

# Candy-Flavored Tobacco Products

## MIAMI-DADE COUNTY TOBACCO UPDATE

### Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents



Every day almost 3,500 children between 12 and 17 years of age smoke their first cigarette, and an estimated 850 children become daily cigarette smokers. Many of these kids will become addicted before they are old enough to understand the risks and

will ultimately die too young of tobacco-related diseases. The FDA is working to protect the health of America's children and ultimately reduce the burden of illness and death caused by tobacco use.

The FDA issued a final rule containing a broad set of federal requirements designed to significantly curb access to and the appeal of cigarettes and smokeless tobacco products to children and adolescents in the United States. The new rule, *Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents*, restricts the sale, distribution, and promotion of these products to make them less accessible and less attractive to youth. The rule became effective on June 22, 2010, and has the force and effect of law.

#### New Requirements Relating to Sale and Distribution

- Prohibits the sale of cigarettes or smokeless tobacco to people younger than 18.
- Prohibits the sale of cigarette packages with fewer than 20 cigarettes.
- Prohibits the sale of cigarettes and smokeless tobacco in vending machines, self-service displays, or other impersonal modes of sales, except in very limited situations.
- Prohibits free samples of cigarettes and limits distribution of smokeless tobacco products.

#### New Requirements Relating to Marketing (Labeling, Advertising, and Promotion)

- Prohibits tobacco brand name sponsorship of any athletic, musical, or other social or cultural event, or any team or entry in those events.
- Prohibits gifts or other items in exchange for buying cigarettes or smokeless tobacco products. Requires that audio ads use only words with no music or sound effects. Prohibits the sale or distribution of items, such as hats and tee shirts, with cigarette and smokeless tobacco brands or logos.

For more information on Tobacco Regulations please visit, [www.fda.gov/tobaccoproducts](http://www.fda.gov/tobaccoproducts).

# WHAT'S YOUR FLAVA? CANDY FLAVORED TOBACCO FACT SHEET

Candy flavored cigarettes are banned in the United States, but deadly tobacco products are still sold with candy and fruit flavors that attract youth, including berry-flavored spit tobacco and grape-flavored cigars, just to name a few. A task force of tobacco program health educators from throughout the state of Florida, want to prevent youth from experimenting or beginning to use these cancer-causing products by getting them off the shelves. The task force works together on a continuous basis in an effort to educate key decision makers to establish policies that restrict the sale of candy flavored tobacco products not covered by the Food and Drug Administration.

## What is the problem with candy-flavored tobacco?

- ✚ Candy Flavored Tobacco products are marketed and targeted to youth as the candy flavoring veils the harshness of tobacco.
- ✚ Studies indicate once the underage user becomes addicted to candy flavored tobacco, they transition to other tobacco products.
- ✚ Almost 90% of adult smokers began smoking as teenagers.

## What is not banned by the FDA?

- ✚ Candy flavored spit tobacco
- ✚ Candy flavored cigars and cigarillos
- ✚ Snus (small packets of tobacco resembling tea bags that is placed between the gum and the cheek)
- ✚ Dissolvable tobacco products, such as pellets, sticks and strips

One of the activities the task force has been collectively working to develop is a Candy Flavored Tobacco Fact Sheet to assist counties throughout the state of Florida with establishing policies to ban candy flavored tobacco products not covered by FDA. The task force created three designs with the title, "Sweetness Never Tasted So Deadly". Out of the three, the task force will vote on one to be the official candy flavored fact sheet. Which design would you choose?

For more information on tobacco prevention and education, please contact the Tobacco Program at the Miami-Dade County Health Department at (305) 278-0442 or [www.healthymiamidade.org](http://www.healthymiamidade.org).

