

MUNICIPAL (NON-BINDING) RESOLUTION

ADDRESSING TOBACCO ADVERTISING AT RETAIL STORES

A Commitment to Public Health

Retail stores have long been an important component of tobacco company marketing strategies. Tobacco retailers serve as the tobacco company's major communication channel to reach present and future customers. The store environment exerts a unique influence to promote tobacco use as a desirable social norm because tobacco is both advertised and sold in these stores.

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

WHEREAS, 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 deadly products; and

WHEREAS, tobacco advertising in retail stores has a powerful influence on teens, 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 ##% of _____ County residents have noticed cigarette or tobacco products being advertised or promoted on shop windows or inside shops where tobacco is sold; and

WHEREAS, the Capital District Tobacco-Free Coalition 2007 Community Tobacco Issues survey showed that a majority of _____ County residents do not want tobacco advertising allowed on the exterior of stores and ##% of _____ 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 the [Municipality Governing Body] hereby expresses its support of the efforts of the Capital District Tobacco-Free Coalition and Reality Check of _____ County 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.

PASSED AND ADOPTED on _____ by the vote count of _____

Authorized Signature _____



Capital District Tobacco-Free Coalition

