

RESOLUTION NO. 13-12

A RESOLUTION BY THE CITY COUNCIL OF THE CITY OF MARCO ISLAND, FLORIDA, SUPPORTING THE STUDENTS WORKING AGAINST TOBACCO (SWAT) PROGRAM, AND ITS MISSION TO STOP THE SALE AND MARKETING OF FLAVORED TOBACCO PRODUCTS, WHICH TEND TO PROMOTE AND INFLUENCE UNDERAGE AND/OR YOUTHFUL CONSUMPTION.

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

WHEREAS, 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

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, internal tobacco industry documents strongly suggest that manufacturers intentionally target youth through use of candy-like flavors in tobacco products, and

WHEREAS, national studies have found that the vast majority of people who are using these flavored tobacco products are youth and young adults, 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

WHEREAS, flavored tobacco products are defined as loose tobacco including snuff flour, plug and twist tobacco, fine cuts, chewing tobacco, snus, shisha tobacco, smoking or snuffing tobacco products, and all other kinds and forms of tobacco, including but not limited to cigarettes, cigars, smokeless tobacco

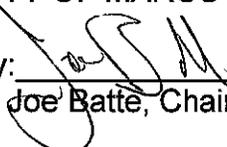
products and blunt wraps prepared in such a manner with the purpose for chewing, inhaling, smoking or ingesting in any manner in which the product or any of its component parts (including the tobacco, filter, or paper) contain, as a constituent (including a smoke constituent) or additive, an artificial or natural flavor (other than tobacco or menthol) or an herb or spice, including but not limited to, strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, coffee, or alcohol flavors, that is a characterizing flavor of the tobacco product or tobacco smoke, and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MARCO ISLAND, FLORIDA:

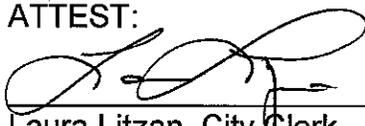
that the City Council supports the Students Working Against Tobacco (SWAT) Program and its mission to cease the sale and marketing of all flavored tobacco products, which are defined as loose tobacco including snuff flour, plug and twist tobacco, fine cuts, chewing tobacco, snus, smoking or snuffing tobacco products, and all other 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 for 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.

ADOPTED by the Marco Island City Council on the 6th day of May, 2013.

CITY OF MARCO ISLAND, FLORIDA

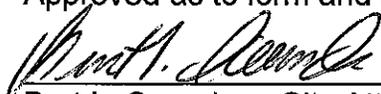
By: 
Joe Batte, Chairman

ATTEST:



Laura Litzan, City Clerk

Approved as to form and legal sufficiency:



Burt L. Saunders, City Attorney