**SWEETNESS NEVER TASTED SO DEADLY**

**THE ISSUE: CANDY-FLAVORED TOBACCO TARGETS YOUTH**

- Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing certain characterizing flavors other than menthol became illegal as of September 22, 2009.
- Flavored tobacco products have become increasingly common in the United States. These products, containing flavors like vanilla, candy, chocolate, cherry and fruit, are especially attractive to youth. They are widely considered to be "safer" products, establishing smoking habits that can lead to a lifetime of addiction.
- Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products. Once they start using one tobacco product, however, they are more likely to experiment with others.
- Nearly 90 percent of adult smokers began at or before age 18. Campaign for Tobacco-Free Kids, Tobacco Use Among Youth Report, 2011.
- In March 2008, a national poll found that one in five youth between the ages of 12 and 17 had ever flavored tobacco products or any, while only one in 10 adults reported having used them.
- Studies of youth users indicate that flavored tobacco products like lites and shisha have found that youth are more likely to use flavored tobacco products because they "taste better" and are perceived to be "safer." All tobacco products, including flavored products, are addictive and carry serious health risks.
- Locations of any tobacco product by youth in the last 30 days. [www.floridatobacco.org](http://www.floridatobacco.org) Florida Youth Tobacco Survey, 2011.

**THE HISTORY: FDA PROVISIONS**

- Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing certain characterizing flavors other than menthol became illegal as of September 22, 2009.
- The Food and Drug Administration (FDA) is currently examining options for regulating both menthol cigarettes and flavored tobacco products other than cigarettes, including cigars, cigarillos, lites, shisha, snus and roll-your-own tobacco. Currently most of these products can be purchased at any convenience store.
- Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products. Once they start using one tobacco product, however, they are more likely to experiment with others.
- Nearly 90 percent of adult smokers began at or before age 18. Campaign for Tobacco-Free Kids, Tobacco Use Among Youth Report, 2011.
- In March 2008, a national poll found that one in five youth between the ages of 12 and 17 had ever flavored tobacco products or any, while only one in 10 adults reported having used them.
- Studies of youth users indicate that flavored tobacco products like lites and shisha have found that youth are more likely to use flavored tobacco products because they "taste better" and are perceived to be "safer." All tobacco products, including flavored products, are addictive and carry serious health risks.
- Locations of any tobacco product by youth in the last 30 days. [www.floridatobacco.org](http://www.floridatobacco.org) Florida Youth Tobacco Survey, 2011.

**THE DECEPTION: INDUSTRY TACTICS**

- Young people are much more likely to use candy and fruit flavored tobacco products than adults, and tobacco industry documents show that companies have designed these cigarettes with kids in mind.
- "Cherry lites are for someone who likes the taste of candy." *Pratt, interview with the author.*
- Bob Wolfe, former US Smokable Tobacco Sales Representative (Freemansville, AR), "How Tobacco Giant Duclos Crafted Lites to Hook Their Kids," *The Wall Street Journal*, October 26, 1996.
- "It's a well known fact that teenagers like sweet products. Honey might be considered."
- Brown & Williamson Memo, 1972.
- "It was an important part of our strategy in this document as from the FDA, 2011 Flavored Tobacco Product Use in Youth Tobacco Survey, 2011.

**SWEETNESS NEVER TASTED SO DEADLY**

**THE ISSUE: CANDY-FLAVORED TOBACCO TARGETS YOUTH**

- Tobacco use is the single most preventable cause of disease, disability, and death in the United States. CDC, Tobacco Use At-A-Glance, 2011.
- Flavored tobacco products have become increasingly common in the United States. These products, containing flavors like vanilla, candy, chocolate, cherry and coffee, are especially attractive to youth. They are widely considered to be "safer" products, establishing smoking habits that can lead to a lifetime of addiction.
- Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products. Once they start using one tobacco product, however, they are more likely to experiment with others.
- Nearly 90 percent of adult smokers began at or before age 18. Campaign for Tobacco-Free Kids, Tobacco Use Among Youth Report, 2011.
- In March 2008, a national poll found that one in five youth between the ages of 12 and 17 had ever flavored tobacco products or any, while only one in 10 adults reported having used them.
- Studies of youth users indicate that flavored tobacco products like lites and shisha have found that youth are more likely to use flavored tobacco products because they "taste better" and are perceived to be "safer." All tobacco products, including flavored products, are addictive and carry serious health risks.
- Locations of any tobacco product by youth in the last 30 days. [www.floridatobacco.org](http://www.floridatobacco.org) Florida Youth Tobacco Survey, 2011.

