

# The Sweetest ADDICTION

News from Students Working Against Tobacco in Conjunction with Tobacco Free Seminole Partnership

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STUDENTS WORKING AGAINST TOBACCO

## Did You Know...

Supporting the Seminole County SWAT Youth Mission could possibly help the lives of your city

residents by having:

- ★Cleaner schools
- ★Safer attractions
- ★Healthier People

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## Tobacco Control Act

The Family Smoking Prevention and Tobacco Control Act, commonly referred to as the Tobacco Control Act gives FDA authority to regulate the manufacture, distribution, and marketing of tobacco products to protect public health.

It was signed on June 22, 2009, ushering in a new era of tobacco control by recognizing that almost all new users of tobacco products are under age 18 – the minimum legal age to purchase.

The Tobacco Control Act aims to curb the trend of new

users becoming addicted before they are old enough to understand the risks and ultimately dying too young of tobacco-related diseases.



Source: [www.fda.gov/tobaccoproducts/guidancecomplianceinformation/ucm298595.htm](http://www.fda.gov/tobaccoproducts/guidancecomplianceinformation/ucm298595.htm)

## Sweet Tobacco Products Use Same Flavor Chemicals as Candy and Kool-Aid

According to the group of researchers at the New England Journal of Medicine, “The same, familiar, chemical-specific flavor sensory cues that are associated with fruit flavors in popular candy and drink products are being exploited in the engineered designs of flavored tobacco products. What we are seeing is truly candy-flavored tobacco.” Tobacco selling industries are targeting tobacco products to the youth by appealing to a younger age group through bright colors and candy flavored cigars. For example, in “Wild Cherry”



Cheyenne cigars the flavors are distinctly similar to the flavors in drinks such as Cherry Kool-Aid. The chemical compounds used in both of these products were alike, they were just set at higher

concentrations to give the cigars a contrasting shape to the tobacco. The overly sweet flavors in the tobacco conceal the harsh bitter taste of tobacco and become more enticing to the younger age group. This opens up an addiction to tobacco that can cause endless amounts of deaths for teens and adults alike. “Tobacco is the number one cause of preventable death in the United States,” as stated in the article tobacco is a PREVENTABLE cause of death, therefore tobacco should be less promoted in the United States. More teens are at risk of falling into deep addiction due to this dilemma with tobacco companies selling captivating tobacco products.

Source: [www.tobaccofreekids.org/press\\_releases/post/2014\\_05\\_07\\_fda](http://www.tobaccofreekids.org/press_releases/post/2014_05_07_fda)

## Next Big Things!

### SWAT Keep on Their Fight Through with Chew Week and Kick Butts Day

Through With Chew Week (February 15-21, 2015) is an educational campaign to decrease spit tobacco use and increase awareness of the negative health effects of using these products. It is celebrated the Third full week of February and the Great American Spit Out is the Thursday of that week.



Kick Butts Day (March 18, 2015) is a day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco at more than 1,000 events planned by independent organizers across the United States and around the world. By getting involved in Kick Butts Day and other activities, America’s youth can raise awareness about the tobacco problem, encourage peers to be tobacco-free and support effective solutions to reduce tobacco use.



Source: [www.swatflorida.com/calendar/view/45](http://www.swatflorida.com/calendar/view/45); [www.swatflorida.com/uploads/membersonly/Through\\_with\\_Chew\\_Week.pdf](http://www.swatflorida.com/uploads/membersonly/Through_with_Chew_Week.pdf); [www.kickbuttsday.org/about/faqs/](http://www.kickbuttsday.org/about/faqs/)



"We are a new generation in a leadership role with new ideas, aimed at a healthier community and a higher standard of living."

- Seminole County SWAT Youth



### Tobacco Free Seminole Partnership

We are a partnership that advocates for issues important to the health of our community. We take a stand against tobacco use and industry tactics which are used to recruit tobacco users.

The Tobacco Program at the Florida Department of Health in Seminole County oversees Tobacco Free Seminole Partnership and SWAT

## Partner Spotlight

### Hookah use Among Youth and Young Adults in Florida

Hookah is a waterpipe that is used to smoke flavored tobacco at various night life areas. The tobacco is heated through the use of charcoal or wood cinders and the smoke from it is then channeled through a pipe and inhaled by the user.



A common misconception about hookah is that it is less harmful than cigarettes. This idea is often believed to be true by high school students and, as a result, has led to an increase in the popularity of hookah. Currently, approximately eight percent of high school students in Florida use hookah on a regular basis, while around 16 percent admitted to having tried it before. The numbers for college students in Florida increase drastically in comparison with 28% using it on a regular basis and 46% having ever used it. In recent years, hookah has become more popular with the young adult age range than cigarettes have and more places serving hookah pop up around college campuses. Customers to these hookah bars order the flavor they want off of a menu and a server brings it to them. Health warnings are never listed on the menus nor are they provided to the customer by the server. This causes the consumer to be in the dark concerning health risks.

Hookah can be even more dangerous than cigarettes because of the toll it takes on one's health. Not only are consumers (as well as those exposed to hookah secondhand) able to get a dose of cancer causing additives from the tobacco, but they are also exposed to the harmful chemicals that are released from the charcoal or wood cinders when they are burned. Hookah smokers are exposed to high levels of carbon monoxide and heavy metals because

**An hour long hookah session is equal to smoking 100 cigarettes.**

of this. Another way that hookah is seen as a health risk is when it is being passed around, so are diseases. When multiple different people are smoking from the same pipe, the users can get a variety of illnesses ranging from the common cold, to even hepatitis.

The ideal way to combat hookah use is to market the real information about it to parents in order to alert them and to make it more difficult for young adults to buy it by raising the price of it. The goal is to make the public aware of what hookah really is and what it can do to one's health

Source: [www.tobaccofreeflorida.com/current-issues/hookah/hookah-use-among-youth-young-adults-florida/](http://www.tobaccofreeflorida.com/current-issues/hookah/hookah-use-among-youth-young-adults-florida/)

## Seminole County Public Schools

When it comes to making a positive change and having an impact with our youth, I know that student led initiatives are the most effective and that is why I am so supportive of the efforts of S.W.A.T./Students Working Against Tobacco.



To quote Benjamin Franklin, "An ounce of prevention is worth a pound of cure." It is easier to prevent a problem than to fix it. As a School Board Member, I am assigned to serve on many agency and community boards and committees. By choice, I decided to get involved with the Seminole Prevention Coalition. I truly appreciate the many agencies that come together and the many initiatives, such as S.W.A.T. that are out there to serve our youth and their families. These students are well informed and courageous.

They are not afraid to address tough topics, openly and honestly with their peers. I am most appreciative of their pro-active efforts within the community, to keep students safe by working with local law enforcement agencies to monitor access and prevent the sale of tobacco products to underage youth.

Students, I applaud and thank you for your leadership.

**Karen Almond**  
School Board Chairman

## About Us

### SWAT STUDENTS NEWSLETTER TEAM:

- Daisy Kim, Lake Howell High School.
- Melinda Chhu Lake Howell High School.
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- Diana Bean Lake Brantley High School.

SWAT is Florida's statewide youth organization working to mobilize, educate and equip Florida youth to revolt against and de-glamorize Big Tobacco. SWAT is a united movement of empowered youth working towards a tobacco free future.

**BECOME A MEMBER OF SWAT**  
[www.swatflorida.com](http://www.swatflorida.com)