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**Model Fraternity/Sorority Policies Prohibiting Tobacco Sponsorship**

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Developed by ChangeLab Solutions

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College-age students are the youngest group of Americans legally targeted by the marketing campaigns of the tobacco industry.[[1]](#endnote-1) Since the adoption of the Master Settlement Agreement in 1998, tobacco companies have specifically targeted young adults (aged 18-24) through both advertising and sponsorship opportunities.[[2]](#endnote-2) One of the most efficient ways for the tobacco industry to reach this target marketing group is through sponsorship of popular college-based organizations such as sororities and fraternities. Although federal law prohibits tobacco companies from sponsoring athletic, social, or cultural events in the name of a tobacco brand, this law does not prohibit tobacco companies from sponsoring sorority or fraternity events in the name of the corporation that manufactures the tobacco product.[[3]](#endnote-3)

With these factors in mind, ChangeLab Solutions designed the attached model tobacco sponsorship policies to be used by fraternities and sororities wishing to prohibit or discourage acceptance of tobacco sponsorship and funding for group events or activities.

ChangeLab Solutions provides two versions of the policy:

* The “National Greek Charter/Local Chapter Model Resolution on Tobacco Industry Sponsorship” is a binding policy prohibiting tobacco industry sponsorship if passed by an individual charter or chapter of a fraternity or sorority.
* The “National and Local Panhellenic Conference Model Recommendation on Tobacco Industry Sponsorship” is a non-binding policy to be passed by a national or local panhellenic board, encouraging its members (e.g., individual fraternities and sororities) to adopt a policy against the acceptance of tobacco sponsorship.

Both policies involve strictly voluntary decisions by private organizations and are thus highly unlikely to raise legal questions or problems.

If you have any questions, including how to adapt these policies for your organization, please contact ChangeLab Solutions at [*www.changelabsolutions.org/tobacco-control*](http://www.changelabsolutions.org/tobacco-control).

#### National Greek Charter/Local Chapter

#### Model Resolution on Tobacco Industry Sponsorship

WHEREAS, in a 2001 survey, 30% of college students reported being current tobacco users;[[4]](#endnote-4) and

WHEREAS, between 1993 and 1997, cigarette smoking increased 28% among U.S. college students;[[5]](#endnote-5) and

WHEREAS, 28% of current college smokers began to smoke regularly at age 19 or older;[[6]](#endnote-6) and

WHEREAS, the [ *insert name of sorority/fraternity* ], has a substantial interest in promoting healthy living as a core aspect of its mission; and

WHEREAS, smoking is clearly an addictive and unhealthy habit given that:

* 443,000 people die from tobacco-related illnesses every year, making it the leading cause of preventable illness in the United States;[[7]](#endnote-7) and
* 8.6 million people each year suffer from at least one serious tobacco-related illness including chronic lung disease, coronary heart disease, and stroke, in addition to cancer of the lungs, larynx, esophagus, mouth, and bladder;[[8]](#endnote-8) and
* smokeless tobacco products and cigars are known to cause lung, larynx, esophageal, and oral cancer;[[9]](#endnote-9) and
* exposure to secondhand smoke is the third leading cause of preventable death in this country, killing over 50,000 non-smokers each year;[[10]](#endnote-10) and
* tobacco-related lung cancer is the leading cause of cancer death among women, surpassing breast cancer rates since 1987,[[11]](#endnote-11) and is consistently associated with an increased risk for cervical cancer [ *for use by sororities/women’s fraternities* ].[[12]](#endnote-12)

WHEREAS, the American College Health Association (ACHA) has formally recognized that tobacco use in any form is a health hazard;[[13]](#endnote-13) and

WHEREAS, 71% of college students surveyed in 2001 support a ban on tobacco sponsorship of parties;[[14]](#endnote-14) and

WHEREAS, the [ *insert name of sorority/fraternity* ], has a substantial interest in promoting an educational atmosphere, minimizing the organization’s commercial nature, and preventing commercial exploitation of our members; and

WHEREAS, multiple studies have shown that cigarette advertising results in increased demand;[[15]](#endnote-15)

NOW THEREFORE BE IT RESOLVED, that [ *insert name of National Charter/Local Chapter* ], in its efforts to promote a healthy lifestyle and behavior consistent with fraternal ideals and principles, is committed to reducing the prevalence of tobacco use among college men and women; and

