



UNITED COALITION EAST PREVENTION PROJECT

UCEPP

a program of Social Model Recovery Systems, Inc.

January 25, 2012

Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

via fax: (213) 473-8925

804 East 6th Street
Los Angeles,
California 90021
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fax 213.622.1873
socialmodel.com

Re: SUPPORT prohibiting alcohol advertising on Los Angeles City Public Property (Council File 11-1429) ✓

Dear Councilmember Mitchell Englander,

As concerned community members we are troubled by the advertisement of alcohol on public property. At a time when there is a lack of services to treat alcohol related harms, the City of Los Angeles should not participate as a promoter of alcohol. Councilmember Richard Alarcón agreed with us and introduced a motion (Council File 11-1429) directing the City Attorney to prepare an ordinance prohibiting alcohol advertising on city-owned and controlled property.

Families and youth utilize city owned and controlled property on a daily basis, such as school buildings, recreation centers, libraries and bus shelters. To the extent that commercial advertising is allowed in these public facilities, the City of Los Angeles can play a positive role in reducing exposure of alcohol advertising. *We ask that as the Chair of the Public Safety Committee you add your vote in support of prohibiting alcohol advertising on city-owned and controlled property.*

The L.A. County Department of Public Health recommends "reducing alcohol advertising in public spaces and in areas commonly seen by minors," as a way to help discourage underage drinking. Currently the Los Angeles MTA does not allow alcohol advertising on its buses, trains and other transit facilities.

We would like to clarify that local government has the legal and constitutional right to ban alcohol ads on its property. We hope that you can consider this request and look at the cost of alcohol in a way that can truly capture the economic impact it has on Los Angeles City services and the community at large.

We respectfully urge you to adopt a citywide policy prohibiting alcohol ads on public property.

Sincerely,

Kevin Michael Key
Community Organizer

CC: John A. White, Legislative Assistant Public Safety Committee fax: 213-978-1079



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Los Angeles, CA 90044
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www.CoCoSouthLA.org

February 29, 2012

Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

via fax: (213) 473-6925

**Re: *SUPPORT* prohibiting alcohol advertising on Los Angeles City Public Property
(Council File 11-1429)**

Dear Councilmember Mitchell Englander,

On behalf of Community Coalition, I am writing in strong support of an ordinance to prohibit alcohol advertising on city-owned and controlled property. As an organization that has spent over 20 years working alongside members of the community to improve the quality of life for the residents of South Los Angeles, we find it imperative that the city support practices that bolster public health and safety. Councilmember Richard Alarcón agreed with us and introduced a motion (**Council File 11-1429**) directing the City Attorney to prepare an ordinance prohibiting alcohol advertising on city-owned and controlled property.

Families and youth utilize city owned and controlled property daily, i.e. school buildings, recreation centers, libraries and bus shelters in which commercial advertising is allowed. The City of Los Angeles has the opportunity to play a positive role by eliminating exposure to alcohol advertisements in these spaces. *We ask that as the Chair of the Public Safety Committee you add your vote in support of prohibiting alcohol advertising on city-owned and controlled property.*

The Los Angeles County Department of Public Health recommends "reducing alcohol advertising in public spaces and in areas commonly seen by minors," as a way to help discourage underage drinking. Currently the Los Angeles MTA does not allow alcohol advertising on its buses, trains and other transit facilities.

We would like to clarify that local government has the legal and constitutional right to ban alcohol ads on its property. We hope that you can consider this request and look at the cost of alcohol in a way that can truly capture the economic impact it has on Los Angeles City services and the community at large.

We respectfully urge you to adopt a citywide policy prohibiting alcohol ads on public property.

Sincerely,

Marqueece Harris-Dawson
President and CEO

CC: John A. White, Legislative Assistant Public Safety Committee fax: 213-978-1079

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