

MAR 08 2011

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## SENATE CONCURRENT RESOLUTION

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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

5  
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

9  
10           WHEREAS, illness and death directly related to tobacco  
11 consumption cost Hawaii at least \$640 million per year; and

12  
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

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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

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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  
23

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  
39

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



# S.C.R. NO. 60

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  
 4

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 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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 15  
 16

OFFERED BY:           *Gal He*          

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