

RESOLUTION NO. 81

REQUESTING TOBACCO RETAIL MERCHANTS IN ALBANY COUNTY TO REDUCE, REARRANGE OR ELIMINATE TOBACCO ADVERTISING IN RETAIL STORES

Introduced: 2/11/08

By Messrs. Gordon, Nichols, Aylward, Beston, Bullock, Ms. Chapman, Messrs. Clay, Clenahan, Commisso, Ms. Connolly, Messrs. Cotrofeld, Dawson, Domalewicz, Ethier, Higgins, Horstmyer, Houghtaling, Infante, Joyce, Ms. Maffia-Tobler, Messrs. Mayo, McCoy, Ms. McKnight, Messrs. Morse, Rahm, Reilly, Scavo, Steck, Timmins, Ward and Ms. Willingham:

WHEREAS, Smoking is the number one cause of preventable death in the United States and 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 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, Tobacco retailers serve as the tobacco company's major communication channel to reach present and future customers and 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, 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 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 Albany County Legislature 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, and, be it further

RESOLVED, That the Clerk of the Legislature is directed to provide a copy of this resolution to every tobacco merchant in Albany County and to forward certified copies to the appropriate County Officials.

Adopted by unanimous vote. 2/11/08