



City of Cambridge

32.

IN CITY COUNCIL

March 16, 1992

COUNCILLOR DUEHAY
COUNCILLOR WOLF

WHEREAS: The leading preventable cause of illness and death in the United States is smoking; and

WHEREAS: Cigarette smoking causes 400,000 deaths a year in the United States, was identified 40 years ago as a cause of cancer and respiratory and heart disease, and is known to be more addictive than crack cocaine; and

WHEREAS: Leading American tobacco companies such as R.J. Reynolds have developed advertising campaigns designed to appeal to the most vulnerable members of society: members of low-income groups and children; and

WHEREAS: Studies have shown that R.J. Reynolds Old Joe Camel ads entice pre-smokers as young as 3 years old; now therefore be it

RESOLVED: That the City Council support the public request made on March 9th by the Surgeon General of the United States and the American Medical Association calling on R.J. Reynolds to stop the Old Joe campaign, asking retailers to remove Old Joe ads and signs from their stores in Cambridge, and urging magazines and newspapers not to accept such ads; and be it further

RESOLVED: That the City Council urges its subcommittee on Health and Hospitals, the Cambridge School Committee, the Health of the City Project, the Kids Council, the City Manager, the Commissioner of Health and Hospitals, and all citizen and neighborhood associations and churches to develop new regulatory and educational programs to protect Cambridge citizens from the adverse effects of smoking; and be it further

RESOLVED: That the City Council formally endorse Project Assist, a program of the Massachusetts Department of Public Health and the American Cancer Society designed to develop programs to reduce smoking in Cambridge and Boston substantially; and be it further

RESOLVED: That the City Council requests the City Manager to redouble city efforts to eliminate the 30 illegal billboards now maintained in Cambridge by the Ackerley sign company; and be it further

RESOLVED: That the City Council hereby requests Ackerley immediately and without further delay to remove from Cambridge all billboards which advertise alcohol or tobacco products thereby contributing to illness, death and substance abuse, including the billboard advertising Camel cigarettes which dominates Harvard Square.

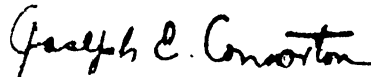
In City Council March 16, 1992.

Adopted by the affirmative vote of nine members.

Attest:- Joseph E. Connarton, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "Joseph E. Connarton".

Joseph E. Connarton
City Clerk

Whereas the leading preventable cause of illness and death in the United States is smoking;

Whereas cigarette smoking causes 400,000 deaths a year in the United States, was identified 40 years ago as a cause of cancer and respiratory and heart disease, and is known to be more addictive than crack cocaine;

Whereas leading American tobacco companies such as R.J. Reynolds have developed advertising campaigns designed to appeal to the most vulnerable members of society: members of low-income groups and children;

Whereas studies have shown that R.J. Reynolds Old Joe Camel ads entice pre-smokers as young as 3 years old;

Resolved that

The Cambridge City Council support the public request made on March 9 by the Surgeon General of the United States and the American Medical Association calling on R. J. Reynolds to stop the Old Joe campaign, asking retailers to remove Old Joe ads and signs from their stores in Cambridge, and urging magazines and newspapers not to accept such ads; further that

The Cambridge City Council urges its subcommittee on Health and Hospitals, the Cambridge School Committee, the Health of the City Project, the Kids Council, the City Manager, the Commissioner of Health and Hospitals, and all citizen and business organizations, health related institutions, neighborhood associations and churches to develop new regulatory and educational programs to protect Cambridge citizens from the adverse effects of smoking; further that

The Cambridge City Council formally endorse Project Assist, a program of the Massachusetts Department of Public Health and the American Cancer Society designed to develop programs to reduce smoking in Cambridge and Boston substantially; further that

The Cambridge City Council requests the City Manager to redouble city efforts to eliminate the 30 illegal billboards now maintained in Cambridge by the Ackerley sign company; and further that

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NC

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NC
Non-Consent Order # 32

S-187

Wall
Councillor Duehay, re: City Council
endorses Project Assist to reduce
smoking and request retailers to
remove Old Joe ads.

In City Council,

March 16, 1992

Order adopted