

RESOLUTION NO. 19 FOR THE YEAR 2009

Members of Common Council April A. Kennedy, Alfred J. Turcotte, George E. Primeau, Sr., Dianne R. Nolin, Roger R. Ceccucci and Ralph V. Signoracci IV, ask for unanimous consent for the introduction and passage of the following Resolution:

A RESOLUTION SUPPORTING THE CAPITAL DISTRICT TOBACCO-FREE COALITION AND THE ALBANY COUNTY REALITY CHECK REGARDING TOBACCO ADVERTISING IN RETAIL STORES.

WHEREAS, retail stores have long been an important component of tobacco company marketing strategies and serve as the tobacco company's major communication channel to reach present and future customers; and

WHEREAS, 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; and

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 67% of Albany 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 Albany County residents do not want tobacco advertising allowed on the exterior of stores and 71% of Albany 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 Common Council hereby expresses its support of the efforts of the Capital District Tobacco-Free Coalition and the Albany County 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.

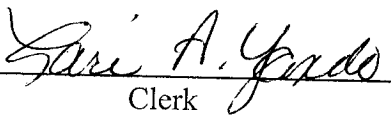
RESOLVED, that this Resolution shall take effect immediately.

Approved as to form this 24th day of March 2009.

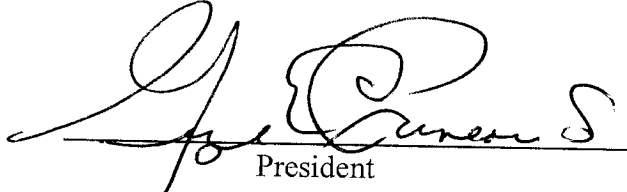


Gregory J. Teresi
Corporation Counsel

Engrossed and signed by the President of the Common Council and attested by the Clerk of the Common Council this 24 day of March 2009.



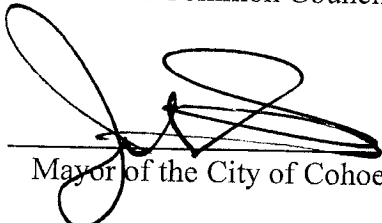
Clerk



President

I hereby approve the foregoing Resolution of the Common Council.

March 24, 2009
Date



Mayor of the City of Cohoes, New York