



Tobacco-Free Times

VOLUME 1, ISSUE 2

MAY 2011

INSIDE THIS ISSUE:

Partnership Sets Objectives	1
SWAT team investigates "tobacco crime scene"	2
What SWAT Means to Me—Reanna Willey	
Killer Candy Photo Contest	3
Local Tobacco News—Daytona Law Suit Win Against RJ Reynolds	4
Debary VFW Hall Votes to keep	
Letter to the Partnership	5
About the Partnership	

Partnership Sets Objectives For Coming Fiscal Year

The Tobacco-Free Partnership of Volusia County held its Quarterly Meeting Tuesday morning April 19th at the Volusia County Health Department, Holsonback. Gina Manning, Chairperson of the Partnership facilitated the meeting in which Partners discussed the objectives for the upcoming fiscal year. In addition to maintaining the partnership itself and supporting SWAT, the Partnership will work toward the following objectives:

- 1. Policy to Restrict Candy Flavor Tobacco**
- 2. Policy prohibiting/limiting retail advertisement**
- 3. Policy to implement Tobacco Control K-12**
- 4. Policy to create tobacco-free multi unit dwellings**
- 5. Policy which increases the number of employers offering cessation programs to employees.**
- 6. Policy to implement tobacco control model policies in colleges and universities.**
- 7. Policy to create Tobacco-Free Outdoor Jurisdictions (i.e. parks and beaches)**

Partners who may serve as champions for each of the objectives were identified. The latter two policies are optional policies that were brought forward by students and Partners at the Partnership work plan meeting held in March at Daytona State College. DSC students and faculty and staff are eager to move forward with a comprehensive policy and await guidance from the new administration. Embry Riddle and Stetson have brought forward plans in the past year that met with some opposition at the Student Government level.

In addition to the above objectives, a lively (and healthy) discussion ensued regarding the strong feeling among the Partners, that Dept. of Health facilities (including Volusia County Health Dept.), as the lead/visible agencies, need to set the example and go Tobacco-Free. Although this is not one of the policies selected to work on for grant purposes, the Partnership is determined to pursue this at the local level. The next Quarterly meeting will be held during the summer with details to follow.

Investigating a Tobacco Crime Scene

On Saturday April 16, a dozen Students Working Against Tobacco (SWAT) members investigated a deadly tobacco crime scene at VCHD, Holsonback. SWAT students took part in a four hour leadership tobacco prevention training program in which they built their own "Tobacco Crime Scene Kit" to use in conjunction with outreach activities to educate about the deadly effects of tobacco use. Training Facilitator, Tammy Brannon, says the crime scene kit including caution tape and an outline of a dead body on a black sheet, is easy to set up indoors or outdoors and is an effective way to get attention at health fairs or prior to SWAT presentations.

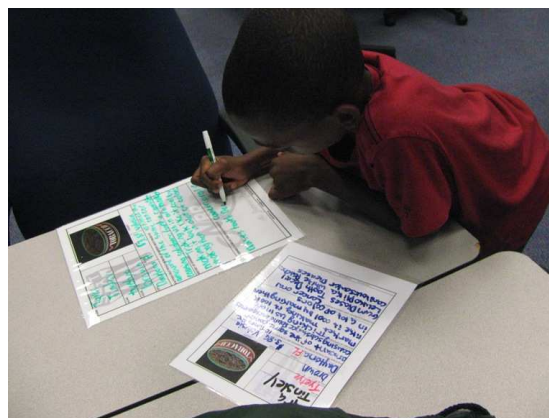
Gina Manning, TFP Chairperson and SWAT Facilitator, Valencia Robinson, SWAT Facilitator and Rakinya Hinson, Tobacco Prevention Manager were also in attendance.



Deadly Tobacco Crime Scene at VCHD , Holsonback investigated by SWAT team at VCHD



SWAT students review "tobacco crime scene clues" and prepare presentations.



SWAT student writes out his tobacco crime scene report, during a four-hour leadership training.

SWAT – What It Means to Me

SWAT means leadership and friendships.

SWAT is like a safe zone where I can go and not be criticized on how I feel about tobacco. It is a place I can go and be understood on how I feel about my grandmother smoking. I guess I can say SWAT is my comfort area and my way to help stop tobacco companies - for a better future.

- Reanna Willey
SWAT Student at
Stetson Baptist
Christian School

“Flavored tobacco is considered to be the “starter” products, establishing smoking habits that can lead to a lifetime of addiction.”

How Can Something So Sweet Be So Deadly?

Tobacco Free Florida is sponsoring a Killer Candy photo contest open to SWAT and other students now through mid-May. Deadlines for photo entries and full contest guidelines are found on the TFF facebook site at www.facebook.com/tobaccofreeflorida. See Killer Candy on the menu on the left hand side of the page. Finalists will be posted on May 16 and winners announced May 31st.



The purpose of the contest is to highlight the prevalence of advertisements for and addictive qualities of candy flavored tobacco products. Flavored tobacco products contain flavors like vanilla, orange, chocolate chip cookie dough, cherry and coffee. They are widely considered to be “starter” products, establishing smoking habits that can lead to a lifetime of addiction. Examples of flavored tobacco products are cigars, snus and hookah.

Under the Family Smoking Prevention and Tobacco Control Act, the sale of cigarettes containing any characterizing flavors other than menthol is illegal. Flavored cigarettes are

the only tobacco product affected by the Family Smoking Prevention and Tobacco Control Act. Products not currently covered under the FDA restrictions include smokeless tobacco, snus and cigars. Flavored tobacco products are as addictive and carry the same health risks as regular tobacco products like lung diseases, cancers, and strokes.

