

Resolution on the Use of Psychology to Market Tobacco Products

WHEREAS three successive Surgeons General of the United States have determined that tobacco products pose a threat to the public health of Americans; and

WHEREAS some members of this Association have assisted in applying psychology to the marketing of tobacco products with special targeting of youth, women, and members of ethnic minority groups, now therefore,

The American Psychological Association urges our colleagues who are using psychological techniques to assist in the marketing of tobacco products to take cognizance of the public welfare and consider voluntarily suspending all efforts at using psychological techniques as a matter of conscience.

Adopted by Council of Representatives
August 1992