

**TOBACCO POINT OF PURCHASE RESOLUTION
(Proclamation) (A Commitment to (Non-Binding Resolution for) Public
Health)**

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

WHEREAS, the Surgeon General has concluded that tobacco advertising contributes to youth smoking rates; and

WHEREAS, each year tobacco companies spent \$15.4 billion to market cigarettes in the United States, including \$ 516 million in New York; and

WHEREAS, over 24,900 youths under age 18 in New York State become new daily smokers each year; and

WHEREAS, 3 out of 4 teenagers shop in convenience stores at least once per week; 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, research shows that youth are more than twice as likely as adults to recall tobacco advertising; and

WHEREAS, outdoor and exterior-facing tobacco ads at retail stores are often seen by students walking to and from school; and

WHEREAS, retail stores are an integral and valuable part of our community; and

THEREFORE BE IT RESOLVED that _____ hereby partners with POW'R Against Tobacco in requesting that retailers reduce overall tobacco advertising in their place of business and eliminate tobacco advertising from areas likely to be seen by children, including exterior poles, walls, windows facing "out", interior wall space below five feet, near candy displays, and on counter tops; and

BE IT FURTHER RESOLVED that _____ hereby encourages law enforcement agencies throughout to take appropriate measures to ensure all local, state and federal laws regarding all signage are observed.

PASSED AND ADOPTED by the _____ on this _____ day of _____.

Signature of Authorized Official

Please send a copy to:
POW'R Against Tobacco, 3 West Main Suite 208 Elmsford, NY 10523