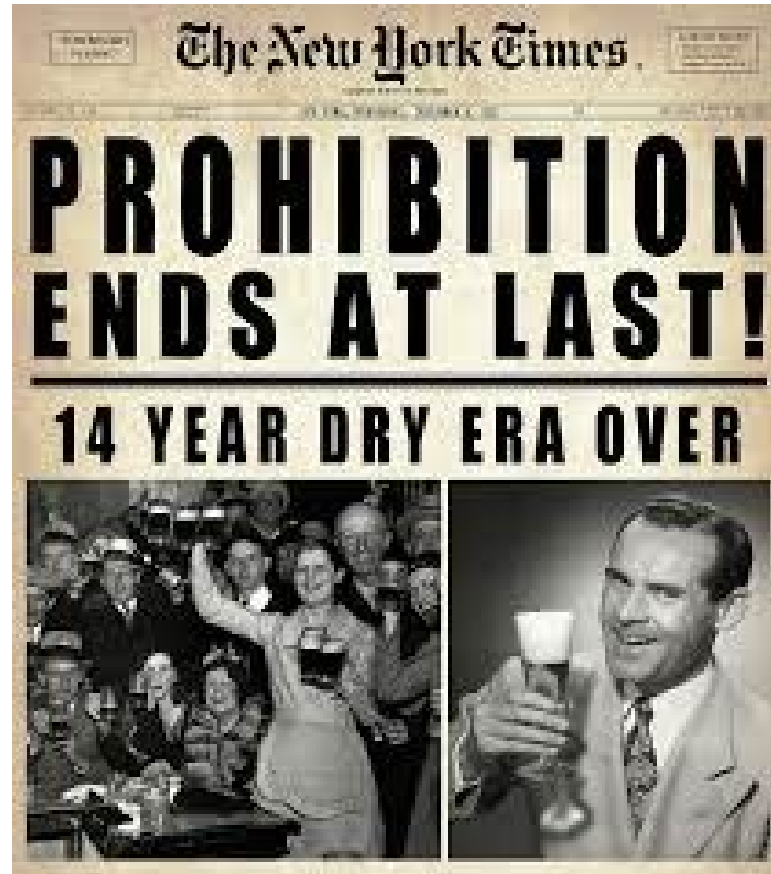
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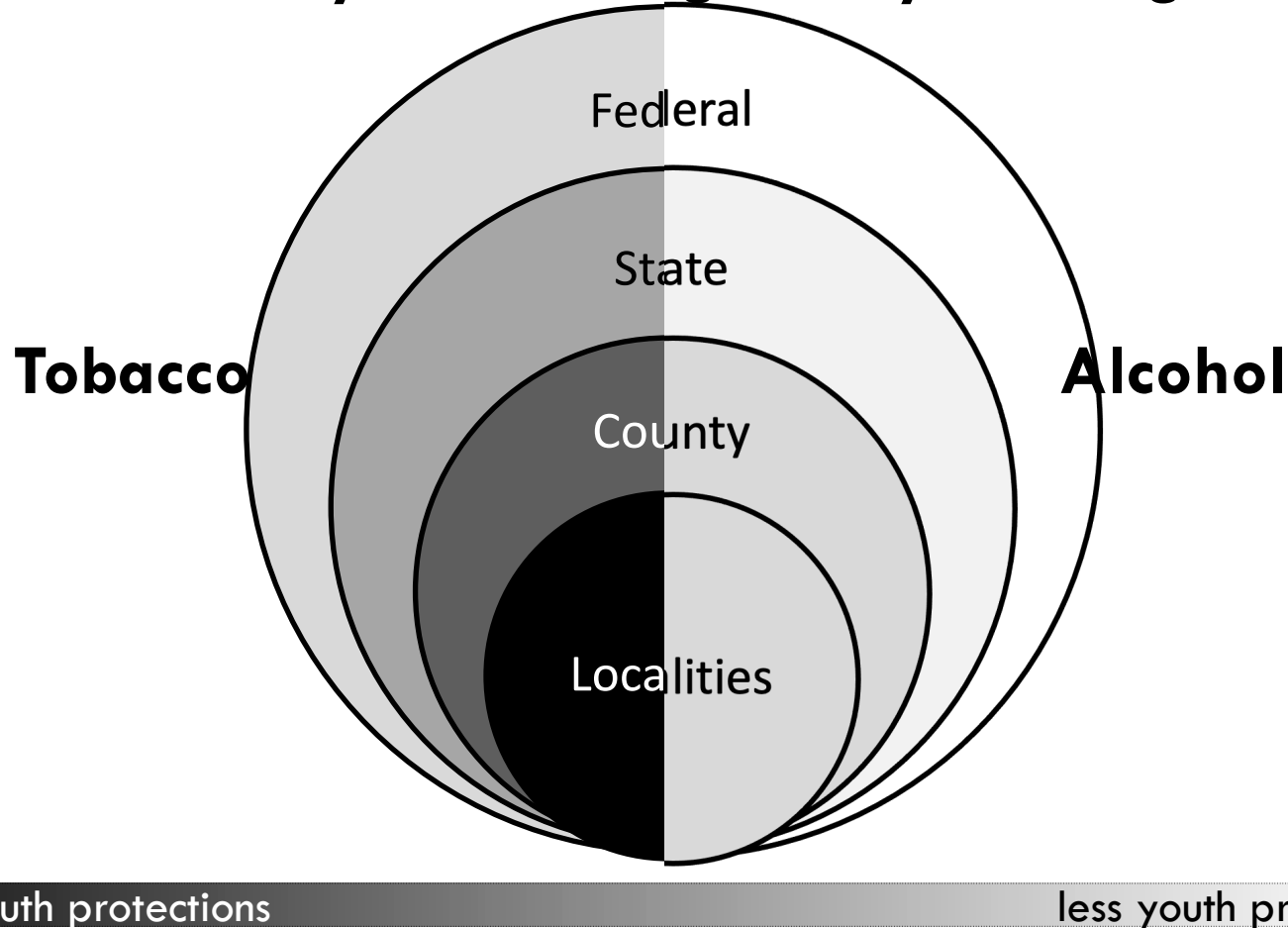
Youth-Focused Cigarette Policy Tipping Points In US



