

*Wells & Taylor*

Senate File 151

LOCAL GOVERNMENT: Kinley, Chair; Wells and Taylor

FILED FEB 10 1987

SENATE FILE 151  
BY TAYLOR

Passed Senate, Date \_\_\_\_\_ Passed House, Date \_\_\_\_\_  
Vote: Ayes \_\_\_\_\_ Nays \_\_\_\_\_ Vote: Ayes \_\_\_\_\_ Nays \_\_\_\_\_  
Approved \_\_\_\_\_

A BILL FOR

1 An Act prohibiting outdoor advertising of tobacco products.  
2 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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SF 151

1 Section 1. NEW SECTION. 306C.11A TOBACCO ADVERTISING  
2 PROHIBITED.

3 The department shall prohibit advertising devices  
4 concerning any cigarettes as defined in section 98.1,  
5 subsection 1, and tobacco products as defined in section  
6 98.42, subsection 1, other than prevention or treatment  
7 information, to be erected or maintained along a primary  
8 highway in the state.

9 Sec. 2. NEW SECTION. 331.308 TOBACCO ADVERTISING  
10 PROHIBITION.

11 A county board of supervisors shall adopt an ordinance  
12 pursuant to section 331.302, which shall prohibit outdoor  
13 advertising devices concerning cigarettes as defined in  
14 section 98.1, subsection 1, and tobacco products as defined in  
15 section 98.42, subsection 1, other than prevention or  
16 treatment information, to be erected or maintained in the  
17 county.

18 Sec. 3. NEW SECTION. 364.20 TOBACCO ADVERTISING  
19 PROHIBITION.

20 A city shall adopt an ordinance pursuant to section 364.3,  
21 which shall prohibit outdoor advertising devices concerning  
22 cigarettes as defined in section 98.1, subsection 1, and  
23 tobacco products as defined in section 98.42, subsection 1,  
24 other than prevention or treatment information, to be erected  
25 or maintained in the city.

26 Sec. 4. Each city and county board of supervisors shall  
27 adopt the ordinance required in this Act by January 1, 1988.

28 EXPLANATION

29 This bill prohibits outdoor advertising devices concerning  
30 the use of cigarettes and tobacco products along primary  
31 highways and in counties and cities, other than prevention or  
32 treatment information. County boards of supervisors and  
33 cities are required to adopt ordinances to prohibit such  
34 advertising. The bill requires the adoption of the ordinances  
35 by January 1, 1988.