BE IT FURTHER RESOLVED: that [ insert name of National Charter/Local Chapter]:

* shall neither solicit nor accept any tobacco-related funding or sponsorship of [ *insert name of National Charter/Local Chapter* ] events or activities, including but not limited to parties, conferences, and fundraisers, including those held in conjunction with other Greek-letter organizations (“tobacco-related” refers to a manufacturer, distributor, or retailer whose principal business is tobacco products); and
* shall not permit the distribution or sale of tobacco products and promotional items identified with a tobacco company or brand at [ *insert name of National Charter/Local Chapter* ] events, whether they are held on or off sorority/fraternity premises; and
* shall neither solicit nor accept tobacco-related advertisements for inclusion in [ *insert name of National Charter/Local Chapter* ] publications.

#### National and Local Panhellenic Conference

#### Model Recommendation/Resolution on

#### Tobacco Industry Sponsorship

WHEREAS, in a 2001 survey, 30% of college students reported being current tobacco users;[[16]](#endnote-16) and

WHEREAS, between 1993 and 1997, cigarette smoking increased 28% among U.S. college students;[[17]](#endnote-17) and

WHEREAS, 28% of current college smokers began to smoke regularly at age 19 or older;[[18]](#endnote-18) and

WHEREAS, the [ *insert name of national/local panhellenic organization* ], has a substantial interest in promoting healthy living as a core aspect of its mission; and

WHEREAS, smoking is clearly an addictive and unhealthy habit given that:

* 443,000 people die from tobacco-related illnesses every year, making it the leading cause of preventable illness in the United States;[[19]](#endnote-19) and
* 8.6 million people each year suffer from at least one serious tobacco-related illness including chronic lung disease, coronary heart disease, and stroke, in addition to cancer of the lungs, larynx, esophagus, mouth, and bladder;[[20]](#endnote-20) and
* smokeless tobacco products and cigars are known to cause lung, larynx, esophageal, and oral cancer;[[21]](#endnote-21) and
* exposure to secondhand smoke is the third leading cause of preventable death in this country, killing over 50,000 non-smokers each year;[[22]](#endnote-22) and
* tobacco-related lung cancer is the leading cause of cancer death among women, surpassing breast cancer rates since 1987,[[23]](#endnote-23) and is consistently associated with an increased risk for cervical cancer [ *for use by women’s national/local panhellenic organizations* ].[[24]](#endnote-24)

WHEREAS, the American College Health Association (ACHA) has formally recognized that tobacco use in any form is a health hazard;[[25]](#endnote-25) and

WHEREAS, 71% of college students surveyed in 2001 support a ban on tobacco sponsorship of parties;[[26]](#endnote-26) and

WHEREAS, the [ *insert name of national/local panhellenic organization* ], has a substantial interest in promoting an educational atmosphere, minimizing the organization’s commercial nature, and preventing commercial exploitation of our members; and

WHEREAS, multiple studies have shown that cigarette advertising results in increased demand;[[27]](#endnote-27)

NOW THEREFORE BE IT RESOLVED, that [ *insert name of national/local panhellenic organization* ], in its efforts to promote a healthy lifestyle and behavior consistent with fraternal ideals and principles, is committed to reducing the prevalence of tobacco use among college men and women; and

BE IT FURTHER RESOLVED: that [*insert name of national/local panhellenic organization* ]:

* strongly encourages member charters/chapters to adopt policies prohibiting the solicitation or acceptance of any tobacco-related funding or sponsorship of Greek-sponsored events or activities, including but not limited to parties, conferences, and fundraisers, including those co-hosted with other Greek-letter organizations (*tobacco-related* refers to a manufacturer, distributor, or retailer whose principal business is tobacco products); and
* strongly encourages member charters/chapters to adopt policies prohibiting the distribution or sale of tobacco products and promotional items identified with a tobacco company or brand at Greek-sponsored events, whether held on or off sorority/fraternity premises; and
* strongly encourages member charters/chapters to adopt policies prohibiting solicitation or acceptance of tobacco-related advertisements for inclusion in Greek-letter publications.

