



BOARD OF SUPERVISORS AGENDA ITEM REPORT

Requested Board Meeting Date: March 7, 2017

Title: Pima County Kick Butts Day 2017 Proclamation

Introduction/Background:

Kick Butts Day (KBD) is a national day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco. More than 1,000 events are held across the U.S. every year, in order to raise awareness about the harmful effects of tobacco, tobacco marketing towards youth, and to encourage people to join in on tobacco prevention efforts. A major part of Kick Butts Day is initiating the conversation about how tobacco companies target specific populations, such as youth and young adults. Emerging products such as electronic cigarettes (also known as e-cigs) and other electronic nicotine delivery systems (ENDS) are especially a concern because they have been strategically marketing towards youth and young adults with their bright colored packaging and devices, and candy and fruit flavored e-juice (nicotine solution).

As a partner with the community and tobacco prevention youth coalitions in Pima County, we are hoping to dedicate this day as a day to Kick Butt and promote more positive messaging and habits for all.

Discussion:

It is estimated that 90% of smokers started before their 18th birthday. In Pima County, 12% of youth indicated they smoked a cigarette in the past 30 days, which is 2.6% more than the state average. Nearly 25 of every 100 high school students nationwide have used some type of tobacco product. In Arizona, it is estimated that 115,000 Arizona youth under the age of 18 will die prematurely due to smoking.

Young people are highly targeted by the tobacco industry and often become addicted to tobacco before being able to purchase it legally. In 2014, \$8.5 billion was spent on tobacco marketing and there was a major increase on e-cigarette advertising from \$5.6 million in 2010, to \$15.3 million in 2014. This shows the importance of having a day dedicated to combating these statistics and empowering our community to move towards a healthier life.

Conclusion:

Pima County would like to partner with the five tobacco prevention youth coalitions in Pima County to work towards addressing tobacco addiction, prevention and education in our community. Kick Butts Day would serve as a day of empowerment for all in our community by creating a space where we combat the harmful effects of tobacco, tobacco marketing towards youth and aim towards a future free of death and disease caused by tobacco.

Recommendation:

Staff recommends that March 15, 2017 be proclaimed "Pima County Kick Butts Day 2017".

Fiscal Impact:

There is no cost for this proclamation.

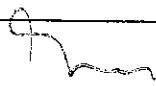
Board of Supervisor District:

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Department: Health

Telephone: 520-724-8619

Department Director Signature/Date:



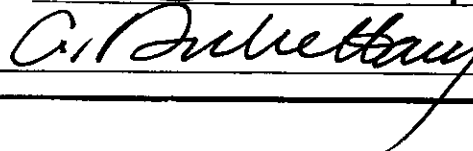
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Deputy County Administrator Signature/Date:



2/22/2017

County Administrator Signature/Date:

 2/23/17

PROCLAMATION

WHEREAS, nearly 25 of every 100 high school students nationwide have used some type of tobacco product, and

WHEREAS, roughly 4,300 youth in Arizona under the age of 18 will become new smokers every year, and

WHEREAS, it is estimated that 115,000 Arizona youth under the age of 18 will die prematurely due to smoking, and

WHEREAS, alternate forms of tobacco, including e-cigarettes, create health risks and the potential for nicotine addiction, and

WHEREAS, youth may be more inclined to tobacco initiation and addiction due to consistent deceptive tobacco marketing, and

WHEREAS, Pima County youth will no longer tolerate the tobacco industry's efforts to manipulate them into buying lethal and addictive products through insidious advertising campaigns and marketing tactics, and

WHEREAS, Kick Butts Day is an annual, national initiative sponsored by the Campaign for Tobacco-Free Kids that makes elementary, middle and high school students leaders in the fight against youth tobacco use and exposure to second hand smoke, and

WHEREAS, youth in partnership with the Pima County Tobacco and Chronic Disease Prevention Program are dedicated to addressing tobacco addiction, prevention and education,

NOW, THEREFORE, BE IT RESOLVED, that the Pima County Board of Supervisors do hereby proclaim Wednesday, March 15, 2017 to be:

“PIMA COUNTY KICK BUTTS DAY 2017”

PASSED AND ADOPTED this 7th day of March 2017.

The Honorable Sharon Bronson, Chair
Pima County Board of Supervisors

ATTEST:

Julie Castañeda, Clerk
Pima County Board of Supervisors