

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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Flavored Tobacco - "The Killer"

The Florida Youth Survey was used in the spring of 2013 to 6,440 middle school students and 6,175 high school students in 172 Public Schools throughout the state. The overall survey response rate for middle schools was 83%, and the overall survey response rate for high school was 75%. The Florida Youth Survey has been conducted annually since 1998. Flavored Tobacco is tobacco products produced to taste like candy, chocolate or fruit. In the year of 2013, 6.6% of middle school and 18.7% of high school have



tried smoking or using a flavored tobacco product. The Food and Drug Administration banned flavored cigarettes, excluding menthol, from being sold in the U.S. in 2009 with the intention of deterring smoking amongst youth. In the year 2013 2.9% of middle school students and 8.5% of high school students smoked or used a flavored tobacco product at least once during the 30 past days.

[2013 Florida Youth Tobacco Survey (FYTS): fact sheet 9, 12, 13. online]

Florida vs. Tobacco

"Sweetness can impart a different delivery taste dimension, which younger adult smokers may be receptive to, as evidenced by their taste and wants in other product areas." (citation needed)



R.J. Reynold's of R.J. Reynold's Tobacco Company, 1985. 70% of lawsuits against produced \$23.6 billion in punitive damages.

The Next Big Thing! SWAT joins forces with The Great American Smokeout

The Great American Smokeout—November 21, 2014

Encourages smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day. By quitting — even for one day — smokers will be taking an important step towards a healthier life — one that can lead to reducing cancer risk. Tobacco use remains the single largest preventable cause of disease and premature death in the US, yet about 43.8 million Americans still smoke cigarettes. Source : <http://www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout/index>



Can you spot the Flavored Tobacco from the candy assortment?



Targeting youth with candy flavor



"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 SWAT and Tobacco Free Seminole Partnership

Partner Spotlight

Benefits of Passing a Resolution

Reasons for Youth Tobacco Use Include:

- **Social-** Among middle and high school students, the percentage who definitely did not think that young people who smoke cigarettes have more friends increased from 1998 to 1999 by approximately 85%.
- **Physical –** Cigarette smoking is the leading preventable cause of disease, disability, and death in the United States.
- **Environmental -** Only 10 percent of cigarette butts are properly deposited in ash receptacles. In fact, cigarettes and cigarette butts are the most littered item in the world.
- **Industry Marketing-** In 2010, cigarette companies spent the majority of marketing dollars about \$7.3 billion - on strategies that facilitated retail sales. U.S. Federal Trade Commission (FTC), Cigarette Report for 2009 and 2010, 2012, [Data for top 5 manufacturers] Wakefield, M, et al., Changes at the point of purchase for tobacco following the 1999 tobacco billboard advertising ban, University of Illinois at Chicago, Research Paper Series, No. 4, July 2000

Benefits to Passing a Resolution to Banning Flavored Tobacco

Flavored tobacco manufacturers use the same chemicals of candy and soda to be appealing to kids. Flavored tobacco has been known to be a "starter" for kids and potential smokers. A large portion of these kids establish addictions to tobacco. There is also the issue of seeing it at school. Many students see other students and teachers smoking on campus. If a resolution was passed then we could create more role models in our schools by educating to adults and students alike. To raise awareness about flavored tobacco and keep youth from getting involved with smoking. Many of these kids are still developing and are very prone to addiction making this not only an issue for the kids but the families. They can be torn apart due to confusion and blame themselves. We believe that a resolution can resolve most of these problems and create a better functioning Seminole County.

Seminole Prevention Coalition

Recognizing and involving youth in a community's decision-making process is about recognizing the measurable benefits youth offer to organizations and the community. This is what Tobacco Free Seminole's SWAT (Students Working Against Tobacco) is all about.

As Executive Director of Seminole Prevention Coalition it is my honor to partner with Seminole Tobacco Free SWAT. These young adults have spent countless hours "doing their homework" on the dangers of tobacco products specifically the flavored tobacco. I have supported these youth at city council meetings as they present the dangers of flavored tobacco, display examples of these products to show how the tobacco industry is advertising to youth and provided

*"Who better to know
what youth really want
than youth themselves"!*

each City Council's with a Resolution urging retailers to ban the sale of flavored tobacco in their city. I am proud to say that these youth have been successful in 5 cities so far and are waiting to hear from 2 other cities.

Debbie Owens

About Us

SWAT STUDENTS NEWSLETTER TEAM:

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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