

**Minutes of the June 11, 2008 Meeting of the
Town Board of Schaghticoke**

RESOLUTION: "A COMMITMENT TO CHILDREN'S HEALTH"

Resolution: Carlson

Second: Moore

WHEREAS, tobacco use kills over 25,000 New Yorkers every year, yet is the leading preventable cause of death in our communities, and

Whereas in New York state alone, the tobacco industry spends \$516 million annually to market its deadly products, and

Whereas, every day another 4000 American children start to smoke, and another 2000 become regular daily smokers, and

Whereas, in New York State the average age at which smokers try their first cigarette is 14 ½ and

Whereas, studies have shown that tobacco advertising in retail stores has a powerful influence on teens, who are significantly more likely to smoke due to viewing advertising than they are due to peer pressure, and

Whereas, research shows that kids are more than twice as likely as adults to recall tobacco advertising after two weeks than adults, and

Whereas, retail stores are an integral part of our community, and there are many ways that retail stores can help keep children and teens from viewing tobacco advertisements, which are a major factor in youth initiation of tobacco use,

Therefore, for the health of the youth of our community, the Schaghticoke Town Board supports the Capital District Tobacco-Free Coalition's and Reality check's efforts to encourage retailers to voluntarily reduce overall tobacco advertising in their place of business and to eliminate advertising from ice cream and toy displays, and on counter tops.

Ayes: All

Nays: None