1. Weschler et al. “College Smoking Policies & Cessation Programs: Results of a Survey of College Health Center Directors.” Journal of American College Health, 49(5): 205-12, 2001. [↑](#endnote-ref-1)
2. Campaign for Tobacco-Free Kids. *Tobacco Company Marketing to College Students Since the Multistate Settlement Agreement Was Signed*. 2001. Available at [*www.tobaccofreekids.org/research/factsheets/pdf/0135.pdf*](http://www.tobaccofreekids.org/research/factsheets/pdf/0135.pdf)*.* [↑](#endnote-ref-2)
3. 21 U. S. C. §§ 333, 372, 387a-1(2010); 21 C. F. R. § 1140.34 (2010). [↑](#endnote-ref-3)
4. Rigotti et al. *Tobacco Use by College Students: New Findings from the 2001 Harvard College Alcohol Surveys*. 2002. Available at: *<http://ncth.confex.com/ncth/responses/2002/50.ppt>.* [↑](#endnote-ref-4)
5. Rigotti et al. “U.S. College Students’ Use of Tobacco Products: Results of a National Survey.” *Journal of the American Medical Association*, 284(6): 699-705, 2000. Available at: [*http://jama.ama-assn.org/cgi/content/full/284/6/699?ck=nck*](http://jama.ama-assn.org/cgi/content/full/284/6/699?ck=nck)*.* [↑](#endnote-ref-5)
6. Weschler et al. “Increased Levels of Cigarette Use Among College Students - A Cause for National Concern.” *Journal of the American Medical Association*, 280(19): 1673-1678, 1998. Available at: [*http://jama.ama-assn.org/cgi/content/full/280/19/1673*](http://jama.ama-assn.org/cgi/content/full/280/19/1673)*.*  [↑](#endnote-ref-6)
7. U.S. Department of Health & Human Services, Centers for Disease Control & Prevention, TOBACCO USE: Targeting the Nation's Leading Killer - At a Glance 2009, [*www.cdc.gov/nccdphp/publications/aag/osh.htm*](http://www.cdc.gov/nccdphp/publications/aag/osh.htm) (last visited Sept. 25, 2009). [↑](#endnote-ref-7)
8. *Id.* [↑](#endnote-ref-8)
9. *Id.* [↑](#endnote-ref-9)
10. Glantz SA and Parmley WW.“Passive Smoking and Heart Disease: Epidemiology, Physiology, and Biochemistry.” *Circulation*,83(1): 1-12, 1991. Available at: [*http://circ.ahajournals.org/cgi/reprint/83/1/1*](http://circ.ahajournals.org/cgi/reprint/83/1/1); *See also*, Cal. Environmental Protection Agency, Office of Envtl. Health Hazard Management, *Health Effects of Exposure to Environmental Tobacco Smoke: Final Report* 1997. Available at: [*www.oehha.ca.gov/pdf/exec.pdf*](http://www.oehha.ca.gov/pdf/exec.pdf)*.* [↑](#endnote-ref-10)
11. U.S. Department of Health and Human Services, Centers for Disease Control & Prevention. *Women and Smoking: A Report of the Surgeon General – Executive Summary*. 2002. Available at: [*www.cdc.gov/tobacco/data\_statistics/sgr/2001/complete\_report/pdfs/chp3.pdf*](http://www.cdc.gov/tobacco/data_statistics/sgr/2001/complete_report/pdfs/chp3.pdf)*.* [↑](#endnote-ref-11)
12. *Id.* [↑](#endnote-ref-12)
13. ACHA Alcohol, Tobacco, and Other Drugs Committee, American College Health Association. *ACHA Guidelines: Position Statement on Tobacco on College and University Campuses*. 2009. Available at: [*www.acha.org/Publications/docs/Position%20Statement%20on%20Tobacco\_Sep2009.pdf*](http://www.acha.org/Publications/docs/Position%20Statement%20on%20Tobacco_Sep2009.pdf)*.* [↑](#endnote-ref-13)
14. Rigotti et al. *Tobacco Use by College Students: New Findings from the 2001 Harvard College Alcohol Surveys*. 2002. Available at: *<http://ncth.confex.com/ncth/responses/2002/50.ppt>.* [↑](#endnote-ref-14)
15. *See, e.g.*, Pierce JP et al. “Tobacco Industry Promotion of Cigarette and Adolescent Smoking.” *Journal of the American Medical Association*, 279(7): 511-15, 1998. Available at: [*http://jama.ama-assn.org/cgi/content/full/279/7/511?ijkey=a6ab22012c66028d478ca958811b7824bb693665*](http://jama.ama-assn.org/cgi/content/full/279/7/511?ijkey=a6ab22012c66028d478ca958811b7824bb693665) (finding “tobacco promotional activities are causally related to the onset of smoking”). [↑](#endnote-ref-15)
16. Rigotti et al. *Tobacco Use by College Students: New Findings from the 2001 Harvard College Alcohol Surveys*. 2002. Available at: [*http://ncth.confex.com/ncth/responses/2002/50.ppt*](http://ncth.confex.com/ncth/responses/2002/50.ppt)*.* [↑](#endnote-ref-16)
17. Rigotti et al. “U.S. College Students’ Use of Tobacco Products: Results of a National Survey.” *Journal of the American Medical Association*, 284(6): 699-705, 2000. Available at: [*http://jama.ama-assn.org/cgi/content/full/284/6/699?ck=nck*](http://jama.ama-assn.org/cgi/content/full/284/6/699?ck=nck)*.*  [↑](#endnote-ref-17)
18. Weschler et al. “Increased Levels of Cigarette Use Among College Students - A Cause for National Concern.” *Journal of the American Medical Association*, 280(19): 1673-1678, 1998. Available at: [*http://jama.ama-assn.org/cgi/content/full/280/19/1673*](http://jama.ama-assn.org/cgi/content/full/280/19/1673)*.* [↑](#endnote-ref-18)
19. U.S. Department of Health & Human Services, Centers for Disease Control & Prevention, TOBACCO USE: Targeting the Nation's Leading Killer - At a Glance 2009, [*www.cdc.gov/nccdphp/publications/aag/osh.htm*](http://www.cdc.gov/nccdphp/publications/aag/osh.htm) (last visited Sept. 25, 2009). [↑](#endnote-ref-19)
20. *Id.* [↑](#endnote-ref-20)
21. *Id.* [↑](#endnote-ref-21)
22. Glantz SA and Parmley WW.“Passive Smoking and Heart Disease: Epidemiology, Physiology, and Biochemistry.” *Circulation*,83(1): 1-12, 1991. Available at: [*http://circ.ahajournals.org/cgi/reprint/83/1/1*](http://circ.ahajournals.org/cgi/reprint/83/1/1); *See also*, California Environmental Protection Agency, Office of Envtl. Health Hazard Management, *1997 Final Report on Health Effects of Exposure to Environmental Tobacco Smoke*. 1997. Available at: [*www.oehha.org/air/environmental\_tobacco/finalets.html*](http://www.oehha.org/air/environmental_tobacco/finalets.html)*.*  [↑](#endnote-ref-22)
23. Office of the Surgeon General, U.S. Department of Health and Human Services. Women and Smoking: A Report of the Surgeon General – Executive Summary. 2002. Available at:

