



Tobacco-Free Partnership of Sarasota County

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New FDA Legislation Implications & Future Hope

The tobacco industry will be impacted by new policies to restrict the use, marketing, and retailer practices. Effective June 22nd, 2010, the following restrictions go into effect::

Prohibition of “light”, “low”, “mild” and all similar descriptors in all advertising, labeling, and marketing of cigarettes and smokeless products.

Larger, stronger warning labels required on all smokeless tobacco packages and all smokeless tobacco product advertisements

Now prohibited:

- Sale of smokeless tobacco and/or cigarettes to minors
- Vending machines tobacco sales or self-service displays (except in adult-only facilities)
- Sale of cigarettes in packages of less than 20 cigarettes per pack
- “Branded” products with names/ images, such as T-Shirts promoted with the purchase of cigarettes or tobacco products
- Branded sponsorship of athletic or cultural events by tobacco manufacturers, distributors, or retailers

- Free sampling of ANY tobacco product, except for limited free samples of smokeless products in adult-only facilities and in certain, restricted situations

There are also new restrictions on outdoor cigarette or smokeless advertising near schools.

With these new regulations taking effect, what can we do?

- Continue promoting cessation
- Work with our partners
- Monitor Point-of-Sale retail practice, report violations to the FDA
- Bring issues to FDA and urge aggressive federal action!

How to report violations: 1-877-CTP-1373

For General Inquiries:

AskCTP@fda.hhs.gov

For flavored smokeless & cigars:

Tobacco2@fda.hhs.gov

Regular mail:
FDA Center for Tobacco Products
9200 Corporate Boulevard
Rockville, MD 20850-3229

News Flash!

- *Sarasota County is SMOKE-FREE in all govt. buildings and service centers, as of May 28, 2010.*
- *Gulfcoast South AHEC interns conducting two studies around hookah use and COPD. Look for ongoing updates.*

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HELPFUL WEBSITES

Gulfcoast South AHEC

www.gsahec.org

Sarasota County SWAT

www.swatc.net

My Time To Quit

www.mytimetoquit.com

Quit Smoking Today

www.smokefree.gov

Freedom from Smoking

(American Lung Association)

www.ffsonline.org





Hookah Really is Smoking!

If someone told to you to chain smoke 50 cigarettes, would you even think twice about declining? Smoking hookah for 45 minutes is equivalent to taking in the same amount of smoke and chemicals that are produced by 100-200 cigarettes. Despite the fact that the health consequences of smoking hookah and cigarettes can be the same, an increasing number of non-smokers are becoming hookah smokers.



SWAT Party

The WareHouse of Venice and Students Working Against Tobacco joined together on June 5th to host a “Party in the Park” at Shamrock Park. Although it was very warm that day we had a great event for the community and area teens.

When it was all said and done we had 300+ people attend the event. There was karaoke, face painting, scavenger hunts, bubbles and lots of games and crafts for the whole family. Best Buy brought some technology, so when our guests wanted to cool off they could go inside and play Rock Band or Wii Resort for awhile.

The food was great! We had fresh grilled hot dogs, walking tacos (mmm), sno cones, popcorn, sodas, juice and water. The most sought after item? Sno cones, of course!

This was a tobacco-free event. We handed out “BE FREE” wristbands and talked about the local SWAT teams, encouraging youth involvement during the coming year. To occasional smokers, we gave away a “Put Your Butts Here” pouch to prevent litter in the park.

If you’d like to see more photos, please visit the WareHouse website at VeniceWarehouse.com, click on the Events and Activities box, then the Shamrock Park photo to see LOTS of great pictures from the day.

Common misconceptions about hookah:

- MYTH:** Hookah is just flavored herbs and doesn’t contain tobacco
- MYTH:** The water in the hookah filters the smoke, making it more pure
- MYTH:** Hookah doesn’t contain enough nicotine to become addictive

The internet is plagued with fabricated information surrounding hookah use. Separating the facts from all the myths can be rather challenging. The first misconception is flawed in that hookah does contain tobacco. Whether it’s called shisha, molasses, or fruit herbs, the product in hookah still contains tobacco. It was found that the water only purifies 5% of the harsh chemicals and toxins that are produced by hookah tobacco, with the remaining 95% being deeply inhaled by the user. The last misconception can be debunked by taking an excerpt from an article by the University of Virginia School of Nursing stating that after a 45-min session levels of nicotine and cotinine, blood levels raise from 1.11 to 60.3 ng/mL. According to the Department of Health and Human Services (2008), smoking one cigarette raises your blood nicotine and cotinine levels to only 22.3 ng/mL. One knows that smoking cigarettes can lead to eventual nicotine addiction. Smoking hookah almost triples one’s blood nicotine levels leaving one to believe that hookah can be equivalently if not more, addictive than cigarettes.

Gulfcoast Area Health Education Center (AHEC) is working to promote awareness about the true facts surrounding hookah. Our initial plan is to target the age group most prone to begin experimenting with hookah tobacco, provide them with the correct messages about its health effect and illustrating its life-threatening similarities with cigarette smoking. We are also taking a look at any loopholes hookah bars are able to jump through when it comes to smoking regulation. Our plan is to design effective presentations, provide captivating media on local college campuses, set up programs, and get inside the local media to promote our messages about hookah tobacco. With all those avenues to take, we are determined to help make a difference in our local communities and raise the awareness of the various health consequences of smoking hookah tobacco and debunk its mystique.

For details or to get involved, please contact:
941-361-6602 Ext. 59 | www.gsahec.org

