

1 STATE OF OKLAHOMA

2 1st Session of the 52nd Legislature (2009)

3 HOUSE

4 RESOLUTION 1039

By: Cannaday

5
6 AS INTRODUCED

7 A Resolution relating to public health; discouraging
8 pharmaceutical companies from advertising sexual
9 stimulation drugs during primetime television
10 viewing.

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12 WHEREAS, as of September 1, 2008, there are an estimated 114.5
13 million television households in the United States; and

14 WHEREAS, in an article entitled "Media and Risky Behaviors"
15 published in the Spring 2008 journal of *The Future of Children*, the
16 authors state that "exposure to talk about sex was associated with
17 the same risk as exposure to more visually explicit programming";
18 and

19 WHEREAS, in an article entitled "Children, Adolescents, and
20 Advertising" published in December 2006 in the journal *Pediatrics*,
21 the authors state: "Research has shown that children younger than 8
22 years of age are cognitively and psychologically defenseless against
23 advertising. They do not understand the notion of intent to sell
24 and frequently accept advertising claims at face value"; and

1 WHEREAS, children and adolescents watch 40,000 ads per year on
2 TV alone and much of children's viewing occurs during primetime when
3 there is approximately 16 minutes of advertising per hour; and

4 WHEREAS, with so many viewers being children, it is
5 inappropriate for pharmaceutical companies to advertise sexual
6 stimulation drugs such as Viagra during primetime television
7 viewing.

8 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES
9 OF THE 1ST SESSION OF THE 52ND OKLAHOMA LEGISLATURE:

10 THAT the Oklahoma House of Representatives hereby discourages
11 pharmaceutical companies from advertising sexual stimulation drugs
12 during primetime television viewing.

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14 52-1-7378 SAB 04/08/09

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