

**CITY OF PHILADELPHIA
DEPARTMENT OF PUBLIC HEALTH
MEETING OF THE BOARD OF HEALTH**

Thursday, October 20, 2011

A meeting of the Philadelphia Board of Health was held on Thursday, October 20, 2011, in the Municipal Services Building, 1401 J.F.K. Boulevard, 16th Floor, Room E.

Board Members Present: Jose A. Benitez, MSW; Shannon P. Marquez, MEng, PhD; Scott McNeal, DO; Susan Schewel, NP, PhD; Donald F. Schwarz, MD, MPH; Yolanda A. Slaughter, DDS, MPH.

Attendees: Ted Corbin; Lorraine Dean; Nan Feyler; Jordon Harris; Terry Johnson; Alexa Karkenny; Raymond Leung; Nicole Marchetto; Jeff Moran; Kevin Pasquay; Renata Peralta; Zachary Risler; Jen Rosenberg; Andrew Salim; Don Sapatkin; Laura Urbanski; Allyson Wang; Andrew Zalenski, Sam Zambi

WELCOME AND INTRODUCTIONS

Board President Donald F. Schwarz, Health Commissioner, called this meeting of the Board to order at 5:40 PM. The Commissioner entertained a motion to approve the minutes as submitted. It was moved and seconded. **Motion passed.**

He welcomed Board members and guests and opened the proceedings, which he explained would be a continuation of discussion of the potential use of Tobacco Point of Purchase Warnings in businesses that sell tobacco products. Presentations are being made to address the Board's requests at the last meeting for additional information. A briefing on the legal issues, also requested during the previous meeting, will be scheduled for an upcoming closed session of the Board, Dr. Schwarz said.

Health Department Director of Policy and Planning Dr. Giridhar Mallya introduced the presentations.

TOBACCO POINT OF PURCHASE WARNING PRESENTATIONS

Dr. Daniel Romer of the Annenberg Public Policy Center of the University of Pennsylvania offered a **“Presentation to the Philadelphia Board of Health: Warnings for Cigarettes.”** (Attachment A)

Following the presentation, Dr. Schwarz asked Dr. Romer to provide the Board with more information about the comparative effectiveness of more and less ‘gruesome’ specific images used in warnings. Dr. Romer also discussed the effects of images upon various demographic segments. He said that his research did not include tobacco products other than cigarettes. He reported that Canada’s effort is targeted to a fifth grade reading

level.

Dr. Lorraine Dean, Department of Public Health Tobacco Policy and Control Program Manager, presented “**Tobacco Point of Purchase Warnings: New York City Evaluation**” (Attachment B), a follow-up survey conducted a year after the introduction of warning signs in New York City in 2009. Board members noted that the findings in New York were consistent with the conclusions of Canadian studies.

Raymond Leung, Esq., Department of Public Health Public Policy Attorney, provided the Board with a legal background presentation entitled “**Tobacco Advertising Restrictions.**” (Attachment C) A Zoning Commission workgroup is currently engaged in formulating recommendations to update and streamline regulations pertaining to advertising for the Philadelphia Zoning Commission. Department of Public Health staff will continue to monitor the progress of the workgroup in order to coordinate any action taken by the Board of Health with changes in Zoning Commission regulations. The Board agreed that a letter from the Board of Health to the Zoning Commission on the subject of tobacco advertising should be drafted and circulated among the Board members. The letter might also include discussion of alcohol advertising regulations.

The meeting was adjourned at 7:30 pm.