



# City of Columbus

Office of City Clerk  
90 West Broad Street  
Columbus OH 43215-9015  
columbuscitycouncil.org

## Legislation Text

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**File #:** 1167-2017, **Version:** 1

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**BACKGROUND:** On December 12, 2016 Columbus City Council approved ordinance number 3156-2016 to require retailers to obtain a license for selling tobacco products and product paraphernalia, and prohibit the sale of tobacco and product paraphernalia to individuals under the age of 21.

Columbus City Council's Tobacco 21 program will prohibit tobacco sales, inclusive of all products and paraphernalia, including hookah, e-cigarettes, pipes, rolling papers, etc., to anyone under the age of 21. By raising the age for tobacco, other nicotine products and paraphernalia to age 21, we can reduce approximately 90% of new smokers from even starting the dangerous and addictive habit.

To increase awareness of the Tobacco 21 program, a Tobacco 21 educational campaign will be funded with the goal to aim to reach people living in Columbus, inform them of the new law and the risks of tobacco and of the new enforcement of Tobacco 21.

The campaign includes materials that will go directly to the tobacco retailers as well as messaging directed to consumers. The campaign will utilize social media, which can be geotargeted to specific neighborhoods and populations, to educate the population (both retailers and consumers) about the new law and dangers of tobacco products. There will also be outdoor elements to the campaign, such as bench ads and billboards, to bring the campaign into the neighborhoods our population walk, bike and drive through every day.

The purpose of this ordinance is to appropriate \$45,000.00 in the Neighborhood Initiatives Fund to support the Tobacco 21 Educational Campaign.

This ordinance is submitted as an emergency so as to allow this appropriation so that the Tobacco 21 Educational Campaign can begin as soon as possible.

**FISCAL IMPACT:** Funding for this ordinance shall be appropriated in the amount of \$45,000.00 in the Neighborhood Initiatives Fund.

To authorize and direct the appropriation of \$45,000.00 within the Neighborhood Initiatives Fund to Columbus Public Health to support the Tobacco 21 Educational Campaign; and to declare an emergency. (\$45,000.00)

**WHEREAS,** the City of Columbus will increase awareness of the Tobacco 21 program by launching an educational campaign in accordance with ordinance number 3156-2016; and,

**WHEREAS,** the City of Columbus is committed to reaching people that live in Columbus to inform them of the new law and risks of tobacco and of the new enforcement of Tobacco 21; and,

**WHEREAS,** \$45,000.00 needs to be appropriated in the Neighborhood Initiatives Fund to support the Tobacco 21 educational campaign; and,

**WHEREAS,** this ordinance is submitted as an emergency so as to allow the financial transaction to be posted in the city's

accounting system as soon as possible. Up to date financial posting promotes accurate accounting and financial management; and,

**WHEREAS**, an emergency exists in the usual daily operation of Columbus Public Health in that it is immediately necessary to appropriate funds as soon as possible to support the Tobacco 21 educational campaign and for the immediate preservation of the public health, peace, property, safety and welfare; Now, therefore,

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:**

**SECTION 1.** That from the unappropriated monies in the Neighborhood Initiatives Fund, Fund No. 1000, Subfund 100018, and from all monies estimated to come into said fund from any and all sources for the twelve month period ending April 25, 2017, the sum of \$45,000.00 is hereby appropriated to the Health Department, Division No. 5001, per the accounting codes in the attachment to this ordinance.

**SECTION 2.** That the monies appropriated in the foregoing Section 1 shall be paid upon the order of the Health Commissioner, and that no order shall be drawn or money paid except by voucher, the form of which shall be approved by the City Auditor.

**SECTION 3.** That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

**SECTION 4.** That for reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.