

RESOLUTION NO. _____

RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS
OF SARASOTA COUNTY, FLORIDA

A RESOLUTION URGING LOCAL VENDORS TO CEASE THE SALE AND MARKETING
OF ALL CANDY FLAVORED TOBACCO PRODUCTS AND URGING CITIZENS NOT TO
PURCHASE OR USE CANDY FLAVORED TOBACCO PRODUCTS IN SARASOTA
COUNTY, FLORIDA

WHEREAS, tobacco use is the single most avoidable cause of death in the United States

WHEREAS, almost 90 percent of tobacco users started before they were 18 years old, and

WHEREAS, each day, more than 4,000 young people try smoking for the first time, and another 2,000 youth become regular daily smokers, and

WHEREAS, the United States 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) of 1998 between the state Attorney General 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 cigarette makers are targeting young smokers with new candy and liqueur flavored brands that mask the harsh and toxic properties found in tobacco smoke. Tobacco companies use youth-oriented colorful and stylish packaging, and exploit adolescents' attraction to candy flavors with names such as "Mandarin Mint", "Winter Warm Toffee" and "Twista Chill", 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, the Florida Youth Tobacco Survey shows that over 85% of tobacco obtained by the youth in Sarasota county is obtained through social sources, not direct, underage purchases by the minors themselves and therefore existing age restrictions are inadequate protection to keep these flavored products out of the hands of the primary users, youth, and

WHEREAS, some of these tobacco products, especially flavored cigars and blunt wraps are also used as drug paraphernalia for smoking of marijuana, and

WHEREAS, flavored tobacco products are defined as loose tobacco including snuff flour, plug and twist tobacco, fine cuts, chewing tobacco, snus, shisha tobacco, smoking or snuffing tobacco products, and all other kinds and forms of tobacco, including but not limited to cigarettes, cigars, smokeless tobacco products and blunt wraps prepared in such a manner with the purpose for chewing, inhaling, smoking or ingesting in any manner in which the product or any of its component parts (including the tobacco, filter, or paper) contain, as a constituent (including a smoking constituent) or additive, an artificial or natural flavor (other than tobacco or menthol) or an herb or spice, including but not limited to, strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, coffee, or alcohol flavors, that is a characterizing flavor of the tobacco smoke.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF SARASOTA COUNTY, FLORIDA, IN A PUBLIC MEETING ASSEMBLED:

1. That the County Commission urges local vendors in Sarasota County who sell tobacco products to cease the sale and marketing of all flavored tobacco products, which are defined as loose tobacco including snuff flour, and fine cuts of plug and twist tobacco. Chewing tobacco, snus, smoking or snuffing tobacco products, and all other kinds and forms of tobacco, including but not limited to cigarettes, cigars, smokeless tobacco products and blunt wraps, prepared in such a manner with the purpose for chewing, inhaling, smoking or ingesting in any manner 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 with the exception that menthol will not be included in this definition.
2. That the County Commission urges residents and visitors not to purchase or use flavored tobacco products, as described above.

3. This resolution shall take effect immediately upon adoption.

PASSED AND DULY ADOPTED THIS _____ DAY OF _____, 2011.

BOARD OF COUNTY COMMISSIONERS
OF SARASOTA COUNTY, FLORIDA