



Proclamation

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, internal memos revealed in Florida's Tobacco Settlement that tobacco manufacturers are targeting youth with flavored products that mask the harsh and toxic properties found in tobacco smoke and spit residue; and

WHEREAS, tobacco manufacturers use colorful and stylish packaging, and flavors such as Cherry, Grape, Peach, and others to make flavored tobacco products more attractive to youth; and


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


WHEREAS, youth in Indian River County may be particularly susceptible to flavored tobacco products; specifically (1) over 24% of Indian River County high school youth have used one or more tobacco products in the past 30 days, and use tobacco products at a significantly higher average rate than the youth in the State of Florida and (2) over 7% of Indian River County middle school youth have used tobacco products in the past 30 days, frequently using such products which contain candy and fruit favoring; and

NOW, THEREFORE, I, Craig Fletcher, Mayor of the City of Vero Beach, Florida, do hereby urge all parents and others in the position of advising or counseling youth in Vero Beach, Florida to educate youth to the addictive and harmful effects of flavored tobacco products, so the youth are not misled by advertising, packaging, or sweet flavors into believing that flavored tobacco products are safe and non-addictive. I also urge local retailers who sell tobacco products to restrict the sale and marketing of all flavored tobacco products and encourage all law enforcement officers in the City of Vero Beach to vigorously enforce all laws regulating the sale or use of flavored tobacco product to and by youth.

ATTEST:

CITY OF VERO BEACH



Tammy K. Vock
City Clerk


A. Craig Fletcher
Mayor


Jay Kramer
Councilmember


Tracy M. Carroll
Vice-Mayor


Pilar Turner
Councilmember


Richard Winger
Councilmember