

**RESOLUTION NO. 2011-16**

**A RESOLUTION OF THE CITY OF BROOKSVILLE,  
FLORIDA, URGING TOBACCO RETAILERS TO STOP  
THE SALE AND MARKETING OF FLAVORED TOBACCO  
IN THE CITY OF BROOKSVILLE.**

**WHEREAS**, tobacco use is the number one cause of preventable death in the United States, and almost 90 percent of tobacco users started before they were 18 years old; and,

**WHEREAS**, research from the Harvard School of Public Health found that tobacco manufacturers are targeting youth with flavored products that make the harsh and toxic properties found in tobacco smoke and spit residue; and,

**WHEREAS**, the Surgeon General has concluded that tobacco advertising greatly contributes to youth smoking rates. 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**, an estimated one-third of adolescent experimentation with smoking can be directly attributed to tobacco advertising and promotion activities; and,

**WHEREAS**, tobacco manufacturers are banned from directly or indirectly targeting youth in advertising, marketing and promotion of tobacco products aimed at initiating, maintaining or increasing youth use of tobacco in accordance with the 1998 Master Settlement Agreement; and,

**WHEREAS**, 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**, flavored tobacco products are defined as loose tobacco, snuff flour, plug and twist tobacco, fine cuts, long cuts, chewing tobaccos, dissolvable tobaccos, snus, shisha tobaccos, cigarettes, cigarillo, cigars, other smoking and snuffing products, and all other forms of tobacco products, that contain any product or additive, either artificial or natural, that is designed to be a characterizing flavor of either the tobacco product or the byproduct it produces.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BROOKSVILLE, FLORIDA, AS FOLLOWS:**

**SECTION 1.** That the City of Brooksville City Council urges all local retailers who sell tobacco products, where youth have access to their store or products, to consider cessation of the sale and marketing of all flavored tobacco products in order to reduce the exposure and use of tobacco products to City of Brooksville youth.

**SECTION 2.** That the City of Brooksville City Council urges all parents and other persons in the position of advising or counseling youth in the City of Brooksville to educate youth to the addictive and harmful effects of flavored tobacco products, so that youth are not misled into believing that flavored tobacco products are safe and non-addictive, by advertising, packaging or sweet flavors..

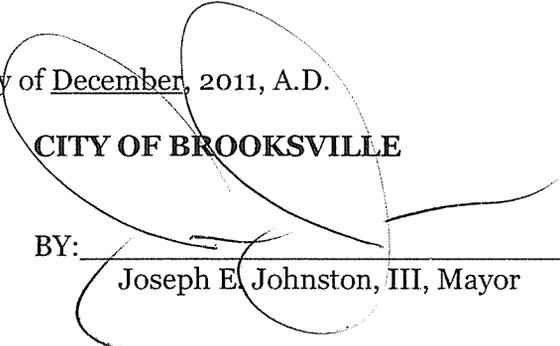
ADOPTED in regular session this 19<sup>th</sup> day of December, 2011, A.D.

**CITY OF BROOKSVILLE**

ATTEST:

  
Janice L. Peters, CMC, City Clerk

BY:

  
Joseph E. Johnston, III, Mayor

APPROVED AS TO FORM FOR THE RELIANCE  
OF THE CITY OF BROOKSVILLE ONLY:

  
Thomas S. Hogan, Jr., City Attorney

VOTE OF CITY COUNCIL

Bernardini	<u>AYE</u>
Bradburn	<u>AYE</u>
Burnett	<u>AYE</u>
Hohn	<u>AYE</u>
Johnston	<u>AYE</u>