

DRUG ADVERTISING

Adopted by Convention Delegates May 6, 1970

Reviewed by Board of Managers April 2010

- WHEREAS,** California PTAs support and promote education relating to the abuse of alcohol and other drugs; and
- WHEREAS,** There is universal recognition that we live in a drug-oriented society where many depressant and stimulant drugs are readily available for self medication without regard for the dangers of excessive use; and
- WHEREAS,** Television and radio commercials urge use of drugs to relieve anxieties rather than correcting the problems that cause them; and
- WHEREAS,** PTA recognizes the tremendous influence of advertising on children and youth; now therefore be it
- RESOLVED,** That the California PTA urge pharmaceutical companies to refrain from such advertising that encourages the use of drugs to escape facing and solving problems; and be it further
- RESOLVED,** That television and radio stations and other advertising media be requested to refuse to accept such advertising.