

Flavored Tobacco Newsletter

Florida Department of Health in Miami-Dade County Tobacco Update

Eighth Annual Tobacco Summit

The Eighth Annual Tobacco Summit was held on November 7, 2014 at Goodlet Park in Hialeah. The event was successful and filled with entertainment and fun activities that focused around tobacco prevention. There were over 1500 attendees and many vendors including Benjamin Leon School of Nursing at Miami Dade College, representatives from the Miami Heat, Florida Panthers, Hialeah Fire Rescue and Hialeah Police. The Chair of the Tobacco Free Workgroup, Nancy Maidique, spoke to the audience on the current tobacco trends that target youth including flavored tobacco marketing, electronic cigarettes and the deadly effects of tobacco use. She encouraged the youth to join the SWAT program. A public service notification was played throughout the event to mark the kick-off to the Great American Smoke Out observed on Thursday, November 20, 2014. Each year smokers are encouraged to use the date to make a plan to quit, or to plan in advance to quit smoking that day. Several attendees visited the Florida Department of Health booth and requested smoking cessation information. They were given educational materials and referred to the University of Miami Area Health Education Center for cessation services.



SWAT Youth at the Town of Medley & City of Miami



STUDENTS WORKING AGAINST TOBACCO

On October 6, 2014, SWAT members from the City of Hialeah's Early Prevention and Intervention Youth Group and the Chair of the Tobacco Free Workgroup visited the commissioners in the Town of Medley to educate and encourage the support on the restriction of flavored tobacco sales. Likewise, Miami Lakes Educational Center SWAT members and the Chair of the Tobacco Free Workgroup visited the City of Miami Commissioners on December 11, 2014, to present on the flavored tobacco issue. The SWAT members educated the commissioners on the dangers of flavored tobacco and how tobacco companies target new users, majority of whom are kids. The Chair of the Tobacco Free Workgroup emphasized the importance of protecting our youth from the initiation and harm of tobacco use. Both cities voted

unanimously to ban the sale of flavored tobacco products not covered by the FDA. The Town of Medley passed and adopted Resolution, C-1263 on October 22, 2014 while the City of Miami will adopt a resolution at a later date. According to the CDC, more than 1 in 5 high school students use a tobacco product, and more than 90% of those students are using combustible tobacco products such as cigarettes, cigars, hookahs and pipes. Youth who say they use more than one tobacco product are at a higher risk for developing nicotine dependence that can lead to smoking into adulthood. Most youth believe they will be able to quit but 3 out of 4 high school smokers continue to smoke into adulthood.

Center for Disease Control and Prevention (2014). Youth Tobacco Use. Press release November 2014.



Great American Smokeout Events



This year several SWAT clubs participated in the Great American Smokeout. Students at Henry H. Filer Middle School handed out flavored tobacco information to their peers during their lunch hour and at the school's magnet fair. The students had tobacco messages on their shirts all day. SWAT from Westland Hialeah High School had a display table with tobacco educational materials and posters that they shared with their peers.



At Miami Lakes Educational Center students presented information to their peers and faculty members on quitting tobacco use including the quitline information to share with family members and friends who smoke. The event happened to be during the homecoming week which helped to bring more people to the SWAT display table.



A press release by the CDC on November 13, 2014, was aimed at coinciding with the 39th Great American Smokeout on November 20, 2014. Based on the article, surveys show about 70 percent of all smokers want to quit, and research shows quitting completely at any age has health benefits. Smokers can get free help quitting by calling 1-800-QUIT-NOW. CDC's Tips From Former Smokers campaign features real people living with the consequences of smoking-related diseases and offers additional quit resources at <http://www.cdc.gov/tips>, including cessation assistance developed by the

National Cancer Institute (CDC, 2014).

Center for Disease Control and Prevention (2014). Youth Tobacco Use. Press release November 2014.

SWAT Training, 2014



Miami Dade Students Working Against Tobacco members from across the county participated in trainings at various locations. New students were trained on the mission of SWAT and all the various policy areas of the work plan. The students and their advisors were trained on surveillance that focus on the rise of hookah and roll your own establishments and use among youth and young adults. The Bureau of Tobacco Free Florida states that



current cigarette use among youth and young adults in Florida has decreased significantly – by 48.2% in youth since 2010 and by 20% in young adults from 2009 to 2012. Current flavored tobacco use among youth has decreased significantly since 2010 – by 38.8%. For both youth and young adults overall, hookah use is increasing significantly – by 45.5% in youth since 2009 and by 35.2% in young adults from 2009 to 2012. In the past year, current hookah use among youth who have never tried a cigarette has doubled. Almost 76,000 youth who have never tried a cigarette have tried a hookah, at least one time and just over 31,000 youth who have never tried a cigarette report using a hookah at least once in the past 30 days. Therefore, equipping SWAT youth with information about the rise of hookah use among their peers will greatly benefit their work in preventing youth tobacco use in their communities.

If someone you know is interested in joining/establishing a SWAT club in Miami Dade or would like more information about the program, please contact the Florida Department of Health in Miami Dade County's Tobacco Prevention Program at (305) 278-0442



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