

STRAIGHT TO WORK YOUNG ADULTS AND TOBACCO'S BURDEN IN COLORADO



IN COLORADO

Straight to work* young adults age 18 to 24 who are non-students smoke cigarettes at **MORE THAN 2.5X THE RATE** of young adults who are current students.**

BY DESIGN

Tobacco marketing targets young adults by focusing on key life transitions such as entering a training program, starting a new job, or joining the military, and by promoting use in social settings.



FACT:
Tobacco use is the leading preventable cause of death.

FACT:
Straight to work young adults* are more likely to smoke than their college-bound peers.



UNFORTUNATELY:
Tobacco use by youth and young adults often leads to nicotine addiction, which prolongs tobacco use and can result in tobacco-caused diseases and death.

BUT COMMUNITIES CAN TAKE ACTION

PARTNER WITH TARGETED WORKPLACES TO IDENTIFY CONDITIONS that contribute to tobacco initiation and tobacco use among 18 to 24 year old non-students.

INCREASE OPPORTUNITIES FOR CESSATION AT WORKPLACES through work-based incentives that are combined with proven cessation treatments.

EXPAND SMOKE-FREE POLICIES that protect 18 to 24 year old non-students where they live, work and play.

* Straight to work: young adults aged 18-24 who have gone straight from high school to work.
**Adult Tobacco and Attitudes Behavioral Survey (TABS) 2012