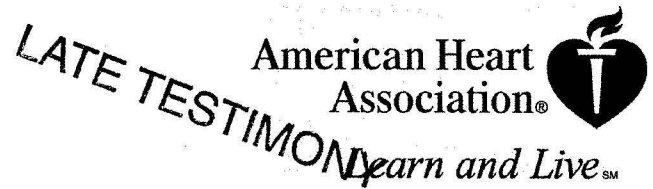


The American Heart Association mission is:
To reduce disability and death from cardiovascular diseases and stroke.



Serving Hawaii

Testimony Strongly Supporting HB 3052, "Relating To Tobacco"

The American Heart Association strongly supports HB 3052.

Tobacco remains the most deadly consumer product on the market. It is also the most addictive product on the consumer market. Most of its users begin their addiction prior to age 18, despite it being illegal to sell tobacco products to minors.

Until the Hawaii legislature passed Act 151 in 2005, there were few deterrents to retailers who chose to ignore the law, or were lax in training their employees to refrain from selling to minors. Act 151 provides that deterrent.

Hawaii youth smoking rates have dropped by half over the last decade. Much of that success can be attributed to the comprehensive approach that has been made through the Hawaii State Legislature to address that issue. Requiring tobacco retailers to be licensed, and including in the law the threat of loss of that license for repeated illegal sales of tobacco products to minors, are key parts of a proven, comprehensive approach to reducing youth smoking.

The American Heart Association strongly urges legislators to keep this important law on the books by passing HB 3052.

Respectfully submitted,

Donald B. Weisman

Hawaii Communications and Marketing/Government Affairs Director

Serving Hawaii since 1948

For information on the AHA's educational or research programs, contact your nearest AHA office, or visit our web site at www.americanheart.org or e-mail us at hawaii@heart.org

Oahu:

245 N. Kukui Street, Ste. 204
Honolulu, HI 96817-3985
Phone: 808-538-7021
Fax: 808-538-3443

Maui County:

J. Walter Cameron Center
95 Mahalani Street, No. 13
Wailuku, HI 96793-2598
Phone: 808-244-7185
Fax: 808-242-1857

East Hawaii:

400 Hualani Street, Ste. 15
Hilo, HI 96720-4344
Phone: 808-961-2825
Fax: 808-961-2827

West Hawaii:

74-5588 Pawai Place, Bldg. H
Kailua-Kona, HI 96740-3140
Phone: 808-329-0783
Fax: 808-329-0784

Kauai:

PO Box 1214
Lihue, HI 96766-5214
Phone: 808-245-7311
Fax: 808-245-7311

Please remember the American Heart Association in your will.

LATE TESTIMONY



Email to: **Committee on Economic Development & Business Concerns,**
EDBtestimony@Capitol.hawaii.gov

RE: House Committee on Economic Development & Business Concerns, hearing schedule, February 5, 2008, 8:30 A.M., Conference Rm. 325, Representative Kyle Yamashita, Chair & Representative Glenn Wakai, Vice Chair

RE: Testimony in Strong Support of HB 3052, Relating to Tobacco

Chair Yamashita, Vice Chair Wakai, and members of the Committee on Economic Development & Business Concerns. Thank you once again for the opportunity to again submit testimony in strong support of HB3052, which repeals the July 1, 2009, sunset clause pertaining to retail tobacco sales permits.

My name is George Massengale, I am the Policy Director, for the Coalition for a Tobacco Free Hawaii, a statewide association of nonprofit organizations, large and small businesses, and more that 2,000 individuals committed to working together to reduce the negative impact of tobacco on the health of Hawaii's children, adults, and visitors.

In 2005, the legislature passed Act 131, which mandated that businesses engaged in the sale of cigarettes and other tobacco products at the retail level acquire a retail tobacco permit from the Department of Taxation. Removing the sunset clause will keep in place the provisions of Act 131. In addition to the tax revenues being collected, **the permitting law has had an impact on our youth smoking rates.** The issuing of retail tobacco sales permits enabled the State to compile an accurate list of retail tobacco vendors. The list was then utilized for SYNAR compliance inspections.

In 1992, Congress enacted legislation aimed at decreasing youth access to tobacco products. The legislation, known as the SYNAR Regulation (named for Congressman Mike Synar of Oklahoma) requires states to enact and enforce laws prohibiting any manufacturer, retailer, or distributor from selling or distributing tobacco products to individuals under 18. In addition to enacting and enforcing a law, states must implement annual random, unannounced compliance inspections (RUIs) to determine their buy rates of tobacco products sold to youth under the age of 18.



Tobacco sales to minors in Hawaii are declining because of youth public education, counter marketing, prevention efforts and SYNAR compliance, of which retail tobacco sales permits are an integral component.

We would request that HB3052 be passed on for additional hearings by the Judiciary and Finance Committees.

Thank you for this opportunity to testify on this matter today.

Sincerely,

A handwritten signature in black ink, appearing to read 'George S. Massengale'.

George S. Massengale, JD
Policy Director

LATE TESTIMONY



COALITION FOR A
TOBACCO-FREE HAWAII

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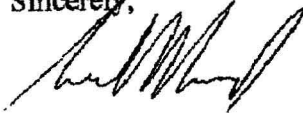


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