Studies of youth expectations around flavored tobacco products like “bidis” and hookahs have found that young smokers report choosing flavored products over cigarettes because they “taste better” and are perceived to be “safer.” One study of youth smokers between the ages of 13 and 18 showed that 52% of smokers who had heard of flavored cigarettes reported interest in trying them, and nearly 60% thought that flavored cigarettes would taste better than regular cigarettes. In March 2008, a poll found that one in five youth between the ages of 12 and 17 had seen flavored tobacco products or ads, while only one in 10 adults reported having seen them.

Because not all flavored tobacco products are illegal, the support of local policy to restrict the sale of all other products is imperative to protect our youth. Flavored tobacco is considered to be the “starter” products, establishing smoking habits that can lead to a lifetime of addiction.

Daytona Woman Wins First Verdict in Central FL Against a Tobacco Company

Follow the links below to read more about the 77 year old Daytona woman's lawsuit against R.J. Reynolds in which the jury awarded \$300,000 mid-April.

- [**Longtime smoker from Daytona wins \\$300,000 in suit against R.J. Reynolds April 11, 2011 -- Orlando Sentinel**](#) -- A 77-year-old Daytona Beach woman has won \$300,000 in what likely is the first verdict against a tobacco company in Central Florida out of thousands of suits filed statewide by ailing, longtime smokers.
- [**Doctor: Tobacco companies misled public April 5, 2011 -- The Daytona Beach News-Journal**](#) -- For more than three decades, the tobacco industry used public relations strategies to keep people smoking, a professor of history at Stanford University testified Monday. In the first local tobacco lawsuit trial since the Florida Supreme Court opened a floodgate of individual smoker suits in 2006, Dr. Robert Proctor testified about the "history of what the tobacco industry knew and didn't know."
- [**Tobacco company defends ads of past April 7, 2011 -- The Daytona Beach News-Journal**](#) -- In the black and white television days of the 1950s and early 1960s, "virtually everyone" was exposed to information linking cigarettes to lung cancer, a historian testified for tobacco company R.J. Reynolds on Wednesday in court. The cigarette maker defended a claim from a Daytona Beach grandmother, who is seeking damages for the lung cancer she suffered.

"In 2006, the Florida Supreme Court threw out the Engle award, ruling that longtime smokers would have to file individual lawsuits against the cigarette makers. But the new lawsuits are allowed to use some of the Engle case evidence that tobacco companies had concealed — that smoking cigarettes is addictive and harmful to a smoker's health."

Protecting Our Veterans at DeBary VFW

The proposed change to make DeBary VFW Hall smoke free was soundly defeated, 3 to 1, in a vote held in late April. The VFW district Commander and local vet Ken Mahan who sought the change, predicted that within two years, all VFWs nationwide will go nonsmoking. Currently, several local VFWs are already smoke free including the Port Orange VFW post 3282, where they report the ban has helped rather than hindered business. Follow the links below to read more.

[**Smoking still OK at DeBary VFW April 26, 2011 -- Daytona Beach News-Journal**](#)

The issue of smoking in private clubs has been controversial within the ranks of members for years. In Florida, where smoking has been banned from most restaurants and bars, clubs like VFW and American Legion halls are among the last bastions of legal tobacco smoking.

[**DeBary VFW to vote on smoking ban April 6, 2011 -- The Daytona Beach News-Journal**](#) -- Vietnam veteran Ken Mahan and his wife, Rosie, enjoy the occasional night out at the Veterans of Foreign Wars Post 8093. Mahan also lost three family members, including his brother, to lung cancer. That's why he made a motion to move smoking at the club outdoors. A vote is expected April 21.

Letter to the Partnership

From Gina Manning, Chairperson



Let me start by saying Thank You to all the partners of the Tobacco Free Partnership of Volusia County. Only partnerships have the power to do the job.

Special thanks and appreciation to Rakinya Hinson and her staff for all that they do.

One of the Partnership's required objectives is to create and maintain a local SWAT (Students Working Against Tobacco) chapter(s). This is an objective that I fully support because I think it is critical to be proactive with our youth. It's where tobacco prevention starts—with educating our youth. Programs such as SWAT are tools for empowering youth to take control of their own lives and make healthier choices/decisions now and in the future.

With that said, I would encourage our fellow Partners to help get the word out to any and all individuals and organizations interested in joining our Tobacco Free Partnership to help our efforts to stop the spread of nicotine addiction through tobacco prevention.

Upcoming Meetings/Events

- May 4th (1st of 6 weekly sessions) 6:00 p.m. Quit Smoking Now Free Tobacco Cessation Program
Daytona State College Building 310 Room 106
Space is limited so call to Register NOW | 877 QUIT IT NOW
- May 28th, 7pm Strike Out Tobacco Nite with Daytona Cubs
- May 31, 2011 World No Tobacco Day
- May 31st Winners in Killer Candy Photo Contest announced on Facebook

Tobacco Free Partnership of Volusia County

The mission of the Volusia County Tobacco-Free Partnership is to develop and implement innovative prevention and education activities that empower Volusia County residents to promote healthy lifestyles through:

- Creating positive attitudes toward tobacco-free lives
- Reducing the initiation of tobacco use
- Promoting and supporting smoke free communities
- Assisting tobacco users in quitting

For more information contact:

Sharon Luebbbers,
Partnership Community Liaison
1845 Holsonback Drive, Bin 113
Daytona Beach, FL 32117
386-785-3534

Sharon_Luebbbers@doh.state.fl.us

Executive Committee

Gina Manning, Chairperson
Celene Cone, Vice Chairperson
Joyce Case, Secretary

[Click here to view our website](#)