

**RESOLUTION 2014-01**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MEXICO BEACH, FLORIDA, URGING TOBACCO RETAILERS TO RESTRICT THE SALE AND MARKETING OF CANDY FLAVORED TOBACCO PRODUCTS IN MEXICO BEACH, FLORIDA.**

**WHEREAS**, tobacco use is the number one cause of preventable death in the United States, and almost 90 percent of tobacco users became addicted before they were 18 years old, and 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 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 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 use of candy-like flavors and colorful and stylish packaging in tobacco products; and


**WHEREAS**, some of these tobacco products, specifically flavored cigars and blunts wraps are also used as drug paraphernalia for the smoking of marijuana, and flavored cigarettes are the only product prohibited by the Family Smoking Prevention and Tobacco Control Act that was signed into law by President Obama on June 22, 2009; and

**WHEREAS**, the community supports a safe environment in which our youth can grow and prosper, free from the influences of tobacco industry marketing and from addiction to tobacco.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MEXICO BEACH, FLORIDA**, that the City of Mexico Beach does hereby urge all local retailers who sell tobacco products to restrict the sale and marketing of all candy flavored tobacco products.

**INTRODUCED AND ADOPTED** at the regular meeting of the City Council of the City of Mexico Beach this 11<sup>th</sup> day of February, 2014.

CITY OF MEXICO BEACH, FLORIDA

  
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William A. Cathey, Mayor

ATTEST:

  
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Adrian Welle, City Clerk