

NO. 796

**A RESOLUTION OF THE  
TOWN OF SEWALL'S POINT  
TO URGE LOCAL TOBACCO RETAILERS  
TO STOP THE SALE AND MARKETING OF FLAVORED TOBACCO  
PRODUCTS IN MARTIN COUNTY**

**WHEREAS**, tobacco use is the number one cause of preventable death in the United States, and 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 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 state Attorneys 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 the 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 toxic properties found in tobacco smoke; and

**WHEREAS**, 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**, research by "Martin County Students Working Against Tobacco" youth shows 75 percent of local tobacco retailers located within three miles of middle and high school campuses in Martin County sell flavored tobacco products (2010 Martin County StoreAlert Surveillance); and

**WHEREAS**, the Florida Youth Tobacco Survey shows that at least 87 percent of tobacco obtained by youth in Martin County is obtained through social sources, not direct underage purchases by minors themselves, and therefore existing age restrictions are inadequate protection to keep these flavored products out of the hands of their primary users.

**NOW, THEREFORE, BE IT RESOLVED** THAT THE TOWN COMMISSION OF THE TOWN OF SEWALL'S POINT urges all local retailers who sell tobacco products to cease the sale and marketing of all flavored tobacco products, which are defined as loose tobacco including snuff flour, plus and twist tobacco, fine cuts, 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.

	<u>AYE</u>	<u>NAY</u>
MAYOR PAMELA BUSHA	<u>✓</u>	_____
PAUL LUGER, VICE MAYOR	<u>✓</u>	_____
VINCENT N. BARILE, Commissioner	<u>✓</u>	_____
THOMAS P. BAUSCH, Commissioner	<u>✓</u>	_____
JACQUI THURLOW-LIPPISCH, Commissioner	<u>✓</u>	_____

The Mayor thereupon declared this Resolution No. 796 approved and adopted by the Town Commission of the Town of Sewall's Point on the 25<sup>th</sup> day of February, 2014

TOWN OF SEWALL'S POINT, FLORIDA

*Pamela M. Busha*  
Pamela Busha, Mayor

ATTEST:

*Ann-Marie S. Basler*  
Ann-Marie S. Basler, Town Clerk

(TOWN SEAL)

*Glen J. Torcivia*  
Glen J. Torcivia, Town Attorney  
Florida Bar No. 343374  
Approved as to form and legal sufficiency