

TOWN OF CALLAHAN, FLORIDA
RESOLUTION NO. 2013-R09

A RESOLUTION OF THE TOWN OF CALLAHAN, FLORIDA URGING TOBACCO
RETAILERS TO ADOPT A VOLUNTARY RETAIL POLICY TO PROHIBIT OR RESTRICT THE
SALE AND MARKETING OF CANDY FLAVORED TOBACCO IN THE TOWN OF
CALLAHAN, FLORIDA; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS tobacco use is the number one cause of preventable death in the United States, and almost 90 percent of tobacco users and smokers 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 youths 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 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 candy 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 products or any of its component

parts (including the tobacco, filter, or paper) contain, as a constituent (including a smoke 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 product or tobacco smoke, and

NOW THEREFORE BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF CALLAHAN, FLORIDA AS FOLLOWS:

Section 1. The Town Council of the Town of Callahan, Florida urges all local retailers who sell tobacco products to cease the sale and marketing of all candy flavored tobacco products, which are defined as loose tobacco including snuff flour, plug and twist tobacco, fine cuts, chewing 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.

Section 2. This resolution shall be effective immediately upon adoption.

INTRODUCED, PASSED, AND ADOPTED THIS 2 DAY OF December, 2013.

TOWN OF CALLAHAN, FLORIDA



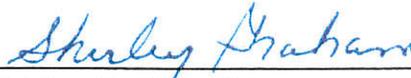
Robert Rau, Town Council President

ATTEST:

APPROVED:



Town Clerk



Shirley Graham, Mayor