

RESOLUTION NO. 65-2008

Moved by: Councilman Koetzle
Seconded by: Councilman Quinn

WHEREAS, 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; 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 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 68% of Schenectady County residents surveyed 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 71% of Schenectady County residents surveyed do not want tobacco advertising allowed on the exterior of stores and further 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 Glenville Town Board hereby supports the efforts of the Capital District Tobacco-Free Coalition and encourages Town of Glenville retailers to reduce tobacco advertising in their place of business as well as tobacco advertising from areas likely to be seen by children, including wall space below five feet, near candy displays, and on counter tops.

Ayes: Councilmen Koetzle, Quinn and Councilwoman DiGiandomenico
Noes: Councilman Rosenberg and Supervisor Quinn
Absent: None
Abstentions: None

Motion Carried