RESOLUTION NO. 12-02-14

A RESOLUTION OF THE VILLAGE COUNCIL OF ISLAMORADA, VILLAGE OF ISLANDS, 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; AND 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.

NOW, THEREFORE, BE IT RESOLVED BY THE VILLAGE COUNCIL OF ISLAMORADA, VILLAGE OF ISLANDS, FLORIDA, AS FOLLOWS:

Section 1. Recitals. The above recitals are true and correct and are incorporated herein by this reference.

Section 2. Support of Village Council. That the Village Council urges all local vendors to cease the sale and marketing of flavored tobacco products, which are defined as loose tobacco including snuff flour, plus and twist 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 a 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. That the Village Council urges residents and visitors not to purchase or use flavored tobacco products, as described above.

Section 3. Effective Date. This Resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED this 23RD day of February, 2012.

Motion to adopt by Vice Mayor Philipson, second by Councilman Achenberg.
FINAL VOTE AT ADOPTION

Mayor Michael Reckwerdt                Yes
Vice Mayor Ken Philipson                Yes
Councilman Don Achenberg                Yes
Councilman Ted Blackburn                Yes
Councilman Dave Purdo                    Yes

Ken Philipson                           
KEN PHILIPSON, VICE MAYOR

ATTEST:

Debra E. Eastman, MMC                  
Village Clerk

APPROVED AS TO FORM AND LEGALITY FOR THE
USE AND BENEFIT OF ISLAMORADA, VILLAGE OF ISLANDS:

Village Attorney