

October 13, 1992
LA/92-563c.ord.ssj

Introduced by: Nickels,
Sullivan,
Phillips,
Sims, Gruger
Barden

Proposed No.: 92-563

ORDINANCE NO. **10615**

AN ORDINANCE relating to tobacco
advertising; prohibiting the advertising
of tobacco products within facilities
owned or operated by King County.

BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

SECTION 1. Findings. The King County Council hereby
makes the following findings:

A. The United States Surgeon General has determined that
smoking tobacco causes lung cancer and has found cigarette
smoking to be as addictive as cocaine and heroin. The National
Institute on Drug Abuse and the United States Public Health
Service have concluded that the nicotine in tobacco is a
powerful, habit-forming drug and described nicotine addiction
as the most widespread example of drug dependence in our
country. In addition, the American Medical Association has
concluded cigarette smoking is the chief avoidable cause of
death in our society.

B. The Journal of Health Politics, Policy and Law reports
the tobacco industry spends more than \$2 billion annually to
advertise its products, equalling more than \$35 for each of the
nation's 56 million smokers.

C. Studies published in the Journal of the American
Medical Association and the Health Education Journal establish
a link between advertising and children's recognition and
acceptance of tobacco products. It was found that children's
favorable attitudes toward advertising and smoking precede
actual tobacco use and correlate with the child's intention to
smoke.

D. Tobacco advertising at publicly owned sports
facilities where sporting events are broadcast on television is
routinely visible during those telecasts and circumvents

1 federal law prohibiting tobacco product advertising on
2 television.

3 SECTION 2. Definitions:

4 A. "Advertise" shall mean to display any poster, sign, or
5 other written or visual material which is intended to
6 communicate commercial information or images to the public.

7 B. "County facility" shall mean any structure, facility,
8 or fixture owned by or leased to King County.

9 C. "Tobacco product" shall mean any product containing
10 tobacco, the prepared leaves of plants of the Nicotiniana
11 family, including but not limited to cigarettes, loose tobacco,
12 cigars, snuff, chewing tobacco, or any other preparation of
13 tobacco.

14 SECTION 3. Tobacco product advertising prohibited in
15 county facilities. No contract, or amendment, or renewal or
16 extension thereof, relating to use of county facilities or to
17 advertising in county facilities shall allow any advertising of
18 any tobacco product in a county facility; provided, that this
19 shall not apply to:

20 Advertising contained in a program, leaflet, newspaper,
21 magazine, or other written material lawfully sold within a
22 county facility.

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SECTION 4. Severability. If any provision of this ordinance or its application to any person or circumstance is held invalid, the remainder of the ordinance or the application of the provision to other persons or circumstances is not affected.

INTRODUCED AND READ for the first time this 20th day of July, 1992.

PASSED this 26th day of October, 1992.

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON

Rudney J. Meyer
Chair

ATTEST:

Gerald A. Pata
Clerk of the Council

APPROVED this 6th day of November, 1992.

Russ Kirk
King County Executive