
THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE RESOLUTION

No. 118 Session of
2019

INTRODUCED BY KIRKLAND, CALTAGIRONE, HARRIS, McNEILL, MURT,
KINSEY, YOUNGBLOOD, HILL-EVANS, DAVIDSON, KENYATTA, FREEMAN,
DRISCOLL, FRANKEL, McCLINTON AND BULLOCK, MARCH 6, 2019

REFERRED TO COMMITTEE ON HEALTH, MARCH 6, 2019

A RESOLUTION

1 Condemning tobacco companies' practice of targeted advertising
2 in low-income communities.

3 WHEREAS, Researchers estimate that 29.3% of adults in the
4 United States, or 72,306,000 individuals, used tobacco products
5 in 2017; and

6 WHEREAS, Approximately 23% of adults, or 56,841,000
7 individuals, reported smoking cigarettes in 2017, making
8 cigarettes the most widely used tobacco product in the United
9 States; and

10 WHEREAS, Tobacco use among adults living below the Federal
11 poverty level (FPL) is considerably higher than among adults
12 living at or above the FPL; and

13 WHEREAS, Approximately 40% of adults in the United States
14 living below the FPL used tobacco products in 2017; and

15 WHEREAS, Tobacco use among adults decreases as they move
16 farther from poverty, as less than one-fourth of adults who earn
17 200% or more above the FPL reportedly used tobacco products in

1 2017; and

2 WHEREAS, There is a long and documented history of tobacco
3 companies utilizing targeted advertising in low-income
4 communities; and

5 WHEREAS, At different times over the past 60 years, tobacco
6 companies have attempted to appeal to low-income consumers by
7 handing out free cigarettes to children in public housing
8 developments and issuing tobacco coupons with food stamps; and

9 WHEREAS, Tobacco companies have historically targeted low-
10 income women through the distribution of discount coupons,
11 point-of-sale discounts, direct-mail coupons and development of
12 brands that are appealing to low-income women; and

13 WHEREAS, Research shows that there is a higher density of
14 tobacco retailers in low-income communities when compared to
15 other communities; and

16 WHEREAS, Storefront advertisements for tobacco products in
17 low-income communities tend to be larger, promote methanol
18 products, have a lower advertised price and are featured within
19 1,000 feet of a school; and

20 WHEREAS, The higher prevalence of tobacco use among adults
21 below the FPL disproportionately affects the health of low-
22 income communities; and

23 WHEREAS, Individuals living in low-income communities usually
24 have the least information available about the health hazards of
25 smoking, the fewest resources and social supports and often have
26 the least access to services to help them quit smoking; and

27 WHEREAS, Lower-income cigarette smokers suffer more from
28 diseases caused by smoking than smokers with higher incomes; and

29 WHEREAS, Populations in the most socioeconomically deprived
30 groups have a higher risk for lung cancer than the general

1 population; and

2 WHEREAS, Second-hand smoke exposure is higher among
3 individuals living below the FPL and individuals with less
4 education; and

5 WHEREAS, Adults who live below the FPL often have less
6 success when attempting to quit smoking cigarettes compared to
7 adults who live at or above the FPL; and

8 WHEREAS, Tobacco companies' targeted advertising in low-
9 income communities has likely contributed to the higher use of
10 cigarettes and other tobacco products in low-income communities;
11 and

12 WHEREAS, Tobacco companies' targeted advertising in low-
13 income communities may make it more difficult for low-income
14 individuals to quit smoking cigarettes and quit using other
15 tobacco products; and

16 WHEREAS, While marketing for any product includes
17 advertisements based on demographics, tobacco companies'
18 targeted advertising in low-income communities has contributed
19 toward significant health disparities that further impact
20 communities already hindered by social and economic inequality;
21 and

22 WHEREAS, The World Health Organization has found that tobacco
23 use and poverty are inextricably linked worldwide; and

24 WHEREAS, Several studies have shown that, in the poorest
25 households in many low-income countries, spending on tobacco
26 products often represents more than 10% of total household
27 expenditure; and

28 WHEREAS, The practice of targeting low-income communities
29 with tobacco advertisements has been detrimental to the overall
30 health and well-being of those communities; therefore be it

1 RESOLVED, That the House of Representatives condemn tobacco
2 companies' practice of targeted advertising in low-income
3 communities; and be it further

4 RESOLVED, That the House of Representatives support
5 initiatives to educate low-income Pennsylvanians on the health
6 risks associated with tobacco use and encourage the utilization
7 of public and private resources to assist individuals seeking to
8 quit tobacco use.