

## Graphic Tobacco Warnings on Hold in New York City

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In September of 2009, New York City enacted an ordinance that requires all tobacco vendors to display graphic warning posters about the harms of smoking. The ordinance went into effect on March 1st of this year.

In early June, the three largest tobacco companies (Philip Morris, RJ Reynolds, and Lorillard) in conjunction with the New York Association of Convenience Stores filed a federal suit against the city in response to the ordinance. The suit claims that the ordinance: infringes on the government’s right to regulate cigarette advertising and warnings and violates the First Amendment rights of store owners.

The ordinance requires the placement of specific posters near the cash register. The suit claims that, due to tight restrictions on cigarette advertising, the area close to the cash register is one of the few places left for cigarette ads. Therefore, the suit also claims that the ordinance

restricts the ability of the cigarette companies to communicate with their customers.



**Quit Smoking Today.  
For help, call 311 or  
1-866-NYQUITS**



*One of the graphic warning posters developed by New York City Health Department.*

The city health department stated that placing warning close to cigarette displays is one of the most effective ways to deter people from continuing to smoke and young people from starting.

Despite this, the city agreed to temporarily halt the enforcement of the ordinance until either January 1, 2011 or two weeks after the federal court decides the case— whichever comes first. ♦

### Sources:

New York Times

<http://www.nytimes.com/2010/06/05/nyregion/05tobacco.html>

(6/4/2010)

Convenience Store News

[http://www.csnews.com/csn/news/article\\_display.jsp?vnu\\_content\\_id=1004101762](http://www.csnews.com/csn/news/article_display.jsp?vnu_content_id=1004101762)

(6/30/2010)

## Lorillard Launches “Understanding Menthol” Website

Lorillard, the tobacco company which manufactures the most popular menthol cigarette Newport, recently launched a website called “Understanding Menthol.” This website is clearly designed to influence the current debate over whether menthol flavored cigarettes should be prohibited in the same way that all other flavored cigarettes have been prohibited. Most of the website is devoted to “debunking” previous studies which have found menthol harmful. However, the claims made against previous research are not backed by citations or scientific research. Of course, such tactics are not surprising given Lorillard’s stake in the menthol market. You can check out the website for yourself at: [www.understandingmenthol.com](http://www.understandingmenthol.com) ♦



## Three More Organizations Sign Tobacco-Free Funding Policies!

Ramsey Tobacco Coalition's tobacco-free funding initiative recently helped three nonprofit organizations; the West Side Boys & Girls Club, the Camphor Memorial United Methodist Church, and the Camphor Foundation- Ujima; adopt a tobacco-free funding policy. More information about each of these organizations is below.

### West Side Boys & Girls Club

The West Side Boys & Girls Club offers a safe place for youth to learn and play. A tobacco-free funding policy fits in with their mission to enable all young people, especially to reach their full potential as productive, caring, responsible citizens. In May the youth at the West Side Boys & Girls Club gave a presentation to the Board members and staff. The Board decided to adopt a policy shortly thereafter, which was a bold move given that Boys & Girls Club of America takes money from the tobacco industry. Congratulations to the West Side Boys & Girls Club for taking this stand!

### Camphor Memorial United Methodist

The Camphor Memorial United Methodist Church is the first faith organization to sign a tobacco-free funding policy. They are located in St. Paul with over 3,000 members.

The Vision in Living Life students from the

Aurora/ St. Anthony Neighborhood Development Corporation presented to the Board members and staff about the importance of having a written tobacco-free funding policy. After hearing this presentation, the Board decided to adopt a policy. The Ramsey Tobacco Coalition commends the Camphor Memorial United Methodist Church for taking this important step.

### The Camphor Foundation- UJIMA

UJIMA serves African-American youth, ages 11-18. They promote healthy youth development by fostering appropriate behaviors and lifestyles. A written tobacco-free funding policy sends a positive message to youth that the tactics of the tobacco industry are not welcome in the community. Great work, Ujima! You have made a difference in your community.



**The Ramsey Tobacco Coalition commends the West Side Boys & Girls Club, Camphor Memorial United Methodist Church, and the Camphor Foundation- Ujima for taking a stand against the tobacco industry by adopting a tobacco-free funding policy!**

**Thank you for making a difference in our community!**



Left: West Side Boys & Girls Club Branch Director Mr. Hardeman signs the tobacco-free funding policy



Above: Group from the Aurora/ St. Anthony Neighborhood Development Corporation "Vision in Living Life" Program



Below: Youth from the West Side