Alcohol Policy in US



Tiered System of Regulatory Oversight



Youth-Focused Policy Framework

Product characteristics

- Flavors
- Sensory-modifying additives
- Potency caps

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Marketing restrictions

- Youth-oriented themes
- Advertising channels
- Point of sales
- No PR Campaigns

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- Adult-only establishments
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Labeling

- Drug concentration
- Health warning labels
- Ingredient listings

Flavors

Product characteristics



Menthol only allowed federally
State/local flavor bans (16% US pop)

TOBACCO

ALCOHOL

Flavors

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All flavors allowed federally
Future federal flavor bans?
State/local flavor bans

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(other flavors not fully enforced)

Some state/local flavor bans
(1/4 US pop)

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ALCOHOL

Health Warnings

Labeling requirements



Federally mandated, 30% package

TOBACCO

ALCOHOL

Health Warnings

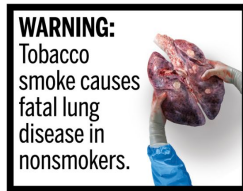
Labeling requirements



Federally mandated, 30% package



Required Warnings for Cigarette Packages and Advertisements



Federally mandated, 50% cigarette pack (2026?)

TOBACCO

ALCOHOL

Health Warnings

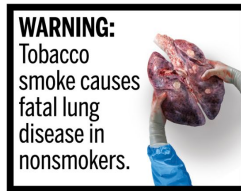
Labeling requirements



Federally mandated, 30% package



Required Warnings for Cigarette Packages and Advertisements



**Federally mandated, 50% cigarette pack (2026?)
TOBACCO**



**Federal mandates 2 -3 mm
ALCOHOL**

Summary and Future Horizons

- Youth-focused policies are available and tend to be more widely applied to tobacco than alcohol in US
 - Future policies to consider
 - Alcohol - flavors, advertising, youth-oriented marketing, broadening of health warning labels to include cancer
 - **Tobacco** - wider flavor regulation across products and locations, implementation of graphic warning labels, nicotine cap policy in cigarettes
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