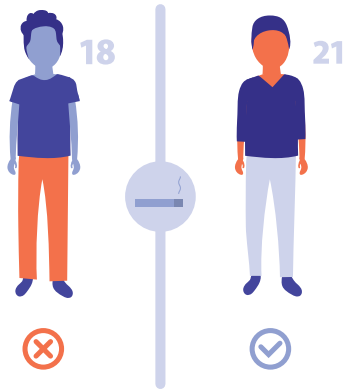


Making the Business Case for Tobacco 21 in Kansas City, MO

The Kansas City Chamber of Commerce, partnering with Blue Cross Blue Shield of Kansas City, helped pave the way for new laws across the region restricting tobacco sales to youth under 21. The county health department supported the business case for the initiative with data analytics and connections to stakeholders

1 The Kansas City Chamber of Commerce, in partnership with Blue Cross Blue Shield of Kansas City, spearheaded Tobacco 21/KC, an initiative to raise the legal age for tobacco purchase to 21 in the Kansas City metropolitan area.



2 The health department knew that business had influence in places it could not reach, and worked with the private sector and the Chamber of Commerce to infuse health concepts into economic development models.



3 Businesses and the Chamber of Commerce were willing to dedicate time and resources to tobacco control because they recognized the impact on the bottom line. They saw the health department as an ally that offered a rich network of local connections and access to data.



4 Health and business came to recognize that approaching shared challenges from differing angles multiplies their influence. By early 2018, 25 municipalities across the Kansas City metropolitan area, covering 1.5 million people, had adopted new ordinances to raise the legal age of tobacco purchase to 21.



“ In the 21st-century, community health is going to be a determining factor in economic development and growth.”

Scott Hall, Kansas City Chamber of Commerce