
SENATE CONCURRENT RESOLUTION

URGING THE STATE OF HAWAII TO ADOPT POLICIES THAT LIMIT THE
IMPACT OF TOBACCO MARKETING AND ADVERTISING ON THE
RESIDENTS OF THE STATE.

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 \$157,000,000,000 each
4 year; 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 deaths that are directly related to
11 tobacco consumption cost Hawaii at least \$640,000,000 per year;
12 and

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

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

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

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28 WHEREAS, three-quarters of adult tobacco users report that
29 their first experimentation with tobacco was between the ages of
30 11 and 17 years old; and

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1 WHEREAS, several studies have found nicotine to be
2 addictive in ways similar to heroin, cocaine, and alcohol, and
3 of 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, adolescents in particular,
12 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 consequently 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 eliminated
27 the need for further efforts to reduce tobacco use by
28 adolescents; and

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

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



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; now, therefore,
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5 BE IT RESOLVED by the Senate of the Twenty-sixth
6 Legislature of the State of Hawaii, Regular Session of 2011, the
7 House of Representatives concurring, that the State of Hawaii is
8 urged to adopt policies that limit the impact of tobacco
9 marketing and advertising on the residents of the State; 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.

