

Resolution

WHEREAS, smoking is the number one cause of preventable death in the United States; and

WHEREAS, each day more than 4,000 youth try smoking for the first time, and another 2,000 youth become regular daily smokers; and

WHEREAS, the Surgeon General has concluded that tobacco advertising contributes to youth smoking rates; and

WHEREAS, an estimated 1/3 of adolescent experimentation with smoking can be directly attributed to tobacco advertising and promotional activities; and

WHEREAS, in 2003 tobacco companies spent \$15.1 billion to market cigarettes in the United States; and

Whereas, these marketing expenditures tend to overwhelm and counteract efforts by school systems, government, and the medical community to decrease smoking rates, particularly when advertisements are displayed in educational and health care settings; and

WHEREAS, in the fall of 2003, the National Association of Attorneys General (NAAG) and four tobacco companies (Philip Morris, RJ

Reynolds (Reynolds America), US Smokeless Tobacco Company and Santa Fe Tobacco Company) reached an agreement to eliminate tobacco advertising in the classroom program versions of Time, Newsweek and US News and World Report; and

WHEREAS, Reality Check surveyed 233 school libraries across New York and found that magazines carried in school libraries contained tobacco ads thus encouraging youth to begin smoking; and

WHEREAS, school is a place where children and teenagers can learn and grow in a safe and secure environment; and

WHEREAS, schools and school libraries should not be an outlet for the tobacco industry to target youth and find replacement smokers; and

WHEREAS, in June of 2005, NAAG, tobacco companies and magazine publishers reached an arrangement that eliminates all tobacco advertisement in Newsweek, Sports Illustrated, People and Time going to schools including school libraries. In 2007 Johnson Publishing also agreed to this arrangement for their magazines Jet and Ebony.

THEREFORE BE IT RESOLVED that the School Board of the _____ School District, hereby expresses its opposition to tobacco advertisements in magazines in the school setting including school libraries and enthusiastically supports the tobacco advertisement free arrangement reached between NAAG, the tobacco companies and the publishers of Newsweek, Time, Sports Illustrated and People to eliminate tobacco advertising from editions of these four magazines that are sent to school settings, including school libraries.

BE IT FURTHER RESOLVED because there are still many magazines in school libraries that contain tobacco advertisements, _____ supports future efforts of Reality Check and the Attorney General to limit tobacco company access to youth by eliminating tobacco advertising in all editions of all magazines in schools.

BE IT FURTHER RESOLVED because Outdoor Life, Field and Stream, Popular Science, and Essence are carried in so many school libraries across New York State, these magazines should be included in the tobacco advertisement free arrangement immediately.

SIGNATURE _____ DATE _____

This resolution will be sent to the NY State Attorney General and to Time Inc. (the publishers of Outdoor Life, Field and Stream, Popular Science and Essence)

