



Schenectady County Legislature

RESOLUTION 44-08

Sponsored by Legislator Gordon:

A RESOLUTION REQUESTING TOBACCO RETAIL MERCHANTS IN SCHENECTADY COUNTY TO REDUCE, REARRANGE OR ELIMINATE TOBACCO ADVERTISING IN RETAIL STORES

BE IT ENACTED, by the Legislature of the County of Schenectady, as follows:

WHEREAS, smoking of tobacco is the number one cause of preventable death in the United States, and the Surgeon General has concluded that tobacco advertising contributes to youth smoking rates; and

WHEREAS, in New York State alone, the tobacco industry spends \$516 million annually to market its products, and tobacco advertising in retail stores has a powerful influence on teenagers, who are significantly more likely to smoke due to advertising than they are due to peer pressure; and

WHEREAS, the Capital District Tobacco-Free Coalition 2007 Community Tobacco Issues survey showed that 69% of Schenectady County residents have noticed cigarette or tobacco products being advertised or promoted on shop windows or inside shops where tobacco is sold, and that a majority of Schenectady County residents do not want tobacco advertising allowed on the exterior of stores and 71% of Schenectady County residents do not want tobacco advertising allowed on the exterior of stores within 1,000 feet of schools, playgrounds or daycare facilities; and

WHEREAS, every day, another 4,000 American children start to smoke and another 2,000 become regular, daily smokers; now, therefore be it

RESOLVED, that this Governing Body hereby expresses its support of the efforts of the Capital District Tobacco-Free Coalition and Reality Check, and encourages retailers to reduce overall tobacco advertising in their place of business and to eliminate tobacco advertising from areas likely to be seen by children, including wall space below five feet, near candy displays and on counter tops.

3/3/2008: *Reported from Committee on Health (H4)*

3/11/2008: *Adopted by the County Legislature*

Ayes: 14 (Buhrmaster, Dagostino, DiCerbo, Farley, Finn, Gordon, Hughes, Jasenski, Johnson, McDonald, Petta, Santabarbara, Savage, Suhrada)

Nays: 0

Absent: 1 (Fields)

Abstained: 0

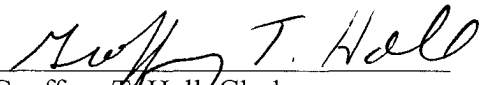
Excused: 0

Resolution 44-08

**STATE OF NEW YORK }
County Legislature }
County of Schenectady }**

I have compared the preceding copy with the original resolution adopted by the Schenectady County Legislature at a meeting held March 11, 2008 on file in this office, and I do HEREBY CERTIFY the same to be a correct transcript therefrom in the whole of the original.

WITNESS my hand and the seal of the Schenectady County Legislature at the City of Schenectady this 12th day of March, Two Thousand Eight.



Geoffrey T. Hall, Clerk,
Schenectady County Legislature

