

WHEREAS, smoking is responsible for one in five U.S. deaths annually;<sup>1</sup>

WHEREAS, tobacco use is the leading preventable cause of death in the U.S.;<sup>2</sup>

WHEREAS, post master settlement tobacco 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 week;<sup>3</sup>

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 lifestyle;<sup>4</sup>

THEREFORE, BE IT RESOLVED: that the American School Health Association

- 1) is opposed to all tobacco advertising; and
- 2) encourages and supports the formulation of public policy, regulations and statutes which lead to the proscription of tobacco advertising in the U.S.

BE IT FURTHER RESOLVED: that the American School Health Association advocates that health literacy education include understanding the influence of media and advertising.

#### **References**

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