

**RESOLUTION OF THE BOARD OF SUPERVISORS,  
COUNTY OF ALPINE, STATE OF CALIFORNIA  
Four Solutions of the Smoke Free Movie Campaign**

**Whereas:** The Alpine County Board of Supervisors recognizes that tobacco use is still the leading cause of preventable death and disability in the United States, and

**Whereas:** youth ages 12-20 are one sixth of the population but buy more than one quarter of all movie tickets, and

**Whereas:** today large numbers of youth rated films feature smoking, including 75% of PG-13 movies and 36% of G and PG movies, and

**Whereas:** experts estimate that movies with tobacco use influence up to half of all new teen smokers to start smoking which adds up to 390,000 new smokers every year.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Supervisors of the County of Alpine, State of California, do hereby approve "The Four Solutions" of the Smoke Free Movie Campaign which include:

**1. Rate new movies "R" that feature tobacco use.**

Any film that shows or implies tobacco should be rated "R". The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking of a real historical figure.

**2. No Tobacco Pay-offs**

The producers should post a certificate in the credits at the end of the movie declaring that nobody on the production received anything of value from anyone in exchange for using or displaying tobacco during the production of this film.

**3. Require Strong Anti-Tobacco Smoking Ads.**

Studios and theaters should require a genuinely strong anti-smoking ad to run before any film with any tobacco presence regardless of its MPAA rating.

**4. Stop tobacco product placement which identify tobacco brands.**

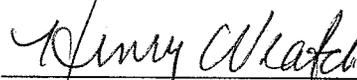
There should be no tobacco brand identification or the presence of tobacco brand imagery in the background of any movie scene.

**PASSED and ADOPTED** this 3rd day of April, 2012, by the following vote:

**AYES:** Supervisors Jardine, Veatch, Bennett, Woodrow, Sweeney

**NOES:** None

**ABSENT:** None



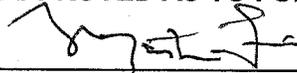
Henry C. Veatch, Chair,  
Board of Supervisors, County of  
Alpine, State of California

**ATTEST:**



Barbara Howard, County Clerk  
& Ex Officio Clerk to the  
Board of Supervisors,  
By: Teola Tremayne, Asst. County Clerk

**APPROVED AS TO FORM:**



Martin Fine, County Counsel