


MEMORANDUM

TO: Honorable President and Members of the City Council
Attention: Natawna Austin, Executive Secretary

FROM: William H. Cole, President and CEO
Baltimore Development Corporation 

DATE: December 11, 2018

SUBJECT: City Council Bill No. 18-0312
Required Retail Tobacco Health Warnings and Smoking Cessation Information

The Baltimore Development Corporation (BDC) has been asked to comment on City Council Bill No. 18-0312 for the purpose of requiring the Health Commissioner to create and distribute to retailers of tobacco products signs that contain certain tobacco health warnings and smoking cessation information; requiring retailers of tobacco products to prominently place the signs distributed by the Health Commissioner in their places of business; providing for a special effective date; and imposing certain civil penalties.

Health warnings displayed at the point of sale are a counter-advertising mechanism involving written and sometimes pictorial warnings of the health impacts of tobacco use along with information about cessation services. Signage such as this impacts smokers and potential smokers, while providing a means to quit.

BDC has reviewed and supports the proposed legislation and is respectfully requesting that Bill No. 18-0312 be given favorable consideration by the City Council.

cc: Kyron Banks