



Tobacco-Free Times

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Tobacco-Free Times Debut

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In celebration of Tobacco Free Florida Week (March 28-April 2, 2011) the Tobacco Free Partnership of Volusia is launching its e-news letter, TOBACCO FREE TIMES. This monthly online newsletter contains local and national news, information, articles, graphics, and editorials by our community Partners and Students Working Against Tobacco (SWAT) members. In this inaugural issue, you will find two important articles regarding recent developments in Tobacco Prevention: the first is about the FDA's Recommendations on the role of menthol cigarettes and the Tri-Agency and Campaign for Tobacco Free Kids response to the recommendations; the second article is about the reaction on wall street and the markets.

Each issue will contain a section on upcoming meetings and events. Future issues will contain Students Working Against Tobacco (SWAT) activity updates and updates from our Partnership organizations. We want to hear your voices too, so if you have an editorial or opinion on a tobacco topic, send it to us for inclusion in an upcoming issue!

We hope you will become regular readers and forward this newsletter to interested friends and colleagues. For more information about the Tobacco Free Partnership of Volusia follow this link to our website: <http://www.doh.state.fl.us/chd/volusia/TobaccoFreePartnership.html>

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LEARN HOW TO QUIT DURING
TOBACCO FREE FLORIDA WEEK,
MARCH 28 - APRIL 2

**Tobacco Free
Florida Week
March 28-April 2**

Rick Bender TFF Week National Anti-Tobacco Speaker

In recognition of the 3rd Annual **Tobacco Free Florida Week**, the Tobacco Free Partnership, Volusia County Health Department, and Students Working Against Tobacco (SWAT) sponsored presentations by Rick Bender, a national speaker and oral cancer survivor. Rick presented his very personal and hard-hitting anti-tobacco message at both New Smyrna Beach Middle and Taylor Middle schools this week.

Rick told students how he got hooked on spit tobacco as a teenager and that by age 26 he was diagnosed with an aggressive form of tongue cancer. Although, he survived, several surgeries later, Rick lost his jaw and motion in his right arm. Grateful to be alive, he has been speaking out against tobacco ever since.

Rick who admits having used a can of snuff (spit tobacco) a day, says that the nicotine content in one of those cans of snuff equals that found in 3-4 packs of cigarettes. In one of his most compelling arguments, Rick explains to students how the tobacco industry targets young people to addict them to the nicotine in tobacco products. He said that tobacco companies gradually increase the nicotine content of spit tobacco in snuff and adds candy and fruit flavoring to lure young people into trying their deadly products. Rick warns that even if a product label says 0% nicotine, that is actually not true since regulations allow companies to claim percentages below a certain amount as zero when actually there is nicotine present. He says, you will notice that companies are very careful not to say "Contains NO nicotine".

In addition to cancer, high blood pressure, and heart disease Rick says that spit tobacco users risk gum disease because snuff has dirt in it---granular substances such as salt that over time act like sand paper in the mouth.

Rick explains that the tobacco companies spend over \$13 billion a year to advertise to new, current and ex-smokers. He says that the companies are pushing new smokers and ex smokers to use snus (pronounced "snoose") which they say is smokeless no spitless tobacco. Tobacco companies are packaging snus in cans that are rectangular instead of round (like traditional spit tobacco). These sleek snus cans mimic the look and feel of cigarette packs and are used to lure ex-smokers back to using tobacco. Back when Rick was young, he says that tobacco companies used to advertise "Take the pinch instead of the puff" and today the same companies are hooking smokers saying "Take the snus instead of the snuff". Whether smoke-less or spit-less, Rick warns students and adults, that all tobacco products, with their nicotine and other deadly chemicals, are dangerous.



Rick Bender, National Anti-Tobacco Speaker and Rakinya Hinson, Health Education Program Manager, at recent school assembly

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FDA Not Smooth Sailing for Menthol Cigarettes

FDA Advisory Committee Concludes Removal of Menthol Cigarettes Would Benefit Public Health

Statement of American Cancer Society Cancer Action Network, American Heart Association, American Lung Association and Campaign for Tobacco-Free Kids

WASHINGTON, DC (March 18, 2011) – Finding that the availability of menthol cigarettes increases the number of children and African Americans who smoke, the Food and Drug Administration’s Tobacco Products Scientific Advisory Committee today concluded, “Removal of menthol cigarettes from the marketplace would benefit public health in the United States.”

