

APPROVED
BY ORANGE COUNTY BOARD
OF COUNTY COMMISSIONERS
FEB 11 2014 CS/BS

RESOLUTION

of the
ORANGE COUNTY BOARD OF COUNTY COMMISSIONERS
regarding
**THE SALE AND MARKETING OF FLAVORED TOBACCO
PRODUCTS TO CHILDREN**

Resolution No. 2014-M-03

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 young smokers with flavored products that mask the harsh and toxic properties found in tobacco smoke and spit residue; and

WHEREAS, in Orange County nearly one in four high school children have used tobacco in one or more forms in the past 30 days; and

WHEREAS, in accordance with the State of Florida's 1998 Master Settlement Agreement, tobacco manufacturers are banned from directly or indirectly targeting children in advertising, marketing, and promoting tobacco products aimed at initiating, maintaining, or increasing children's use of tobacco; and

WHEREAS, tobacco companies use child-oriented colorful and stylish packaging, and exploit children's attraction to flavors such as Green Apple, Cherry, Root Beer, French Vanilla, Grape, Mango, Peach, and numerous other flavors identified in retail outlets in Orange County; and

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

WHEREAS, research by Students Working Against Tobacco and the Orange County Tobacco-Free Partnership found that the majority of tobacco retailers surveyed in Orange County sell flavored tobacco products of various kinds; 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, cigarillos, 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 ORANGE COUNTY BOARD OF COUNTY COMMISSIONERS:

Section 1. The foregoing findings are incorporated herein by reference and made a part hereof.

Section 2. The Orange County Board of County Commissioners urges all local retailers who sell tobacco products where children have access to their store or products, to refrain from the sale and marketing of all flavored tobacco products to underage children in order to reduce the exposure to and use of tobacco products by those children.

Section 3. This resolution shall take effect on upon its adoption.

ADOPTED THIS DAY OF ^{FEB 11 2014} , 2014.

ORANGE COUNTY, FLORIDA
By: Board of County Commissioners

By: *Teresa Jacobs*
Teresa Jacobs, County Mayor
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ATTEST: Martha O. Haynie, County Comptroller
As Clerk of the Board of County Commissioners

By: *Kari Smith*
Deputy Clerk

