

Candy-Flavored Tobacco Products

MIAMI-DADE COUNTY TOBACCO UPDATE

TOBACCO COMPANIES LURE NEW SMOKERS USING MENTHOL



Smoking is the biggest cause of preventable death in the U.S. causing more than 400,000 deaths every year. A recent article analyzes tobacco industry's menthol marketing aimed at predominantly urban Black populations and describes the luring ways in which tobacco companies attract new

customers.

Menthol tobacco products emerged in the late 1950's and early 1960's with Salem, Newport, and Kool first positioned as remedial or medicinal types of products, then repositioned as providing a positive and refreshing taste (Pollay & Dewhirst 2002; Sutton and Robinson 2004). The Family Smoking Prevention and Tobacco Control Act of 2009 gave the FDA power to ban candy-flavored and fruit-flavored cigarettes. However, menthol flavored cigarettes were excluded from this ban. As such, tobacco companies are heavily marketing new

products to fuel growth in menthol tobacco sales among new and existing Black smokers in urban areas.

Lighter mentholated products such as Newport, Salem Black Label, and Marlboro Mild are designed to help mask the harsh taste of tobacco among beginners. The smoother milder taste of menthol cigarettes have been found to appeal as a starter product for youth, used by 44% of adolescents aged 12-17 years in the United States (Hersey et al., 2006; NCI, 2009). Higher mentholated products, i.e. Marlboro Menthols, are designed for seasoned smokers needing a stronger menthol sensation. Finally, innovative new products such as Camel Crush, allows smokers to crush a small capsule in the cigarette to release the desired menthol level. (Trinkets & Trash, 2010).

According to the U.S. Department of Health and Human Services, the high rates of tobacco-related diseases and the relative difficulty in smoking cessation efforts among Blacks, make it a high priority to understand these marketing methods and calls for the urgent need for prevention and regulation efforts.

To view the complete story, please visit "Nicotine & Tobacco research, Volume 12, Supplement 2 (December 2010) S147-S153.

RICK STODDARD PRESENTS AT SEVERAL MIAMI-DADE COUNTY PUBLIC SCHOOLS

The Miami Dade County Health Department had the privilege of bringing renowned anti-smoking and anti-tobacco speaker, Rick Stoddard, to present his story, The Burning Truth, to five secondary Miami-Dade County Public Schools May 04-06, 2011. Mr. Stoddard, known for his, "I guess I never thought of 23 as middle aged" television and radio public service announcements, shared his story about his wife, Marie, with sixteen hundred students and school faculty members. He discussed how cigarette smoking killed his wife and destroyed him and his family. Mr. Stoddard recounted the heartfelt details of Marie's last days of pain and suffering from cancer, and the rigorous chemotherapy and radiation treatments she endured. He also provided in-depth, educational information on the type of marketing tactics that tobacco companies use to lure non-smokers.

Mr. Stoddard's story was a powerful, emotionally evoking, and engaging message that profoundly touched the students and faculties. Several of the students admitted the lost of a friend or family member to smoking and tobacco use. After the presentation, students shared their story with Mr. Stoddard and wanted advice on quitting

themselves or helping a friend or family member to quit.

Rick Stoddard is now traveling the country and presenting Marie's story, in hopes of changing behavior and perceptions of tobacco use in youth and adults. If you are interested in his story and would like further information, please visit www.rickstoddard.com. 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.



MIAMI-DADE COUNTY SWAT CLUBS IN ACTION

On March 24, 2011, the Miami-Dade County Health Department's Tobacco Program welcomed 135 local middle and high school students to the annual SWAT Extravaganza training. This year's theme was "Empowering and Engaging Youth in Policy Change". Nationally renowned speakers, Patrick Grady and Dan Geer, empowered the youth to be activists and advocates in their communities against the tobacco industry. The youth were given a comprehensive training in tobacco policy change, of which a great majority of the youth expressed their enjoyment of the event.

Given that almost 90% of smokers begin smoking before they are 18, the SWAT (Students Working Against Tobacco) program is a vital program to ensure the health of our youth. SWAT is a statewide youth advocacy and leadership organization which equips Florida youth to mobilize against the wicked tactics employed by the tobacco

industry. Locally SWAT is maintained by the Miami-Dade County Health Department's Tobacco Prevention and Control Program, and works with and supports the goals of the Tobacco-Free Workgroup (TFW). The TFW is a community partnership with the purpose of developing and promoting policies that reduce the use and effects of tobacco. As an integral component of the Tobacco-Free Workgroup, SWAT members support the partnership's goals through advocating for policies which reduce the prevalence of tobacco use among youth and adults, reduce the influence of the tobacco industry in our local community, and reduce exposure to secondhand tobacco smoke. SWAT members use an anti-industry message, and work to change social norms so that tobacco is less desirable, less acceptable and less accessible. SWAT does not preach, lecture, or talk down to anyone (especially smokers). In fact, smokers are welcome to join SWAT. They are victims of tobacco industry manipulation and can

provide an important perspective in the fight against the BIG Tobacco industry.

SWAT is youth driven and adult supported and strive to operate with the maximum amount of youth direction and control as possible. Local SWAT chapters are established and maintained through collaborations with local schools and require coordination at the school level by an adult advisor. If you or someone you know is interested in joining a SWAT club or would like more information about the program, please contact the Miami-Dade County Health Department's Tobacco Program at (305) 278-0442.



A MESSAGE FROM YOUR LOCAL SWAT CLUB



Thanks to the Miami-Dade County Health Department and the SWAT program, we, the Law Studies students at Hialeah Gardens Middle School have learned about the dangers that come with smoking. Once we heard about tobacco's harmful effects, we decided to get involved — working together with Senator Rene Garcia and former State Representative Esteban Bovo we created a public policy. We proposed language for what became SB1212 and HB971 which prohibits adults from smoking in cars when certain minors are present (seven years or younger). In order to further influence our public policy, we organized a letter and petition campaign; we also spoke to several organizations which could help our cause. Among them: the American Lung Association, the City of Hialeah and Miami-Dade School Police. As SWAT members we attended the SWAT Extravaganza with seven other schools. The City of Hialeah invited us to their City Council meeting in which they unanimously passed an anti-tobacco resolution. We decided to dedicate the "I Love Civics Garden" to the victims of secondhand smoke. It is in the shape of a heart with the American Flag in the center. We use this garden

to teach other students in our school about the horrific effects of tobacco. We also decorated the entire school with anti-tobacco posters to welcome our dear friend, Rick Stoddard, who shared his touching story with the entire 7th grade population. **What an incredible year it has been!**

-Written by the Hialeah Middle School SWAT Club



MIAMI-DADE COUNTY HEALTH DEPARTMENT
OFFICE OF COMMUNITY HEALTH AND PLANNING
18255 HOMESTEAD AVENUE
MIAMI, FL 33157
(305) 278-0442

WWW.HEALTHYMIAMIDADE.ORG

