

PREVENTING SOLICITATION OF ADULT PRODUCTS TO MINORS

- WHEREAS, Companies and marketers in the U.S. spend billions of dollars a year on advertising and promotion;^{1,2} and
- WHEREAS, Children are cognitively and psychologically defenseless against advertising, and most often advertisers target youth at the earliest age possible;^{3,4,5} and
- WHEREAS, Research has shown that advertisements of products which are illegal to minors, has a strong impact upon influencing decision making, behavior, safety, and health;^{6,7} and
- WHEREAS, Experts suggest that parents or guardians should set boundaries, discuss, and actively monitor their children's access to technology and internet usage;^{8,9,10,11} and
- WHEREAS, Federal and State representatives continue to create laws and policies for certain products and services, and to whom and where it can be advertised;^{12,13,14} now, therefore, be it
- Resolved, That Utah PTA support legislation regarding knowingly providing to minors any information that would be harmful to minors or selling materials to minors that are illegal, including, but not limited to pornography, tobacco, alcohol, and gambling; and be it further
- Resolved, That Utah PTA support legislation and penalties for those who violate online solicitation laws; and be it further
- Resolved, That Utah PTA support the choice for parents to limit or restrict electronic communication and harmful messages that are being sent to their families and children; and be it further
- Resolved, That Utah PTA and its constituent bodies work with state and other agencies to educate families, schools, and communities on tools and services to help prevent illegal and/or harmful solicitations to minors.

Documentation:

¹“IAB Internet Advertising Revenue Report, Industry Survey,” PricewaterhouseCooper, October 2010, http://www.iab.net/media/file/IAB_report_1H_2010_Final.pdf.

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³“The Effects of Electronic Media on the Cognitive, Social and Emotional Development of Children and Adolescents, Executive Summary,” National Institute of Child Health & Human Development, May 2006, <http://www.nichd.nih.gov/about/meetings/2006/electronicmediaconf/execsummary.cfm>.

⁴“Self-Regulatory Program for Children’s Advertising, Children’s Advertising Review Unit,” Council of Better Business Bureaus, Inc., 2009, pg. 12-13, <http://www.caru.org/guidelines/guidelines.pdf>.

⁵“Children, Adolescents, and Advertising,” Committee on Communications, *Pediatrics* 2006, <http://www.pediatrics.org/cgi/content/full/118/6/2563>.

⁶“Children, Adolescents, and Advertising.”

⁷Snyder LB, Milici FF et al. “Effects of Alcohol Advertising Exposure on Drinking Among Youth,” *Arch Pediatr Adolesc Med*, 2006, 160: 18-24, <http://archpedi.ama-assn.org/cgi/reprint/160/1/18.pdf>.

⁸“A Parent’s Guide to Internet Safety,” U.S. Department of Justice, Federal Bureau of Investigations – Publications, <http://www.fbi.gov/stats-services/publications/parent-guide/parent-guide>.

⁹“Keeping Kids Safer on the Internet, Tips for Parents and Guardians,” National Center for Missing & Exploited Children, Office of Juvenile Justice and Delinquency Prevention, http://www.missingkids.com/en_US/publications/NC168.pdf.

¹⁰“Do You Know What Your Child Is Doing Online, A Guide to Internet Safety for Parents and Educators,” Arizona Attorney General’s Office and the Arizona Internet Crimes Against Children Task Force, July 2006, http://www.azag.gov/children_family/InternetSafety.pdf.

¹¹“Family Internet Safety,” McAfee Security Advice Center, 2010, http://home.mcafee.com/advicecenter/Default.aspx?id=ad_fis_httpco.

¹²“Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991,” Federal Communications Commission, (Adopted: June 26, 2003), National Do-Not-Call List. Retrieved from http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-03-153A1.pdf.

¹³Utah State Legislature. (55th Legislature, general session, 2004), Child Protection Registry, H.B. 165. Retrieved from <http://www.le.state.ut.us/~2004/bills/hbillenr/hb0165.htm>.

¹⁴State of Michigan. (93rd Legislature, regular session, 2005), Michigan Children’s Protection Registry Act, Act No. 298. Retrieved from <http://www.legislature.mi.gov/documents/2005-2006/publicact/pdf/2005-PA-0298.pdf>.