



College Statement of Policy

As issued by the College Executive Board

MARKETING OF TOBACCO AND NICOTINE PRODUCTS AIMED AT WOMEN AND ADOLESCENTS

The American College of Obstetricians and Gynecologists finds the targeting of women of all ages by the tobacco industry unconscionable and strongly opposes the practice.

The health risks of tobacco use disproportionately affect the health of women and are well documented (1,2,3). It also is well known that smoking by a pregnant woman is harmful to her fetus (4-12). Because of these well-known dangers, it is irresponsible for corporations involved in the production of tobacco products to single out women, especially those who are young, at risk of pregnancy, or educationally or otherwise disadvantaged, and encourage them to smoke.

Specifically, corporations involved in the production of tobacco and nicotine products (including, but not limited to cigarettes, pipes, cigars, cigarillos, little cigars, bidis, kreteks, tobacco [including chew, snuff], and powdered/dissolvable tobacco in the form of strips, sticks, or lozenges) and electronic nicotine delivery systems must stop targeting their marketing efforts, including advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement, to encourage women, particularly adolescents, to smoke cigarettes, or consume any form of tobacco product (13). The health of all women and future generations demands that consideration.

In accordance with our concerns about the negative effects of tobacco use, the American College of Obstetricians and Gynecologists will not accept funding for any purpose from corporations involved in the production of tobacco products.

References:

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