



# Healthy HotSpot

*Connect to places for healthy living.*

## HEALTHY HOTSPOT SUCCESS STORY

### The Village of Maywood Successfully Implements Tobacco 21 Policy

#### Summary

The Village of Maywood is the third municipality in suburban Cook County to increase the minimum legal sales age of tobacco from 18 to 21. With unanimous support from the village board, Maywood's Tobacco 21 policy went into effect immediately on May 2, 2017 and will help protect youth within the community from the dangers of tobacco use.

*"Someone has to step up and take a stand and we, the village of Maywood have stepped to take a stand and it's to save a generation that's coming behind us." – Edweena Perkins, Mayor of Maywood*

#### Challenge

The teenage years are a critical time for tobacco prevention since almost all smokers begin smoking before the age of 21. The parts of the brain most responsible for decision making, impulse control, sensation seeking, and susceptibility to peer pressure continue to develop through young adulthood, and adolescent brains are uniquely vulnerable to the effects of nicotine and nicotine addiction.

#### Solution

Implementation of Tobacco 21 within Maywood was a solution with several benefits, including:

- **Reducing teen access to tobacco products.** Research shows the majority of underage tobacco users rely on friends and acquaintances under age 21 to get tobacco. Raising the age makes it less likely that those who can legally purchase tobacco are within teenagers' social circles and also keeps tobacco out of schools.
- **Lowering smoking rates.** With almost all smokers starting before the age of 21, the Institute of Medicine projects that Tobacco 21 policies could reduce overall smoking by 12 percent by the time today's teenagers become adults.
- **Improving overall health.** In addition to reducing the number of adolescents and young adults with adverse physiological effects caused by smoking (e.g., increased inflammation and impaired immune function), raising the minimum legal sales age to 21 will also lessen the population's exposure to secondhand smoke and its associated health effects, both now and in the future.



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Healthy HotSpot is an initiative led by the Cook County Department of Public Health that aims to build healthy places in suburban Cook County through community partnerships. For more information, visit [healthyhotspot.org](http://healthyhotspot.org).

This project was made possible, in part, by funds received from the Illinois Department of Public Health.



*“PP4H provides a forum in which community leaders and members can work together to find solutions to health problems,” said Lena Hatchett, executive lead of PP4H. “Thanks to strong support from Respiratory Health Association, the trustees knew their action would have immediate and long-lasting results for Maywood’s youth.”*

## **Results**

Cook County Department of Public Health’s (CCDPH) local partner Proviso Partners for Health (PP4H) led the campaign for Tobacco 21 in Maywood. PP4H is a multi-sector coalition comprised of more than a dozen community agencies and institutions in Proviso Township which is focused on health equity solutions for local residents. With strong support from PP4H, Maywood Chief of Police Valdimir Talley, community members and Respiratory Health Association, Tobacco 21 unanimously passed on May 2, 2017 and immediately went into effect.

## **Sustainable Success**

CCDPH understands that local communities play an important role in reducing tobacco use and exposure. Today, there is growing momentum around Tobacco 21 with more than 260 municipalities in the U.S., including Evanston, Maywood, and Oak Park, and three states that have increased their minimum legal sales age to 21. In addition, nearly 7 out of 10 residents in suburban Cook County support a proposed Tobacco 21 policy. With the continued work of local organizations like PP4H and Respiratory Health Association and support from CCDPH, the number of municipalities in suburban Cook County with Tobacco 21 policies can continue to grow.

### **Learn more**

- Watch [Tobacco 21 success story video](#).
- Discover the [benefits of Tobacco 21 policies](#).
- Join [Proviso Partners for Health](#) (PP4H).
- Use the [Healthy HotSpot map](#) to find places that support healthy living where you live, work, learn, worship, play and receive healthcare.