

RESOLUTION NUMBER R- 294089

ADOPTED ON NOV 14 2000

WHEREAS, tobacco use kills more people in California each year than deaths due to alcohol, cocaine, crack, heroine, homicide, suicide, car accidents, fires and AIDS combined; and

WHEREAS, smoking remains the number one preventable cause of death and disease and most smokers become addicted when they are in their teens; and

WHEREAS, an estimated 300 youths begin smoking each day in California and one-third will die prematurely or incur a smoking-related illness; and

WHEREAS, Big Tobacco spends \$25 million annually in San Diego County alone to market its lethal and addictive product; and

WHEREAS, the San Diego City Council became the first government body to pass a model Youth Tobacco Ordinance that regulates in-store product placement and advertising as well as outside advertising and billboards; and

WHEREAS, the City Attorney's office works closely with local law enforcement agencies to enforce the City's ordinance; and

WHEREAS, local ordinances and other anti-tobacco campaigns, combined with a 50 cent tobacco tax increase approved by voters in 1998, have contributed to a 35% decline in youth smoking in California; and

WHEREAS, the San Diego City Council will continue in its efforts to fight Big Tobacco and reduce youth smoking; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council hereby proclaims the week of November 13 through 18, 2000 as **"Smoke-Free San Diego Week"** in the City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By Stuart H. Swett
Stuart H. Swett
Deputy City Attorney

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