



STATE OF HAWAII
DEPARTMENT OF HEALTH
P.O. Box 3378
HONOLULU, HAWAII 96801-3378

In reply, please refer to:
File:

WRITTEN ONLY

HOUSE COMMITTEE ON HUMAN SERVICES

**HCR 46, URGING THE STATE OF HAWAII TO ADOPT POLICIES THAT
REDUCE THE HARM CAUSED BY THE SALE AND DISPLAY OF TOBACCO**

**Testimony of Loretta J. Fuddy, A.C.S.W., M.P.H.
Interim Director of Health**

March 10, 2011

1 **Department's Position:** The Department of Health shares the Legislature's concern and supports this
2 resolution to adopt policies that reduce the harm caused by the sale and display of tobacco and further
3 reduce the prevalence of youth smoking in Hawaii. Adoption of this resolution will support the federal
4 Family Smoking Prevention and Control Act and is a CDC recommended strategy for impacting the
5 burden of smoking by reducing tobacco use.

6 **Fiscal Implications:** None

7 **Purpose and Justification:** This resolution provides support for the development and adoption of
8 policies to reduce the harmful effects of the tobacco industry advertisements and marketing promotions
9 for cigarettes and other tobacco products at the point of sale and in storefronts. Implementation of this
10 resolution would be a CDC evidence-based MAPPs (Media, Access, Point of decision information,
11 Price, and Social support/services) strategy for reducing youth smoking rates.

12 Smoking and tobacco use remain the leading cause of preventable illness and death in Hawaii,
13 causing over 1,100 deaths annually and resulting in over \$525 million in economic losses. Nationally,
14 the tobacco industry spends over \$15 billion annually (\$41 million per day) on advertising and
15 promotions and \$42 million annually in Hawaii. The industry continues to create images and messages

1 which strongly resonate among our children. The appeal to youth through this massive advertising
2 campaign remains substantially unregulated.

3 While Hawaii has enacted a number of successful state and county laws which have changed the
4 social norms around tobacco use and impacted smoking prevalence rates, it is now time to begin to
5 emphasize tobacco marketing issues. What is needed are effective strategies to further discourage youth
6 smoking by curbing the amount of tobacco marketing that youth are exposed to on a daily basis in our
7 communities. Adoption of HCR 46 will greatly reduce the harmful impact that retail tobacco marketing
8 and advertising has on the people of Hawaii and decrease the burden of smoking in our state.

9 Thank you for the opportunity to testify.

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Fighting for Air

Founded in 1904, the
American Lung Association
includes affiliated associations
throughout the U.S.



**LATE
Testimony**

March 8, 2011

To: Representative John M. Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, Committee on Human Services

Re: **Support for HCR 46**
Human Services Committee;
Thurs., March 10, 2011 at 10:45 a.m.
Conference Room 329

Thank you for allowing me to submit testimony in support of HCR 46. My name is Debbie Odo and I am the Tobacco Control Manager for the American Lung Association in Hawaii that provides tobacco prevention and cessation services for youth and adults statewide. I support HCR 46, since eliminating tobacco products and advertisements at the point-of-sale in storefronts will result in reduce tobacco use, including tobacco use by adolescents.

Studies show that children overestimate the prevalence of smoking in the community. In part, they overestimate the level of smoking because they are exposed to tobacco product displays at virtually most retail outlet they enter. This reinforces the idea to young people that smoking is common and socially acceptable, and increases the risk of them taking up the addiction.

It is also widely recognized that tobacco advertising has a significant influence on the uptake of smoking by young people. More than 80% of smokers take up the addiction before the age of 18, then go on to regret it.

Tobacco displays were used by tobacco manufacturers in order to attract more and more smokers, and taking these displays away would significantly improve public health.

Thank you for the opportunity to provide testimony in support of HCR 46.

Debbie Odo, Tobacco Control Manager

E-mail: Dodo@ala-hawaii.org Phone: (808) 537-5966 ext. 216

LATE Testimony



American Heart Association | American Stroke Association

Learn and Live.

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Testimony In Support of HCR 46; "Urging the State of Hawaii to adopt policies that reduce the harm caused by the sale and display of tobacco"

The American Heart Association supports HCR 46, "Urging the State of Hawaii to adopt policies that reduce the harm caused by the sale and display of tobacco."

The major cigarette companies, alone, now spend about \$12.5 billion per year (or more than \$34.2 million every day, and over \$40 million in Hawaii annually) to promote their products; and many of their marketing efforts directly reach kids. In fact, cigarette company spending to market their deadly products increased by more than 85 percent from 1998 (the year the industry settled its law suits with most states) to 2006 (the most recent year for which complete data is available). Moreover, tobacco industry documents, research on the effect of the cigarette companies' marketing efforts on kids, and the opinions of advertising experts combine to reveal the intent and the success of the industry's efforts to attract new smokers from the ranks of children nationally each year.

