

RESOLUTION #2011-05

URGING TOBACCO RETAILERS TO STOP THE SALE AND MARKETING OF FLAVORED TOBACCO PRODUCTS IN DEFUNIAK SPRINGS

WHEREAS, tobacco use is the number one cause of preventable death in the United States, and studies suggest that almost 90 percent of tobacco smokers began smoking at the age of 18 years; and

WHEREAS, the Florida Youth Tobacco Survey shows that 9.8 percent of middle school students in Walton County are current tobacco users, compared to 6.6 percent statewide; and

WHEREAS, the Florida Youth Tobacco Survey shows that 20.2 percent of high school students in Walton County are current tobacco users, compared to 15.7 percent statewide; and

WHEREAS, the U.S. Surgeon General has concluded that tobacco advertising greatly contributes to youth smoking rates; and

WHEREAS, an estimated one-third of adolescent experimentation with smoking can be directly attributed to tobacco advertising and promotional activities; and

WHEREAS, the Master Settlement Agreement (MSA) reached in 1998 between states' Attorney Generals and major tobacco companies forbids cigarette manufacturers from directly or indirectly targeting youth in advertising, marketing and promotion of tobacco products aimed at initiating, maintaining or increasing youth smoking; and

WHEREAS, internal tobacco industry documents strongly suggest that manufacturers intentionally target youth through use of candy-like flavors in tobacco products; and

WHEREAS, research from the Harvard School of Public Health (published November 2005) found that Tobacco product makers are targeting young smokers with new candy and liqueur-flavored brands that mask the harsh and toxic properties found in tobacco smoke. Finding that tobacco companies use youth oriented colorful and stylish packaging, and exploit adolescents' attraction to candy flavors; and

WHEREAS, national studies have found that the vast majority of people who are using these flavored tobacco products are youth and young adults; and

WHEREAS, research by the Students Working Against Tobacco youth shows that all of the local tobacco retailers surveyed in Walton County sell flavored tobacco products of various kinds; and

WHEREAS, the Florida Youth Tobacco Survey shows that at least 77 percent of tobacco obtained by youth in Walton County is obtained through social sources rather than through direct purchases by minors, which makes existing age restrictions inadequate protection for preventing use by minors; and


WHEREAS, some of these tobacco products, specifically flavored cigars and cigar/cigarette rolling papers, bidis, and hookah products are also used as drug paraphernalia for smoking marijuana.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of DeFuniak Springs, Florida, that the retailers in DeFuniak Springs who sell tobacco products are urged to cease the sale and marketing of all flavored tobacco products, which include, but are not limited to cigars, cigarillos, bidis, smokeless tobacco products, hookah smoking products, and cigar/cigarette rolling papers, This includes all products which have been flavored through, the addition of natural or artificial flavorings, herbs, spices or other means with flavors characterizing fruit, candy, alcohol or other similar flavorings.

PASSED AND ADOPTED by the City Council of the City of DeFuniak Springs, Florida, by a vote of 5 yeas, 0 nays and 0 absent, this 11th day of April, 2011.


C. Harold Carpenter, Mayor

ATTEST:


Jonathan D. King, City Clerk