We strongly support the committee’s findings and conclusions, which are based on an exhaustive review of the scientific evidence regarding the public health impact of menthol cigarettes. We urge the FDA to implement the committee’s recommendation in a way that maximizes the public health benefits.

The committee based its recommendation on findings that menthol cigarettes increase the number of children who experiment with cigarettes and the number of children who become regular smokers, increasing overall youth smoking. It also concluded that the availability of menthol cigarettes reduces smoking cessation, especially among African-Americans, and increases the overall prevalence of smoking among African Americans. It found that “menthol cigarettes are marketed disproportionately to younger

smokers” and “disproportionately marketed per capita to African Americans.”

The committee’s conclusions leave no doubt that menthol cigarettes have had a profound adverse impact on public health in the United States, resulting in more smoking and more death and disease from tobacco use. It also leaves no doubt that the tobacco industry is directly responsible for the harm caused by menthol cigarettes because of its targeted marketing of children and African-American and other communities, and its manipulation of menthol cigarettes to appeal to specific target markets.

We applaud and thank the Tobacco Products Scientific Advisory Committee for its thorough review of the scientific evidence regarding menthol cigarettes and its carefully considered and science-based recommendation. The committee has done exactly what Congress directed when it enacted the 2009 law granting the FDA authority over tobacco products. Now the FDA must act expeditiously and implement the committee’s recommendation.

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Volusia County Health Department and Tobacco-Free Florida Kick Candy Flavored Butts Everyday

DAYTONA BEACH - The Volusia County Health Department (VCHD) and Tobacco Free Florida are joining the fight against candy-flavored tobacco products as part of Kick Butts Day 2011, a national day of activism that empowers youth to speak up and take action against Big Tobacco.

In observance of Kick Butts Day on March 23, VCHD wants to raise awareness about the dangers of tobacco, especially about candy-flavored tobacco products. Those products are as addictive and carry similar health risks as regular tobacco products. According to Tobacco Free Florida, candy and fruit flavors mask the bad taste of tobacco, making it easier for kids to start using tobacco products. Once youngsters start using one tobacco product, they are more likely to experiment with others.

[READ MORE ON CANDY FLAVOR](#)



“There are 88 tobacco related deaths in Florida each day,” said Dr. Bonnie J. Sorensen, Director of the Volusia County Health Department. “Parents need to be aware of how common the use of candy-flavored tobacco products is among young people, and should talk to their kids about the dangers of

Menthol’s Friends in High Places

March 22, 2011 -- The Boston Globe -- (Op-Ed) TOBACCO GIANT Lorillard crows as the FDA cowers. Last week, an advisory panel of the Food and Drug Administration found that removal of menthol cigarettes would benefit public health. But the panel stopped short of recommending a ban, prompting stocks of Lorillard, the king of menthol cigarettes, to shoot up from roughly \$79 a share to roughly \$90.

The panel report comes three months after a Suffolk Superior Court jury awarded the family of Marie Evans \$152 million in damages for Lorillard’s practice of handing out free Newport cigarettes to black children in Roxbury a half-century ago. Evans died of lung cancer in 2002 at age 54. The rise represents a full recovery of Lorillard stock, which fell from \$89 a share last November to \$74 a share in the month after the Evans award.

Under the 2009 smoking prevention act signed into law by President Obama, candy- and fruit-flavored cigarettes were banned. But those kinds of cigarettes accounted for less than 1 percent of sales. Menthol smokers account for between 28 percent and 34 percent of American smokers, and Lorillard said Newport accounted for 36 percent of menthol cigarettes sold in the United States last year.

[READ MORE ON MENTHOL](#)



Upcoming Meetings/Events

- **Work Plan Meeting**
Thursday April 7th, 4:30 p.m. -5:00 p.m.
Daytona State College, Daytona campus Bldg. 500, Room 228
- **SWAT Training (Students must be pre-registered)**
Saturday April 16th, 10:00 a.m. – 2:00 p.m.
VCHD, Daytona Beach
- **Tobacco-Free Partnership of Volusia County Quarterly Meeting**
Tuesday April 19th, 10:00 a.m. -11:00 a.m.
VCHD, Daytona Beach

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

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

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