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“Our lives begin to end
the day we become
silent about things that
matter.”

- Martin Luther King, Jr.

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Today was a very important day in San Francisco!

The San Francisco Board of Supervisors passed Mayor Gavin Newsom’s cell phone ‘right to know’ ordinance requiring retailers to post warnings of cell phone radiation risk at the point-of-sale.

The ordinance, postponed last week to today to address legal liability concerns of the City of San Francisco owners, passed with flying colors. In fact, it passed despite heavy lobbying by the telecommunications industry. In law, there is first a 10 day comment period before the Mayor signs it into law.

This is a watershed moment for health advocates in the U.S. and families who have or have had members

San Francisco is the first city in the country to require radiation disclosure data at the point of sale. Warned in March, by Rep. Andrea Boland, and in the State of California in recent weeks by Sen. Mark Leno, but

The SAR value to be required at the point-of-sale in San Francisco is a measure of the power of the phone. The U.S. is 1.6 W/Kg, for this type of radiation, and the guideline was based on an assumed 6 minutes of exposure.

Please note, however, the SAR is not a complete gauge of cell phone safety. See my article on this at <http://sn.im/xgd6d>. The cell phone SAR value does not accurately reflect the potential for biological effects from the communication, and, very importantly, there are also some biological effects that have been shown at lower SAR values compared to higher SAR values, such as blood brain barrier permeability. In no way should consumers use SAR value alone as a measure of safety, but instead realize it is how one uses a cell phone (speaker phone vs. held to one's head) and for how long that matters most.

“This bill is a first step”, says Dr. Devra Davis of the Environmental Health Trust. “It would be dangerous if they can hold a lower SAR phone close to the head for hours a day. How and where phones are used determine exposure to radiofrequency radiation.”

According to Doug Loranger of SNAFU, the San Francisco Neighborhood Antenna Free Union, “The bill will be in over the next 2 years, with large formula retailers to be the first to comply, followed by small independent retailers to sell mobile phones”.

Scientists have known for some time that radiation emitted by cell phones posed serious risk. Olle Johansson at the Karolinska Institute in Sweden has said:

“At the Karolinska Institute, we have for many years observed very serious biological changes from exposure to extremely low-frequency magnetic fields of the kind emitted by cell phones. The type of radiation emitted

linked to cancer, neurological diseases, impairments to immune function, and neurological function (cognitive performance, mood status, disruption of sleep, increased risk for auto collisions, etc.). We also know that DNA, leading to possible mutations and cancer development, as well as affecting fertility and reproduction in sperm count.”

Just today, in Seoul, Korea, a presentation at the Bioelectromagnetics Society annual meeting (<http://www.bioelectromagnetics.org/bems2010/>) by Lloyd Morgan, B.Sc., Senior Fellow of Environmental Health, states that the risk of brain tumors from cell phone use is in fact much higher than the recently published Interphone Study. Entitled “Re-evaluation of the Interphone Study: Application of a Correction Factor” (<http://sn.im/xd8ex>) Professor Michael Kundi of the Medical University of Vienna and Michael Carlberg, M.Sc. of the Department of Radiation Physics, University Hospital, Örebro, Sweden, quantifies the extent of the underestimation of risk of brain tumors from cell phone use in account of the 12 widely reported design flaws.

Morgan says, “What we have discovered indicates there is going to be one hell of a brain tumor pandemic if we do not act and encouraged to change current cell phone use behaviors. Governments should not soft-peddle this criticism but instead rapidly educate citizens on the risks. People should hear the message clearly that cell phones should not be used on the head and body at all times.”

Please read the full Press Release and audio news releases on this important new scientific report at

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Download the Warning Poster Draft from the Mayor of San Francisco here:

<http://snurl.com/wqpoi>

KTVU Coverage – San Francisco

<http://snurl.com/xh7e0>

Video of Local Activists After the Vote

<http://snurl.com/ywjsj>

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