

AMENDED IN ASSEMBLY APRIL 8, 1997
AMENDED IN ASSEMBLY MARCH 12, 1997

CALIFORNIA LEGISLATURE—1997–98 REGULAR SESSION

Assembly Concurrent Resolution

No. 4

Introduced by Assembly Members Perata, Ortiz, Gallegos, Torlakson, Alquist, Aroner, Bowen, Brown, Cardoza, Davis, Escutia, Figueroa, Granlund, Havice, Hertzberg, Honda, Kaloogian, Keeley, Knox, Kuehl, Kuykendall, Lempert, Mazzoni, Migden, Napolitano, Scott, Shelley, Strom-Martin, Thompson, Thomson, Villaraigosa, Vincent, Washington, Wayne, Wildman, and Wright

(Coauthors: Senators Burton, Karnette, Kopp, Lee, Solis,
~~and Vasconcellos~~ *Vasconcellos, and Watson*)

January 13, 1997

Assembly Concurrent Resolution No. 4—Relative to cigarette advertisement.

LEGISLATIVE COUNSEL'S DIGEST

ACR 4, as amended, Perata. Tobacco products: advertisement.

This measure would urge the shareholders of RJ Reynolds Corporation to vote to discontinue the use of the character "Joe Camel" in advertisements of Camel-brand cigarettes.

Fiscal committee: no.

1 WHEREAS, According to the Food and Drug
2 Administration, every day nearly 3,000 young people start

1 to smoke in this country, and every year one million
2 children take up smoking even though it is illegal to sell
3 cigarettes to them; and

4 WHEREAS, A recent study by the University of
5 Michigan determined that smoking rates among 8th,
6 10th, and 12th graders have been increasing steadily over
7 the last five years; and

8 WHEREAS, In 1993, the Centers for Disease Control
9 and Prevention estimated that health care costs,
10 nationwide, from smoking-related disease and death was
11 \$50 billion; and

12 WHEREAS, According to the California State
13 Department of Health Services in 1992, 42,000
14 Californians die every year due to smoking and tobacco
15 use; and

16 WHEREAS, According to a national study by the
17 University of Michigan between 1991 and 1994, the
18 percentage of 8th graders who smoked increased 34
19 percent nationwide; and

20 WHEREAS, Cigarette smoking among American teens
21 rose again in 1995, according to the Centers for Disease
22 Control and Prevention; and

23 WHEREAS, According to National Household Surveys
24 on Drug Abuse in 1991, more than 70 percent of smokers
25 begin the habit before 18 years of age with the average
26 smoker beginning at 15 years of age; and

27 WHEREAS, According to the California State
28 Department of Health Services, smoking is on the rise
29 among those under 19 years of age both in California and
30 nationally; and

31 WHEREAS, According to the Centers for Disease
32 Control and Prevention, more than 5 million Americans
33 under the age of 18 years who smoke today will eventually
34 die prematurely and an estimated \$200 billion in
35 projected health care costs will result from
36 tobacco-related illnesses; and

37 WHEREAS, According to a 1994 Surgeon General's
38 report, of the 3,000 young people who start smoking every
39 day, 1,000 of them will die as a result; and



1 WHEREAS, Six-year-old children are as familiar with
2 ~~Joe Camel as they are with Mickey Mouse~~ (Paul M. *the*
3 *character “Joe Camel” as they are with the character*
4 *“Mickey Mouse”* (Paul M. Fischer et al., “Brand Logo
5 Recognition by Children Aged 3 to 6 Years,” Journal of the
6 American Medical Association, 1991:266:3145-3148); and

7 WHEREAS, An October 1995 study in the Journal of the
8 National Cancer Institute found 60 percent of adolescents
9 who have never smoked could name a favorite cigarette
10 advertisement, with ~~Joe Camel~~ *the character “Joe*
11 *Camel”* cited most often; and

12 WHEREAS, A study in Health Psychology concluded
13 that the sudden rise in teen smoking coincided with
14 sizable cigarette promotions; and

15 WHEREAS, Camel-brand cigarettes’ brand-share
16 among the under-18-years-of-age market has risen from
17 one-half of 1 percent before the Joe Camel advertising
18 campaign to almost 33 percent now (Joseph R. DiFranza
19 et al., “RJR Nabisco’s Cartoon Camel Promotes Camel
20 Cigarettes to Children,” Journal of the American Medical
21 Association, 1991:266:3154-3158); and

22 WHEREAS, Sales to the under-18-years-of-age market
23 have been estimated to account for about one-quarter of
24 all Camel-brand cigarette sales (Stuart Auerbach, “FTC
25 Staff Takes Aim at ‘Joe Camel’: Reynolds Denies Ad
26 Campaign Is Aimed at Enticing Teens to Smoke,”
27 WashPost, 8/12/93); and

28 WHEREAS, According to a 1993 study by the Centers
29 for Disease Control and Prevention, after ~~Joe Camel~~ *the*
30 *character “Joe Camel”* was introduced in 1988, adolescent
31 interest skyrocketed, with more than 13 percent of 12- to
32 18-year-olds saying they preferred the brand; and

33 WHEREAS, Tobacco companies continue to market
34 cigarette and tobacco products directly to our youth
35 manipulating shamelessly deceptive techniques such as
36 ~~Joe Camel~~ *the use of the character “Joe Camel”*; now,
37 therefore, be it

38 *Resolved by the Assembly of the State of California, the*
39 *Senate thereof concurring,* That the Legislature urges in
40 the strongest possible terms that the shareholders of RJ



1 Reynolds Corporation exercise their responsibilities as
2 shareholders, taxpayers, citizens, and family members
3 and vote at the next quarterly shareholders' meeting to
4 discontinue the use of the character "Joe Camel" in all
5 advertisements of the company's Camel-brand
6 cigarettes.

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