

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA, URGING LOCAL VENDORS TO CEASE THE SALE AND MARKETING OF ALL CANDY FLAVORED TOBACCO PRODUCTS, WHICH TEND TO PROMOTE AND INFLUENCE UNDERAGE AND OR YOUTHFUL CONSUMPTION; URGING CITIZENS NOT TO PURCHASE OR USE CANDY FLAVORED TOBACCO PRODUCTS; PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, tobacco use is the number one cause of preventable death in the United States; and

WHEREAS almost 90 percent of tobacco user smokers started before they were 18 years old; 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, 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. Tobacco companies use youth oriented colorful and stylish

packaging, and exploit adolescents' attraction to candy flavors with names such as "Mandarin Mint," and "Twista Chill;" and

WHEREAS, some of these tobacco products, specifically flavored cigars and blunt swaps, are also used as drug paraphernalia for the smoking of marijuana; and

WHEREAS, 17 year old smokers are three times as likely to use candy flavored cigarettes and candy flavored tobacco products as smokers over age 25; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF KEY WEST, FLORIDA AS FOLLOWS:

Section 1: That the City Commission urges all local vendors to cease the sale and marketing of flavored tobacco products, which are defined as loose tobacco including snuff flour, plug and twist tobacco, fine cuts, chewing tobacco, snus, smoking or snuffing tobacco products, and all other 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 of 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: That the Key West City Commission urges residents and visitors not to purchase or use flavored tobacco products, as described above.

Section 3: That this Resolution shall go into effect immediately upon its passage and adoption and authentication by the signature of the Presiding Officer and the Clerk of the Commission.

Passed and adopted by the City Commission at a meeting held this _____ day of _____, 2011.

Authenticated by the Presiding Officer and Clerk of the Commission on _____ day of _____, 2011.

Filed with the Clerk on _____, 2011.

CRAIG CATES, MAYOR

ATTEST:

CHERYL SMITH, CITY CLERK