

Supporting The Continued Efforts Of Kingston Cares and Tobacco Free Action Coalition (TFAC) Calling On Retailers To Reduce Overall Alcohol And Tobacco Advertising

The Mental Health / Public Health / Residential Services Committee (Chairmen Busick and Roberti and Legislators Alfonso, McAfee, Provenzano, R.S. Parete and Stoeckeler) and Legislators Bartels, Berardi, Dart, Donaldson, Feldmann, Hyatt, Kraft, Lomita, Loughran, R.A. Parete, Rodriguez, Shapiro and Zimet offer the following:

WHEREAS, alcohol-related fatalities and smoking are among the main causes of preventable death in the United States, and

WHEREAS, the Surgeon General has concluded that tobacco advertising contributes to youth smoking rates; the same is true of alcohol advertising and consumption, and

WHEREAS, in 2002 tobacco companies spent \$12.5 billion to market cigarettes in the United States and alcohol advertising reached \$830 million in New York alone. Research has found that youth who already started drinking were more likely to increase their consumption the more they were exposed to alcohol advertising, and

WHEREAS, children who report seeing alcohol and cigarette advertising in stores are 38% more likely to have experimented with drinking and smoking, and

WHEREAS, Kingston Cares and the Tobacco Free Action Coalition (TFAC) are conducting an alcohol and tobacco advertising survey with the assistance of Kingston Cares collaborators to identify which retailers in Ulster County display on their storefronts or near areas frequented by youth a multitude of alcohol and tobacco ads, thus encouraging youth to begin drinking and smoking, and

WHEREAS, three out of four teenagers are reported to shop at convenience stores at least once a week and therefore exposed at high rates and with great frequency to alcohol and tobacco marketing.

RESOLVED, the Ulster County Legislature hereby expresses its enthusiastic support of Kingston Cares and TFAC continued efforts to call on retailers to reduce overall alcohol and tobacco advertising in their place of business and to eliminate alcohol and tobacco advertising from areas likely to be seen by children including wall space below five feet, near candy counters and on counter tops,

and moves its adoption.

Resolution No. 367 December 14, 2005

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ADOPTED BY THE FOLLOWING VOTE:

AYES: 30 NOES: 2
(NOES: Legislators Gerentine and Noonan)
(Absent: Legislator Hyatt)

FINANCIAL IMPACT:
NONE

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