**THE HISTORY: FDA PROVISIONS**

- Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing certain characterizing flavors other than menthol became illegal as of September 22, 2009.
- The Food and Drug Administration (FDA) is currently examining options for regulating both menthol cigarettes and flavored tobacco products other than cigarettes, including cigars, cigarillos, lites, shisha, snus and roll-your-own tobacco. Currently most of these products can be purchased at any convenience store.
- Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products. Once they start using one tobacco product, however, they are more likely to experiment with others.
- Nearly 90 percent of adult smokers began at or before age 18. Campaign for Tobacco-Free Kids, Tobacco Use Among Youth Report, 2011.
- In March 2008, a national poll found that one in five youth between the ages of 12 and 17 had ever flavored tobacco products or any, while only one in 10 adults reported having used them.
- Studies of youth users indicate that flavored tobacco products like lites and shisha have found that youth are more likely to use flavored tobacco products because they "taste better" and are perceived to be "safer." All tobacco products, including flavored products, are addictive and carry serious health risks.
- Locations of any tobacco product by youth in the last 30 days. [www.floridatobacco.org](http://www.floridatobacco.org) Florida Youth Tobacco Survey, 2011.

**THE DECEPTION: INDUSTRY TACTICS**

- Young people are much more likely to use candy and fruit flavored tobacco products than adults, and tobacco industry documents show that companies have designed these cigarettes with kids in mind.
- "Cherry lites are for someone who likes the taste of candy." *Pratt, interview with the author.*
- Bob Wolfe, former US Smokable Tobacco Sales Representative (Freemansville, AR), "How Tobacco Giant Duclos Crafted Lites to Hook Their Kids," *The Wall Street Journal*, October 26, 1996.
- "It's a well known fact that teenagers like sweet products. Honey might be considered."
- Brown & Williamson Memo, 1972.
- "It was an important part of our strategy in this document as from the FDA, 2011 Flavored Tobacco Product Use in Youth Tobacco Survey, 2011.

**SWEETNESS NEVER TASTED SO DEADLY**

**THE ISSUE: CANDY-FLAVORED TOBACCO TARGETS YOUTH**

- Tobacco use is the single most preventable cause of disease, disability, and death in the United States. CDC, Tobacco Use At-A-Glance, 2011.
- Flavored tobacco products have become increasingly common in the United States. These products, containing flavors like vanilla, candy, chocolate, cherry and coffee, are especially attractive to youth. They are widely considered to be "safer" products, establishing smoking habits that can lead to a lifetime of addiction.
- Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products. Once they start using one tobacco product, however, they are more likely to experiment with others.
- Nearly 90 percent of adult smokers began at or before age 18. Campaign for Tobacco-Free Kids, Tobacco Use Among Youth Report, 2011.
- In March 2008, a national poll found that one in five youth between the ages of 12 and 17 had ever flavored tobacco products or any, while only one in 10 adults reported having used them.
- Studies of youth users indicate that flavored tobacco products like lites and shisha have found that youth are more likely to use flavored tobacco products because they "taste better" and are perceived to be "safer." All tobacco products, including flavored products, are addictive and carry serious health risks.
- Locations of any tobacco product by youth in the last 30 days. [www.floridatobacco.org](http://www.floridatobacco.org) Florida Youth Tobacco Survey, 2011.

**THE HISTORY: FDA PROVISIONS**

- Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing certain characterizing flavors other than menthol became illegal as of September 22, 2009.
- The Food and Drug Administration (FDA) is currently examining options for regulating both menthol cigarettes and flavored tobacco products other than cigarettes, including cigars, cigarillos, lites, shisha, snus and roll-your-own tobacco. Currently most of these products can be purchased at any convenience store.
- Candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products. Once they start using one tobacco product, however, they are more likely to experiment with others.
- Nearly 90 percent of adult smokers began at or before age 18. Campaign for Tobacco-Free Kids, Tobacco Use Among Youth Report, 2011.
- In March 2008, a national poll found that one in five youth between the ages of 12 and 17 had ever flavored tobacco products or any, while only one in 10 adults reported having used them.
- Studies of youth users indicate that flavored tobacco products like lites and shisha have found that youth are more likely to use flavored tobacco products because they "taste better" and are perceived to be "safer." All tobacco products, including flavored products, are addictive and carry serious health risks.
- Locations of any tobacco product by youth in the last 30 days. [www.floridatobacco.org](http://www.floridatobacco.org) Florida Youth Tobacco Survey, 2011.

