



Legislation Details (With Text)

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Title: Supervisor Santiago on Behalf of the El Dorado County Youth Commission requesting adoption of Resolution Supporting Smoke Free Movies and a Change to Ratings of Movies Where Smoking is Promoted; and requesting the Chairman be authorized to sign a letter in support of the goals of the Tobacco and Hollywood campaign.
Resolution 077-2009

Sponsors:

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Supervisor Santiago on Behalf of the El Dorado County Youth Commission requesting adoption of Resolution Supporting Smoke Free Movies and a Change to Ratings of Movies Where Smoking is Promoted; and requesting the Chairman be authorized to sign a letter in support of the goals of the Tobacco and Hollywood campaign.

Resolution 077-2009

The El Dorado County Youth Commission, appointed by the Board of Supervisors, advocates for positive solutions regarding youth issues . Together with the Tobacco Prevention Coalition, a function of the El Dorado County Health Promotions division, who promotes the efforts of creating policy that assists in tobacco prevention and cessation, and with the Youth Commission's Health Committee, they have researched and endorsed the efforts of the California Youth Advocacy Network's Tobacco and Hollywood Campaign and presents the attached resolution and recommendations requiring adherence to a new rating requirement when tobacco use is prevalent; certify that there was no compensation received for displaying tobacco and/or the advertising or identification thereof, and publicize strong anti-smoking advertisements before films with a tobacco presence.

RECOMMENDATION: Board approve resolution Supporting Smoke Free Movies and the accompanying letter; and to send letter and resolution to the Hollywood studio contacts.