    *www.cdc.gov/mmwr/preview/mmwrhtml/rr5112a4.htm.* [↑](#endnote-ref-23)
24. *Id.* [↑](#endnote-ref-24)
25. ACHA Alcohol, Tobacco, and Other Drugs Committee, American College Health Association. *ACHA Guidelines: Position Statement on Tobacco on College and University Campuses*. 2005. Available at: [*www.acha.org/Info\_resources/tobacco\_statement.pdf*](http://www.acha.org/Info_resources/tobacco_statement.pdf)*.* [↑](#endnote-ref-25)
26. Rigotti et al. *Tobacco Use by College Students: New Findings from the 2001 Harvard College Alcohol Surveys*. 2002. Available at: [*http://ncth.confex.com/ncth/responses/2002/50.ppt*](http://ncth.confex.com/ncth/responses/2002/50.ppt)*.* [↑](#endnote-ref-26)
27. *See, e.g.*, Pierce JP et al. “Tobacco Industry Promotion of Cigarette and Adolescent Smoking.” *Journal of the American Medical Association*, 279(7): 511-15, 1998. Available at: [*http://jama.ama-assn.org/cgi/content/full/279/7/511?ijkey=a6ab22012c66028d478ca958811b7824bb693665*](http://jama.ama-assn.org/cgi/content/full/279/7/511?ijkey=a6ab22012c66028d478ca958811b7824bb693665) (finding “tobacco promotional activities are causally related to the onset of smoking”). [↑](#endnote-ref-27)