

ORANGE COUNTY TOBACCO EDUCATION COALITION

"An ounce of prevention is worth a pound of cure." Ben Franklin

April 21, 2008

Dear Council Member:

Please consider providing a proclamation acknowledging May 31, 2008 as "*World No-Tobacco Day*" in your city. Throughout the world, and definitely throughout Orange County, people will be celebrating this day to encourage tobacco use prevention.

Each city in Orange County is being asked for similar proclamations, that all together will send a clear message to youth and adults alike. In accordance with the Mission Statements of many cities, this proclamation reinforces the value that these cities place upon ensuring and promoting a safe and healthy community.

In the last couple years, the California Air Resources Board has conducted an extensive study that has conclusively found both indoor and outdoor secondhand tobacco smoke to clearly present a toxic danger to citizens. Furthermore, US Surgeons Generals have repeatedly stated that there is no known safe level of exposure to tobacco smoke.

As such, and for the many reasons stated in the proclamation, some 35 local nonprofit organizations belonging to the "*Orange County Tobacco Education Coalition*" (OCTEC) are asking you to join with other Orange County communities to help educate citizens about the dangers posed by tobacco use.

Thank you for showing the leadership that will help reduce the deadly toll tobacco places upon the communities of Orange County. It is estimated that each year there are some 3,000 lives lost here in "The OC" as well some 1.2 billion dollars lost to tobacco related costs. Bottom line, this proclamation will help save countless lives and dollars where we live.

Sincerely,

Jim Walker

Chairman

Approved for Agenda Listing


Matthew Ferial
City Manager