

# DEBATE GUIDE

## TOBACCO RETAILER LICENSING

In order to effectively advocate for a policy, it is important to be able to clearly communicate why you support it and the reasons that others should as well. It is equally important, however, to understand the concerns and opposing viewpoints that others may have about the issue. Use the table below to serve as a guide to begin thinking about some of the values and ideas that play a role in the debate about tobacco retailer licensing and to start to craft the flow of your own argument.

<b>Supporters</b>	<b>Opponents</b>
<i>Defining the Issue: Is there a problem? Does action need to be taken?</i>	
<p>Supporters will need to prove that the proposed policy is necessary by showing that there is a problem that needs to be addressed.</p> <p>You may want to consider:</p> <ul style="list-style-type: none"> <li>- Statistics on tobacco usage among youth and the negative effects</li> <li>- Data related to underage youth illegally purchasing tobacco</li> </ul>	<p>Opponents will argue that this policy is not necessary by denying the presence of a problem in our community or disproving evidence of it.</p> <p>You may want to consider:</p> <ul style="list-style-type: none"> <li>- If national or state data should apply to our community</li> <li>- If statistics from youth surveys are trustworthy</li> </ul>
<i>Defining the Solution: Will the proposed action effectively address the problem?</i>	
<p>Supporters will advocate for tobacco retailer licensing by showing that it will effectively help to solve the problem at hand.</p> <p>You may want to consider:</p> <ul style="list-style-type: none"> <li>- Evidence of and reasons that licensing reduces illegal sales to underage youth</li> <li>- The message the policy will send to young people about how the community views underage smoking</li> </ul>	<p>Opponents will argue against tobacco retailer licensing by showing that it will not effectively solve the problem</p> <p>You may want to consider:</p> <ul style="list-style-type: none"> <li>- Why licensing will not be effective in reducing illegal sales</li> <li>- If retailers are the primary issue in youth access to tobacco</li> <li>- Why passing the policy will not impact community norms</li> </ul>

*Evaluating the Costs and Benefits:  
What impact would this solution have on the community as a whole?*

Supporters will argue that any associated costs are outweighed by the benefits and it will therefore benefit the community overall.

You may want to consider:

- Why the cost or burden of this policy on businesses is limited

Opponents will argue that passing this policy would negatively impact the community because it is unfair or will pose negative consequences or significant costs to the community.

You may want to consider:

- Why licensing is an unfair or a significant burden on businesses