
HOUSE CONCURRENT RESOLUTION

URGING THE STATE OF HAWAII TO ADOPT POLICIES THAT REDUCE THE
HARM CAUSED BY THE SALE AND DISPLAY OF TOBACCO.

1 WHEREAS, tobacco use is the leading cause of preventable
2 death in the United States, causing more than 400,000 deaths and
3 costing the United States approximately \$157 billion each year;
4 and

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6 WHEREAS, more than 154,000 adults in Hawaii currently
7 smoke, leading to the deaths of at least 1,200 adults every
8 year; and

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10 WHEREAS, illness and death directly related to tobacco
11 consumption cost Hawaii at least \$640 million per year; and

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13 WHEREAS, tobacco companies sell products that are addictive
14 and inherently dangerous, causing many different types of
15 cancer, heart disease, and other serious illnesses; and

16
17 WHEREAS, Hawaii has a substantial interest in reducing the
18 number of individuals of all ages who use cigarettes and other
19 tobacco products, and a particular interest in protecting
20 adolescents from tobacco dependence and the illnesses and
21 premature death associated with tobacco use; and

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23 WHEREAS, most Americans who use tobacco products as
24 teenagers become addicted to those products before reaching the
25 age of 18 and remain addicted for approximately 20 years; and

26
27 WHEREAS, three-quarters of adult tobacco users report that
28 their first experimentation with tobacco was between the ages of
29 11 and 17 years old; and



1 WHEREAS, several studies have found nicotine to be
2 addictive in ways similar to heroin, cocaine, and alcohol. Of
3 all addictive behaviors, cigarette smoking is the one most
4 likely to become established during adolescence; and

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6 WHEREAS, the most heavily advertised cigarette brands in
7 Hawaii are the same as those most frequently smoked by Hawaii
8 middle and high school youth; and

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10 WHEREAS, the display of tobacco products plays a crucial
11 role in the decision of individuals, and adolescents in
12 particular, to begin using tobacco products; and

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14 WHEREAS, tobacco companies recognize the importance of
15 tobacco product displays in increasing product sales and
16 therefore, compensate tobacco retailers for prominent display
17 locations; and

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19 WHEREAS, a recent survey of Hawaii retail establishments
20 found that 97 percent of stores surveyed displayed tobacco
21 products at the point-of-sale and 62 percent had tobacco
22 products at the eye-level of children; and

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24 WHEREAS, prior efforts to limit tobacco use, while
25 effective at limiting the areas where individuals can smoke and
26 providing effective cessation opportunities, have not precluded
27 the need for further efforts to reduce tobacco use by
28 adolescents since at least 6.8 percent of youth between the ages
29 of 12 to 17 years old still smoke in Hawaii; and

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31 WHEREAS, eliminating tobacco products and advertisements at
32 the point-of-sale and in storefronts will reduce tobacco use,
33 including tobacco use by adolescents; and

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35 WHEREAS, nations which have limited the display of tobacco
36 products have seen encouraging results: in Ireland, the ability
37 of teens to recall tobacco displays at retail locations dropped
38 from 81 to 22 percent almost immediately after enactment; and

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40 WHEREAS, limiting the display of tobacco products in a
41 retail environment has not been shown to lead to a loss of
42 business; and





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1 WHEREAS, the State of Hawaii desires to reduce tobacco use
2 and limit the public health consequences of tobacco use among
3 youth and adolescents as well as adults; and
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5 BE IT RESOLVED by the House of Representatives of the
6 Twenty-sixth Legislature of the State of Hawaii, Regular Session
7 of 2011, the Senate concurring, that the State of Hawaii is
8 urged to adopt policies that limit the impact of tobacco
9 marketing and advertising on its people; and
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11 BE IT FURTHER RESOLVED that certified copies of this
12 Concurrent Resolution be transmitted to the Director of Health
13 and Attorney General.
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16

OFFERED BY:

FEB 10 2011

