

MONTEREY COUNTY



DEPARTMENT OF HEALTH LEN FOSTER, DIRECTOR

FAMILY & COMMUNITY HEALTH
EMERGENCY MEDICAL SERVICES

ENVIRONMENTAL HEALTH
BEHAVIORAL HEALTH

HEALTH PROMOTION
ADMINISTRATION

February 27, 2002

Bar/Club Owner
Monterey/Salinas Highway
Monterey, CA 93940

Dear Bar/Club Owner:

Have you heard of the Seven Pleasures of the CASBAH? Or Marlboro Miles Band Nights? They're part of the new Tobacco Bar Night Promotions developed for the tobacco industry, and they're just not cool. Popular in cities like San Francisco, Sacramento, Los Angeles, and San Diego, Tobacco Bar Nights often feature bands such as Los Lobos and the Red Hot Chili Peppers, massages, belly dancers, fire breathers, male entertainment, and cool videos. Free cigarette samples are distributed, encouraging people to smoke. Although this might seem like a great free package, you might not gain much if you allow the tobacco industry to sponsor a night at your bar except more people loitering outside your doors smoking.

We ask that you support the Monterey County Department of Health in our efforts to keep young adults away from tobacco. Choose not to allow Marlboro or Camel to have events in your club or cigarette promotions in your bar by signing and returning the enclosed policy.

You're probably aware that smoking kills more than 400,000 American's a year, more than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fires, and AIDS combined, and there's no doubt that promoting tobacco products influences more people to smoke. The tobacco industry has been trying to get young people to smoke with slick advertising at our colleges, where we shop, and now by tapping into consumer markets where display and TV ads are not allowed.

The industry knows that young adults like to go to clubs and hang out, so they're offering to sponsor events at your establishment that include free advertising, games, and entertainment. Tobacco Bar Night Promotions have not been held in Monterey County yet, but with more than \$8.24 billion that the tobacco industry spends yearly on advertising and promotions, you can bet they'll be in our neighborhood soon.

Division of Health Promotion and Risk Reduction

□ 1270 Natividad Road, Salinas, CA 93906

Phone: (831) 755-4536 FAX: (831) 751-9015

<http://www.co.monterey.ca.us/health>

□ 1200 Aguajito Road, #103, Monterey, CA 93940

Phone: (831) 647-7910 FAX: (831) 647-7942

Don't be a part of the marketing campaign for this deadly product. Why promote tobacco use in a bar where you can't smoke anyway – it just doesn't make sense.

Thank you for your support, I will be following up in person or by phone over the next month.

Sincerely,

Rebecca Duffey, Coordinator
Tobacco Control Program

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