

CHECKOUT LINES IN RETAIL STORES

- WHEREAS, Parents and children patronize grocery stores and retailers on a regular basis, and these stores are considered family/neighborhood stores; and
- WHEREAS, It is good business for stores to reflect the values of their communities, it is incumbent upon retailers to be more sensitive to the values of their customers; and
- WHEREAS, Utah is known for its child-centered homes and families and some retailers have not been sensitive to the majority of those waiting in check-out lines, in regard to the displaying of inappropriate and offensive magazine covers; and
- WHEREAS, It takes effort and education to teach a child to read, but a picture such as a magazine photo can communicate positive or negative messages with open invitation to those children and youth waiting in checkout lines; and
- WHEREAS, It is generally accepted that it takes a whole community to raise a child; retailers, as part of that community, should be responsible for what they sell, display and make accessible to children and youth; and
- WHEREAS, Utah PTA and its constituent bodies consistently work to promote the welfare of children and youth in home, school, community and place of worship; now, therefore, be it
- Resolved, That Utah PTA and its constituent bodies encourage and support the implementation of store policies for checkout line and magazine area displays which take into consideration community values for the well being of children and youth; and be it further
- Resolved, That Utah PTA work with retailers and/or associations of retailers in establishing a model policy that stores may use; and be it further
- Resolved, That Utah PTA encourage its constituent bodies to acknowledge those retailers and grocers who voluntarily and responsibly address this issue.