**THE DECEPTION: INDUSTRY TACTICS**

- Young people are much more likely to use candy and fruit flavored tobacco products than adults, and tobacco industry documents show that companies have designed these cigarettes with kids in mind.
- "Cherry lites are for someone who likes the taste of candy." *Pratt, interview with the author.*
- Bob Wolfe, former US Smokable Tobacco Sales Representative (Freemansville, AR), "How Tobacco Giant Duclos Crafted Lites to Hook Their Kids," *The Wall Street Journal*, October 26, 1996.
- "It's a well known fact that teenagers like sweet products. Honey might be considered."
- Brown & Williamson Memo, 1972.
- "It was an important part of our strategy in this document as from the FDA, 2011 Flavored Tobacco Product Use in Youth Tobacco Survey, 2011.

# SMOKE- AND TOBACCO-FREE COLLEGE CAMPUSES ARE SWEEPING THE COUNTRY



According to Action to Quit, more than 500 college campuses across the country have enacted 100% smoke-free or tobacco-free policies as of July 1, 2011 and the numbers are increasing. In the past year alone, 120 campuses were added to the smoke-free list. Although policy enforcement varies from school to school, most prohibit smoking on all campus grounds, including athletic stadiums, restaurants, and parking lots. The most successful policies have been grass-root efforts driven by students and campus employees. Ty Patterson, the former vice president of Student Affairs at Ozarks Technical Community College in Springfield, Missouri, who credits himself with starting the first smoke-free campus in 2003, recommends that universities not come down with a heavy fist during the first semester of a smoking ban. Instead, he suggests educating the community about the policy and the negative effects of tobacco. Some schools approach smokers with information about quit-smoking resources available on campus. Patterson predicts that nearly all college campuses in the United States will be 100% smoke-free in ten years.

Colleges and universities in Miami-Dade County have been very receptive and progressive in establishing smoke- and tobacco-free policies on their campuses. In March 2010, the University of Miami Miller School of Medicine campus became smoke-free—and effective September 1, 2011, the University of Miami's Coral Gables campus became smoke-free, with the exception of designated and clearly identified smoking areas. In January 2011, Florida International University passed regulation banning smoking and tobacco products on all university property. Miami-Dade College passed similar regulation on all of their campuses on April 19, 2011. Barry University has no smoking policies implemented at their campuses in accordance to the Florida Clean Indoor Air Act. With thousands of students registered at each of these institutions and across the state, it is clearly evident that Florida colleges and universities are committed to creating and providing a safe and healthy environment for all of its students, faculty, staff, and visitors.

For more information, please click on the links below or contact the Tobacco Program at the Miami-Dade County Health Department at (305) 278-0442.

## Florida Colleges and Universities with Smoke-free Policies

- Edison State College
- Miami-Dade College
- Florida Hospital College of Health Sciences
- Florida International University
- South Florida Community College
- University of Florida
- University of Miami, Coral Gables
- University of Miami Medical Campus
- University of South Florida Health
- Warner University

Source: Americans Nonsmokers' Rights Foundation

For more information on U.S. Colleges and Universities with Smoke-free Air Policies, please visit, [www.no-smoke.org](http://www.no-smoke.org).



Want to quit? Visit <http://floridaquitline.com/> or call the Florida Quitline for free counseling, nicotine patches, gum, and more. Or recommend the Quitline to someone you know who wants to beat their addiction for good.



Please visit <http://www.mdahec.org/> to obtain information on free cessation classes being offered in Miami-Dade County.

What *is* the [Florida Clean Indoor Air Act](#)?