RESOLUTION NO. 34-12-12

A RESOLUTION BY TOWN COMMISSION OF THE TOWN OF LAKE PARK, FLORIDA URGING LOCAL RETAILERS SELLING TOBACCO PRODUCTS, TO REFRAIN FROM SELLING AND MARKETING FLAVORED TOBACCO PRODUCTS, WHICH TEND TO PROMOTE AND INFLUENCE UNDERAGE AND/OR YOUTHFUL CONSUMPTION.

WHEREAS, tobacco use is the leading cause of preventable death in both the United States and in the State of Florida, and nearly 90 percent of tobacco users initiated use before they were 18 years old; and

Whereas, each day in the United States, more than 4,000 youth try smoking for the first time, and another 2,000 become regular daily smokers; and

Whereas, the Campaign for Tobacco-Free Kids estimates that 28.7 million packs of cigarettes are purchased or consumed by minors in Florida annually; and

Whereas, tobacco industry advertising and promotional activities directly account for approximately one third of adolescent experimentation with smoking; and

Whereas, the 1998 Tobacco Master Settlement Agreement (MSA) strictly forbids cigarette manufactures from directly or indirectly targeting youth in the advertising, marketing, and promotion of tobacco productions 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 and sweet flavors in tobacco products and also show that tobacco companies think it is unfair that they cannot directly market their products to youth; and,

Whereas, a 2004 study by the Food and Drug Administration (FDA) found that while only 6.7 percent of adults ages 25 years and older reported smoking flavored tobacco products, 22.8 percent of teens reported using them; and,

Whereas, candy flavoring masks the initial harsh reactions that occur when experimenting with tobacco products and advertising and marketing campaigns downplay the harmful effects of these products; and,

Whereas, a study found that youth believe candy-flavored tobacco products are "safer" and "taste better" than traditional tobacco products; and,

Whereas, surveys conducted by the Students Working Against Tobacco youth identified tobacco products flavored with grape, wine, cream, apple, cherry, and numerous other flavors in various retailers throughout Palm Beach County, and;

Whereas, some of these tobacco products, specifically flavored cigars, cigar rolling papers, and hookah products are also used as drug paraphernalia for smoking marijuana, and;

Whereas, in 2010, 7.5 percent of Palm Beach County middle school students and 20.5 percent of Palm Beach County high school students reported current tobacco use.

NOW, THEREFORE, BE IT RESOLVED BY THE LAKE PARK TOWN COMMISSION:

That the Town Commission of the Town of Lake Park urges all local retailers who sell tobacco products where youth have access to their stores or products to cease the sale and marketing of all flavored tobacco products, including but not limited to cigars, cigarillos, bidis, smokeless tobacco products, hookah tobacco, and cigar/cigarette rolling papers, in order to reduce the exposure and use of tobacco products in Lake Park, Florida.

The foregoing Resolution was offered by Vice-Mayor Rumsey, who moved its adoption. The motion was seconded by Commissioner Stevens and upon being put to a roll call vote, the vote was as follows:

	AYE	NAY
MAYOR JAMES DUBOIS	✓	
VICE-MAYOR KENDALL RUMSEY	✓	
COMMISSIONER STEVEN HOCKMAN	✓	
COMMISSIONER JEANINE LONGTIN		✓
COMMISSIONER TIM STEVENS	✓	

The Town Commission thereupon declared the foregoing Resolution NO. 34-12-12 duly passed and adopted this 19 day of December, 2012.

TOWN OF LAKE PARK, FLORIDA

BY: _____
JAMES DUBOIS
MAYOR

ATTEST:

_____
VIVIAN MENDEZ LEMLEY
TOWN CLERK

TOWN OF LAKE PARK SEAL FLORIDA
(TOWN SEAL)

Approved as to form and legal sufficiency:

BY: _____
THOMAS J. BAIRD
TOWN ATTORNEY