

STATE OF CALIFORNIA



DEPARTMENT OF JUSTICE
BILL LOCKYER

Attorney General
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DEPARTMENT OF EDUCATION
DELAINE EASTIN

State Superintendent
of Public Instruction
721 Capitol Mall
P.O. Box 944272
Sacramento, CA 94244-2720

Re: "Think. Don't Smoke" Book Covers from Philip Morris

Dear County and District Superintendents:

Last November, Superintendent Delaine Eastin sent you a letter which was widely publicized in the press, alerting you to an attempt by Philip Morris to promote its corporate identity--and consequently its cigarettes--to children through illustrated book covers, bearing the "Think. Don't Smoke" message and the Surgeon General's warning. Other government officials, including the Attorney General of Arizona and the Lieutenant Governor of Rhode Island, as well as many representatives from the public health community, complained to Philip Morris about its targeting of children through the unsolicited distribution of book covers bearing the Philip Morris name and containing what some would consider to be pro smoking messages. On February 22, 2001, California Attorney General Bill Lockyer sent a letter to Philip Morris, asking the company to make an immediate commitment to refrain from distributing any more unsolicited book covers. He also asked the company to issue a recall.

We are happy to report that this wide-spread pressure on Philip Morris has succeeded in convincing the company to agree to discontinue distribution of the book covers. The Attorney General has renewed his request that Philip Morris issue an immediate recall of all book covers sent to California schools or, alternatively, to tell him how many book covers were distributed and the names and locations of the schools involved. We can then ensure that any remaining book covers are removed from the schools.

It is our understanding that Philip Morris did not seek approval from appropriate school district personnel before sending these book covers directly to the schools. We want to remind you that under no circumstances should Philip Morris, or any other tobacco company, be sending materials directly to the schools without approval by the school site or district administrator. Should a similar incident occur in the future, please contact the Healthy Kids

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Program office in the Department of Education in Sacramento at (916) 657-2810 immediately. The schools, in conjunction with the parents should decide which materials are most effective in implementing youth tobacco product prevention programs, not the company selling Marlboro, the number one brand of cigarettes among children.

Sincerely,

BILL LOCKYER
Attorney General

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DELAINÉ EASTIN
State Superintendent of
Public Instruction