

MAR 08 2011

SENATE 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

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

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

22
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

30
31 WHEREAS, several studies have found nicotine to be
32 addictive in ways similar to heroin, cocaine, and alcohol. Of
33 all addictive behaviors, cigarette smoking is the one most
34 likely to become established during adolescence; and



1 WHEREAS, the most heavily advertised cigarette brands in
2 Hawaii are the same as those most frequently smoked by Hawaii
3 middle and high school youth; and
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5 WHEREAS, the display of tobacco products plays a crucial
6 role in the decision of individuals, and adolescents in
7 particular, to begin using tobacco products; and
8

9 WHEREAS, tobacco companies recognize the importance of
10 tobacco product displays in increasing product sales and
11 therefore, compensate tobacco retailers for prominent display
12 locations; and
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14 WHEREAS, a recent survey of Hawaii retail establishments
15 found that 97 percent of stores surveyed displayed tobacco
16 products at the point-of-sale and 62 percent had tobacco
17 products at the eye-level of children; and
18

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

26 WHEREAS, eliminating tobacco products and advertisements at
27 the point-of-sale and in storefronts will reduce tobacco use,
28 including tobacco use by adolescents; and
29

30 WHEREAS, nations which have limited the display of tobacco
31 products have seen encouraging results: in Ireland, the ability
32 of teens to recall tobacco displays at retail locations dropped
33 from 81 to 22 percent almost immediately after enactment; and
34

35 WHEREAS, limiting the display of tobacco products in a
36 retail environment has not been shown to lead to a loss of
37 business; and
38

39 WHEREAS, the State of Hawaii desires to reduce tobacco use
40 and limit the public health consequences of tobacco use among
41 youth and adolescents as well as adults; and
42

43 BE IT RESOLVED by the Senate of the Twenty-sixth
44 Legislature of the State of Hawaii, Regular Session of 2011,



1 that the State of Hawaii is urged to adopt policies that limit
2 the impact of tobacco marketing and advertising on its people;
3 and
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5 BE IT FURTHER RESOLVED that certified copies of this
6 Resolution be transmitted to the Director of Health and Attorney
7 General.
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10

OFFERED BY: John M.

Rosey de Bell

Shiranne Chun Clalland

Will Szew

Amal Juhmaga
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