

## Educating the community on tobacco marketing to youth

### Partnership hosts seminar on Tobacco Retail Marketing

Partners were looking for ways to increase their knowledge about what can be done to counteract tobacco marketing which targets youth at the retail point of sale. Building on a seminar the group hosted in December 2016, a new educational opportunity was offered on March 27, 2017. This time, the Partnership wanted to present the issue from the perspective of enforcement. The guest speaker was **Special Agent John Szabo** from the **Division of Alcoholic Beverages and Tobacco**. Agent Szabo first talked about dealer permits and attendees were surprised at how easy it is to sell and advertise tobacco.

- Cost: \$50 annual fee
- Age: Must be at least 18
- Zoning Restrictions: None

Agent Szabo then talked about catching retailers selling tobacco to underage persons. The agency works with underage volunteer investigative aides who attempt to purchase tobacco products. SWAT Advisors who attended the seminar said their SWAT members may want to participate. As for restrictions on tobacco advertising and signage, promotions, product placement and access, there are none on the state level. In response to results of a recent Volusia public opinion survey, the Partnership plans to approach local government to require at least vendor-assisted access and restrict advertising near schools.

### SWAT youth educate peers

All 13 Volusia County SWAT clubs participated in recent National Tobacco Control Observances and used the opportunities to educate their peers about the dangers of tobacco and how tobacco companies use marketing techniques to target youth.

**Through With Chew Week** was Feb. 19-25 and **Kick Butts Day** was on March 15, 2017.

The youth went out into the community and held activities at their own schools.

**Silver Sands Middle School** SWAT members set up an informational booth at their school's Fitness Festival.

**Deltona High School** SWAT wrote the words, "WE ARE TOBACCO FREE" with plastic cups in the football and track stadium fence.

SWAT members from **DeLand High School** spoke to the youth group at **Trinity United Methodist Church**.

SWAT members from **Holly Hill School** took to the streets visiting convenience stores near their school. They surveyed the stores, noting tobacco advertising techniques, products, promotions, and availability of e-cigarettes. They used the results to make a public service announcement which aired at the school on Kick Butts Day.

**STUDENTS WORKING  
AGAINST TOBACCO**

### Tobacco Use Linked to Sex Trafficking

SWAT youth attended an event in partnership with **Ruth House**, an organization which works to put an end to sex trafficking. The students reported what they learned about how tobacco plays a role in luring and controlling young males and females. Victims are provided with cigarettes and other tobacco products, along with drugs and alcohol, to keep them addicted. The students shared their findings with their peers who were shocked to learn how controlling tobacco addiction can be.

### About the Partnership:

The **Tobacco Free Florida – Volusia County Partnership** is a community organization that works to educate others about tobacco use, protect kids from tobacco, strengthen local policies, and protect the public from secondhand smoke. We will bring tobacco education to your business or community event. Contact Kristen Mialki at 386-274-0601 [Kristen.Mialki@FLHealth.gov](mailto:Kristen.Mialki@FLHealth.gov).

### Everyone is Welcome!

The Partnership meets on the fourth Monday of each month at 4 p.m. at the Florida Department of Health in Volusia County at 1845 Holsonback Drive in Daytona Beach. The next meeting will be on **April 24, 2017**. Can't attend meetings but want to participate? Please contact us.