

David Gruber, *Chair*
Bo Riccobono, *First Vice Chair*
Terri Cude, *Second Vice Chair*
Bob Gormley, *District Manager*



Antony Wong, *Treasurer*
Susan Kent, *Secretary*
Keen Berger, *Assistant Secretary*

COMMUNITY BOARD NO. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE

NEW YORK, NY 10012-1899

www.cb2manhattan.org

P: 212-979-2272 F: 212-254-5102 E: info@cb2manhattan.org

Greenwich Village ✦ Little Italy ✦ SoHo ✦ NoHo ✦ Hudson Square ✦ Chinatown ✦ Gansevoort Market

October 28, 2014

Lisa Spitzner, Community Engagement Coordinator
NYC Coalition for a Smoke-Free City
40 Worth Street, 5th Floor
New York, New York 10013

Dear Lisa Spitzner:

At its Full Board meeting on October 23, 2014 Community Board #2, Manhattan (CB#2, Man.) adopted the following resolution:

Resolution Supporting Restrictions on Marketing of Tobacco Products to Children and Adolescents

WHEREAS: The NYC Coalition for a Smoke-Free City (“the Coalition”) has compiled information about the marketing of tobacco products that suggests that the tobacco industry is deliberately targeting those under the legal age for smoking as a way to pre-dispose children to choose to purchase and use tobacco products when they reach that legal age; and

WHEREAS: Some of the key findings compiled by the Coalition are:

- 17,000 public high school students living in New York City currently smoke cigarettes;
- 90% of regular smokers start smoking before the age of 18;
- Exposure to marketing in stores is a key contributor to youth smoking;
- Marketing is more prevalent in stores where teens frequently shop;
- Young people are twice as likely as adults to recall tobacco advertising;
- There are 11,500 licensed tobacco retailers in New York City, 75% of which are located within 1,000 feet of a school;
- Currently, there are more than 800 licensed pharmacies in New York City; many chain pharmacies sell cigarettes, while most independent pharmacies do not.

WHEREAS: The LGBT SmokeFree Project has developed a youth-designed campaign, call Flat Phil, to inform young people about the ways in which advertising of tobacco products is directed at them so that they can resist that advertising; and program materials and presentations are available to school and community groups; now therefore be it

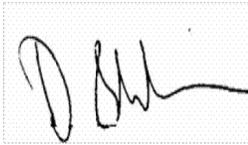
RESOLVED: That Community Board #2 Manhattan supports measures to reduce tobacco marketing and product availability, including:

- Decreasing the visibility of tobacco marketing in stores;
- Encouraging the development of programs like Flat Phil to help empower young people to resist tobacco marketing;
- Encouraging school and parent organizations to bring information and programs such as those developed by the Coalition and the SmokeFree Project to children in schools;
- Limiting the sale of tobacco products in the vicinity of schools.

VOTE: Unanimous, with 46 Board Members in favor.

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



David Gruber, Chair
Community Board #2, Manhattan



Robert Woodworth, Chair
Environment, Public Safety &
Public Health Committee
Community Board #2, Manhattan

DG/EM

c: Hon. Jerrold L. Nadler, Congressman
Hon. Nydia Velázquez, Congresswoman
Hon. Brad Hoylman, NY State Senator
Hon. Daniel L. Squadron, NY State Senator
Hon. Sheldon Silver, Assembly Speaker
Hon. Deborah J. Glick, Assembly Member
Hon. Gale Brewer, Man. Borough President
Hon. Corey Johnson, Council Member
Hon. Margaret Chin, Council Member
Hon. Rosie Mendez, Council Member