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While cigarette smoking in the U.S. has been on the decline, a report from the U.S. Centers for Disease Control and Prevention (CDC) indicates that smokeless tobacco use among youth has not declined significantly since 1999 and far too many young people use smokeless tobacco, with the CDC finding 14.7% of U.S. high-school boys and 8.8% of all high-school students reported using smokeless products in 2013. Each year, more than 400,000 kids ages 12-17 use smokeless tobacco for the first time, and public health authorities, including the Surgeon General and the National Cancer Institute, have found that smokeless tobacco use is hazardous to health, causing causes oral, pancreatic and esophageal cancer and can lead to nicotine addiction. The National Cancer Institute states that chewing tobacco and snuff contain 28 cancer-causing agents and the U.S. National Toxicology Program has established smokeless tobacco as a "known human carcinogen."

Smokeless tobacco products are heavily advertised and promoted, with the top five smokeless tobacco companies in the U.S. nearly tripling their total advertising and marketing expenditures from 1998 to 2012 (the most recent year for which data are available). The Federal Trade Commission reports that in 2012, these smokeless tobacco companies spent \$435.7 million to advertise and promote their products.

The CDC states athletes serve as role models for youth, and smokeless tobacco manufacturers have used advertising, images, and testimonials featuring athletes and sports to make smokeless tobacco products appear attractive to youth. The CDC also notes that children and teens closely observe athletes' actions, including their use of tobacco products, and are influenced by what they see. Adolescents tend to mimic the behaviors of those they look up to and identify with, including baseball players and other athletes.

In a letter to baseball Commissioner Bud Selig following the death of Major League Baseball icon Tony Gwynn, nine leading health-care organizations, including the American Medical Association, stated that the "Use of smokeless tobacco endangers the health of major league ballplayers. It also sets a terrible example for the millions of young people who watch baseball at the ballpark or on TV and often see players and managers using tobacco."

The use of smokeless tobacco has become part of the culture of baseball, not only at the professional level, but at every level through the sport and the strong association of baseball and smokeless tobacco is reinforced by the use of smokeless tobacco by players, coaches and fans at every level of the sport, professional and amateur. Smoking of tobacco products already is prohibited at all event sites for professional, collegiate, high school and organized amateur sporting events within the City of Los Angeles.

The City of San Francisco recently banned smokeless tobacco at all City venues where organized baseball is played in the City, including San Francisco Giants AT&T stadium.

I THEREFORE MOVE that the City of Los Angeles should implement a plan, for which the City Attorney should draft an ordinance for review in 90 days, to outlaw the use of smokeless tobacco at all venues in the City of Los Angeles where organized baseball is played, either amateur or professional, including but not limited to youth, school and park leagues played at all City stadiums, parks and venues.

PRESENTED BY

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