

1 [Tobacco and Alcohol Advertising]
2 SUPPORTING THE ELIMINATION OF TOBACCO AND ALCOHOL ADVERTISING THAT
3 TARGETS CHILDREN, URGING THE ALCOHOL AND TOBACCO INDUSTRIES TO
4 PROTECT CHILDREN THROUGH COMPLIANCE IN ELIMINATING ALCOHOL AND
5 TOBACCO PROMOTIONAL ITEMS AND ADVERTISING PLACEMENT IN FORUMS AND
6 VENUES WHERE CHILDREN HAVE ACCESS, AND PROCLAIMING APRIL 28, 1999
7 "CHILDPROOF ADVERTISING DAY."

8
9 WHEREAS, Alcohol related problems are the leading cause of death
10 for adolescents; and

11 WHEREAS, Everyday tens of thousands of underage youth age 12 to
12 20 try alcohol for the first time; and

13 WHEREAS, To promote alcohol and tobacco products, advertisers
14 utilize cartoon characters, claymation, animation and live animals,
15 which are proven to be most effective with children; and

16 WHEREAS, A recent advertising agency study has shown that youth
17 6 to 17 years of age identified a beer's advertising as their
18 favorite ad copy, making it more popular than any soft drink, toy,
19 candy, or tennis shoe ad; and

20 WHEREAS, Survey findings demonstrate that 86 percent of fifth
21 grade boys recognize the characters of animated beer advertisements
22 more than they recognize famous cartoon characters such as Bugs
23 Bunny, Tony the Tiger and Smokey the Bear; and

24
25

1 WHEREAS, Research reports have shown that alcohol advertising
2 shapes young adolescents' attitudes and intentions about consuming
3 alcohol; and

4 WHEREAS, The alcohol and tobacco industries develop brand
5 loyalty in youth through the availability of promotional
6 merchandising such as baseball caps, T-shirts, jackets, backpacks and
7 handbags; and

8 WHEREAS, Anheuser-Busch continues to violate the Beer
9 Institute's voluntary advertising code supporting childproof
10 advertising, which states that companies in the industry will refrain
11 from using "any cartoon character that is intended to appeal
12 primarily to persons under the legal purchase age and has special
13 attractiveness to such persons beyond the general attractiveness it
14 has for people over the legal purchase age"; and

15 WHEREAS, Childproof advertising creates a public health safety
16 net for San Francisco communities and will support the elimination of
17 alcohol and tobacco use by children and teens; now, therefore, be it

18 RESOLVED, That that the Board of Supervisors of the City and
19 County of San Francisco supports the elimination of alcohol and
20 tobacco advertising that targets children; and be it

21 FURTHER RESOLVED, That the Board of Supervisors urges the
22 alcohol and tobacco industries to protect children through compliance
23 in eliminating alcohol and tobacco promotional items and advertising
24 placement in forums and venues where children have access; and be it
25

1 FURTHER RESOLVED, That the Board of Supervisors of the City and
2 County of San Francisco hereby proclaims April 28, 1999 "Childproof
3 Advertising Day" in the City and County of San Francisco.
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

SUPERVISOR YEE, NEWSOM, AMMIANO
BOARD OF SUPERVISORS



City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Resolution

File Number: 990695

Date Passed:

Resolution supporting the elimination of tobacco and alcohol advertising that targets children, urging the alcohol and tobacco industries to protect children through compliance in eliminating alcohol and tobacco promotional items and advertising placement in forums and venues where children have access, and proclaiming April 28, 1999 "Childproof Advertising Day."

April 19, 1999 Board of Supervisors — ADOPTED

Ayes: 10 - Ammiano, Becerril, Bierman, Brown, Katz, Kaufman, Leno, Teng,
Yaki, Yee

Absent: 1 - Newsom