



**RESOLUTION # 2014-23**

**RESOLUTION OF THE MAYOR AND THE CITY COMMISSION OF THE CITY OF WEST MIAMI, FLORIDA, STRONGLY URGING LOCAL RETAILERS SELLING TOBACCO PRODUCTS TO REFRAIN FROM SELLING AND MARKETING FLAVORED TOBACCO PRODUCTS BECAUSE SUCH PRODUCTS TEND TO PROMOTE AND INFLUENCE TOBACCO USE BY MINORS AND YOUNG ADULTS; PROVIDING FOR EFFECTIVE DATE.**

**WHEREAS**, tobacco use is the number one cause of preventable death in the United States, and almost 90 percent of adults who use tobacco began using it before the age of 18; and

**WHEREAS**, each day, more than 4,000 young people try smoking for the first time, and over 1,000 become regular daily smokers; and

**WHEREAS**, an estimated one-third of adolescent experimentation with smoking can be directly attributed to tobacco advertising and promotional activities; and

**WHEREAS**, internal tobacco industry documents strongly suggest that manufacturers intentionally target youth through the use of candy-like flavors in tobacco products; 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**, 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 or to take any action to initiate, maintain or increase smoking by young people and

WHEREAS, on September 22, 2009, the federal Family Smoking Prevention and Tobacco Control Act ("Act") went into effect, imposing a ban on the sale of cigarettes containing certain flavors, herbs, or spices, including strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee; and

WHEREAS, the Act does not include a ban on menthol cigarettes or other types of flavored tobacco products such as cigars, cigarillos, hookah, spit tobacco, snus, chewing tobacco, pellets, twisted sticks, film strips, or smokeless tobacco products; and

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

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF WEST MIAMI, FLORIDA, THAT:

**Section 1.** The foregoing facts and recitations contained in the preamble of this Resolution are hereby adopted and incorporated by reference as if fully set forth herein.

**Section 2.** The Mayor and the City Commission of the City of West Miami, Florida strongly urge all local retailers cease the sale and marketing of an flavored tobacco products, including but not limited to cigarettes, cigars, and smokeless tobacco products prepared in such a manner with the purpose of chewing, inhaling, smoking or ingesting in any manner.

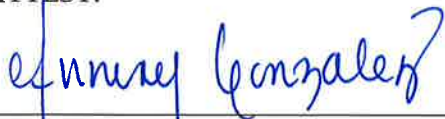
PASSED AND ADOPTED this 7<sup>th</sup> day of May 2014.

APPROVED:



EDUARDO MUÑINA, MAYOR

ATTEST:



ANNERY GONZALEZ, CITY CLERK

APPROVED AS TO FORM AND SUFFICIENCY:

  
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JOSE A. VILLALOBOS, CITY ATTORNEY

ROLL CALL VOTE:

MAYOR EDUARDO H. MUHIÑA	<u>Y</u>
VICE-MAYOR JUAN M. BLANES	<u>Y</u>
COMMISSIONER CANDIDA BLANCA	<u>Y</u>
COMMISSIONER RHONDA A. RODRIGUEZ	<u>Y</u>
COMMISSIONER LUCIANO L. SUAREZ	<u>ABSENT</u>