



**City of Coral Gables
CITY COMMISSION MEETING
September 11, 2014**

ITEM TITLE:

A resolution of the City Commission of Coral Gables, Florida, urging that retailers in the City of Coral Gables refrain from the sale and marketing of any and all flavored tobacco products; urging federal and state governments to take further action prohibiting flavored tobacco products; and directing the police department to review scope of lawful authority, in conjunction with the City Attorney and police legal advisers, and prioritize enforcement of current prohibitions and regulations to the full extent of federal and state law.

DEPARTMENT HEAD RECOMMENDATION:

Approval.

BRIEF HISTORY:

The City Commission finds that flavored tobacco products have become increasingly popular in the U.S. Flavored tobacco products containing flavors such as vanilla, orange, chocolate, cherry, and coffee, are especially attractive to youth. Flavored tobacco products are widely considered to be “starter” products, which establish smoking habits that can lead to a lifetime of addiction. Almost 90% of adult smokers began smoking as teenagers, according to the Florida Department of Health. Like all tobacco products, flavored tobacco products have serious health risks and are not considered safe by the U.S. Food & Drug Administration (the “FDA”). In 2004, 22.8% of 17-year old smokers reported using flavored cigarettes over the past month, as compared to 6.7% of smokers over the age of 25 — according to the FDA.



A poll conducted in March of 2008 found that one in five youngsters between the ages of 12 and 17 had seen flavored tobacco products or ads while only one in ten adults reported having seen them. According to one study of youth smokers between the ages of 13 and 18, 52% of those who had heard of flavored cigarettes reported an interest in trying them and nearly 60% thought that flavored cigarettes would taste better than regular cigarettes. Studies of youth expectations around other flavored tobacco products such as bidis and hookahs have found that young smokers report choosing flavored products over cigarettes because they “taste better” and are perceived to be “safer.”; and

A number of local governments in Florida, including the City of Opa Locka and the City of Miami Gardens, have passed resolutions urging tobacco retailers to stop the sale and marketing of flavored tobacco products. Local jurisdictions such as New York City, Providence, Rhode Island, and Santa Clara County, California, have passed legislation imposing restrictions on the sale of flavored non-cigarette tobacco products.

This resolution contains the full extent of actions the Commission may take to seek prohibition of flavored tobacco products. The resolution urges retailers in Coral Gables to cease selling and marketing flavored tobacco products, urges the federal and state governments to adopt further prohibitions related

to flavored tobacco products, and directs the police department, in conjunction with the City Attorney and police legal advisers, to determine the full extent of the City's lawful authority to enforce existing prohibitions and regulations, and to prioritize enforcement of these provisions to the full extent of federal and state law.

APPROVED BY:

City Attorney	City Manager
	

ATTACHMENT(S):

1. Draft Resolution