



The American College of  
Obstetricians and Gynecologists  
WOMEN'S HEALTH CARE PHYSICIANS

**ACOG**  
THE AMERICAN CONGRESS  
OF OBSTETRICIANS  
AND GYNECOLOGISTS

# *Statement of Policy*

As Issued by the Executive Board of the  
American College of Obstetricians and Gynecologists and the  
American Congress of Obstetricians and Gynecologists

## **TOBACCO MARKETING AIMED AT WOMEN AND ADOLESCENTS**

The American College of Obstetricians and Gynecologists and the American Congress of Obstetricians and Gynecologists find the targeting of women of all ages by the tobacco industry unconscionable and strongly oppose 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 for pregnancy, or educationally or otherwise disadvantaged, and encourage them to smoke.

Specifically, corporations involved in the production of tobacco products 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 and the American Congress of Obstetricians and Gynecologists will not accept funding for any purpose from corporations involved in the production of tobacco products.

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