

WHEREAS, smoking is responsible for one in five U.S. deaths annually¹;
WHEREAS, tobacco use is the leading preventable cause of death in the U.S.²;
WHEREAS, tobacco, along with alcohol, is a gateway drug for youth and teens³;

WHEREAS, more than 3 million youth and teens have used tobacco and smokeless tobacco use is on the rise⁴;
WHEREAS, post master settlement agreement tobacco advertising still occurs in magazines with “high youth readership and continues to flood convenience stores with its advertising and promotions,” and 75% of adolescents shop in these stores at least one time per week⁵;
WHEREAS, children and youth are subjected to and influenced by tobacco companies “marketing techniques and exploitative appeals” which portray tobacco use as socially acceptable and a desirable adult lifestyle⁶;

THEREFORE, BE IT RESOLVED: that the American School Health Association supports efforts to limit the availability of tobacco products to individuals younger than age 18 through increased taxation of tobacco products and monitoring of over-the-counter sales of tobacco products, and total ban of tobacco product advertising and marketing to protect the present and future health of children and youth.

BE IT FURTHER RESOLVED: that the American School Health Association recommends that schools support community efforts to restrict distribution and promotion of tobacco products.

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¹ American Lung Association. (2005). *What is the connection between tobacco use and lung disease?* Retrieved June 6, 2008, from <http://www.lungusa.org/site/c.dvLUK90oE/b.406/173/aoo5/content.asp?ct=532819>.

² Centers for Disease Control and Prevention (2006). *Smoking & Tobacco Use Fact Sheet. Tobacco Related Mortality*. Retrieved June 6, 2008, from http://www.cdc.gov/tobacco/data_statistics/Factsheets/tobacco_related_mortality.htm.

³ Kandel, D. (2002). Examining the gateway hypothesis: Stages and pathways of drug involvement. In D. B. Kandel, (Ed.), *Stages and pathways of drug involvement: Examining the gateway hypothesis* (pp. 3-18). Cambridge, UK: Cambridge University Press.

⁴ Substance Abuse and Mental Health Services Administration. (2007). *Results from the 2006 National Survey on Drug Use and Health: National Findings* (Office of Applied Studies, NSDUH Series H-32, DHHS Publication No. SMA 07-4293). Rockville, MD.

⁵ Gilpin, E.A., White, M.M., Messer, K., & Pierce, J.P. (2007). Receptivity to tobacco advertising and promotions among young adolescents as a predictor of established smoking in young adulthood. *American Journal of Public Health, 97*(8), 1489-1495.

⁶ Pinkleton, B.E., Weintraub Austin, E., Cohen, M., Miller, A., & Fitzgerald, E. (2007). A statewide evaluation of the effectiveness of media literacy training to prevent tobacco use among adolescents, *Health Communication, 21*(1), 23-24.