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## TOBACCO FREE FLORIDA SUPPORTS INTRODUCTION OF CORRECTIVE STATEMENTS IN FLORIDA RETAIL LOCATIONS



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**TALLAHASSEE, Fla.** – People across Florida and throughout the country will soon begin seeing “corrective statements” in thousands of retail locations, like gas stations and convenience stores, presenting information on the health risks of smoking and secondhand smoke.

The signage is the latest requirement resulting from a landmark 2006 federal court ruling finding that the major tobacco companies had been guilty of criminal racketeering and deliberately misleading the public about the risks associated with their products. In 2017, Big Tobacco began running similar required legal statements [in television and print advertising](#).

The new signs will feature clear messaging like:

- *More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.*
- *All cigarettes cause cancer, lung disease, heart attacks, and premature death – lights, low tar, ultra lights and naturals. There is no safe cigarette.*
- *Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.*
- *Secondhand smoke kills over 38,000 Americans each year.*
- *Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.*

The court order includes how visible the sign must be, where to place it and how large the signage must be. [Samples of the signs can be found on the U.S. Department of Justice website](#). With tobacco companies spending millions of dollars to advertise heavily in these stores and locations, the legally mandated signage can help people make informed decisions about their health.

The signage is part of ongoing efforts to inform people about the serious health risks associated with tobacco use. As awareness increases, anyone interested in quitting can join the over 289,000 people who have already successfully quit using the free tools and services available from the Florida Department of Health’s Bureau of Tobacco Free Florida. A quit journey can begin by visiting [www.TobaccoFreeFlorida.com](http://www.TobaccoFreeFlorida.com) or calling 1-877-U-CAN-NOW (877-822-6669).

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## **About Tobacco Free Florida**

The Florida Department of Health's Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. Since the program began in 2007, more than 289,000 Floridians have successfully quit using one of Tobacco Free Florida's free tools and services. There are now approximately 451,000 fewer adult smokers in Florida than there was 10 years ago, and the state has saved \$17.7 billion in health care costs. To learn more about Tobacco Free Florida's Quit Your Way services, visit [www.TobaccoFreeFlorida.com](http://www.TobaccoFreeFlorida.com) or follow the campaign on Facebook at [www.facebook.com/TobaccoFreeFlorida](https://www.facebook.com/TobaccoFreeFlorida) or on Twitter at [www.twitter.com/tobaccofreefla](https://www.twitter.com/tobaccofreefla).