In August 2006, U.S. District Court Judge Gladys Kessler released her final opinion in the U.S. Government's landmark case against tobacco companies, meticulously describing how the tobacco companies target youth with sophisticated marketing campaigns. According to Judge Kessler, tobacco companies intimately study youth behavior and use their findings to create images and themes attractive to youth. Judge Kessler found that "Defendants spent enormous resources tracking the behaviors and preferences of youth under twenty-one...to start young people smoking and to keep them smoking." "The evidence is clear and convincing – and beyond any reasonable doubt – that Defendants have marketed to young people twenty-one and under while consistently, publicly, and falsely denying they do so."

The cigarette companies now claim that they have finally stopped intentionally marketing to kids or targeting youths in their research or promotional efforts. But they continue to advertise cigarettes in ways that reach vulnerable underage populations. For example, the cigarette and spit-tobacco companies continue to advertise heavily at retail outlets near schools and playgrounds, with large ads and signs clearly visible from outside the stores. In fact, cigarette companies increased their spending on point-of-sale marketing by more than \$60 million between 2005 and 2006, and spent the bulk of their marketing dollars (90 percent, or \$11.2 billion) on strategies that facilitated retail sales, such as price discounts and ensuring prime retail space.

- A 2008 study of retail outlets in California found that the average number of in-store cigarette ads in California increased between 2002 and 2005, from 22.7 to 24.9 ads per store. The proportion of stores with at least one ad for a sales promotion also increased between 2002 and 2005, from 68.4 percent to 79.6 percent.

- A recent survey of 184 retail stores in Hawaii found 3,151 tobacco advertisements and promotions, most of which were for RJ Reynolds' Kool, the

Serving Hawaii since 1948

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Fax: 808-538-3443

*"Building healthier lives,
free of cardiovascular
diseases and stroke."*

cigarette brand most heavily smoked by teenagers in Hawaii.

- A 2002 survey in a Californian community found that stores where adolescents shop most often have more than three times more cigarette advertisements and promotional materials outside of the stores and almost three times more materials inside compared to other stores in the community.

Thanks, in large part, to cigarette company marketing efforts, each day more than 3,500 kids try smoking for the first time, and about 1,000 other kids become regular daily smokers.

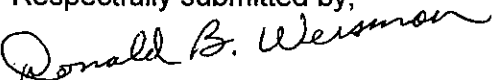
Numerous studies have demonstrated the relationship between tobacco marketing and youth smoking behavior:

- A study published in the May 2007 issue of *Archives of Pediatrics and Adolescent Medicine*, the first national study to examine how specific marketing strategies in convenience stores and other retail settings affect youth smoking, concluded that the more cigarette marketing teens are exposed to in retail stores, the more likely they are to smoke, and that restricting these retail marketing practices would reduce youth smoking. Specifically, the study found that retail cigarette advertising increased the likelihood that youth would initiate smoking; pricing strategies contributed to increases all along the smoking continuum, from initiation and experimentation to regular smoking; and cigarette promotions increased the likelihood that youth will move from experimentation to regular smoking.
- An April 2010 study published in the *Journal of Preventive Medicine* confirmed the dose-response impact between exposure to cigarette advertising and higher risk of smoking among youth and also found that "the association between tobacco advertising and youth smoking is specific to tobacco advertising content and not simply a marker of an adolescent who is generally receptive to marketing."
- A study in the *Journal of the National Cancer Institute* found that teens are more likely to be influenced to smoke by cigarette advertising than they are by peer pressure.

Evidence indicates that the industry pays retailers exorbitant product placement fees to insure that their products are located where they will become easily recognizable by youths, often next to candy or other sweet items that attract children's attention. The industry knows that it needs to imprint its brand on minors today to insure that they will eventually become addicted adult tobacco users.

As a commentator in the *Advertising Age* trade journal put it, "Cigarette people maintain peer pressure is the culprit in getting kids to start smoking and that advertising has little effect. That's like saying cosmetic ads have no effect on girls too young to put on lipstick."

Please support HCR 46.

Respectfully submitted by,

Donald B. Weisman
Hawaii Government Relations Director



March 8, 2011

Committee on Human Services
Representative John M. Mizuno, Chair
Representative Jo Jordan, Vice Chair

Hearing:

10:45 a.m., Thursday, March 10, 2011
Hawaii State Capitol, Room 329

RE: HCR46 – Urging the State of Hawaii to adopt policies that reduce the harm caused by the sale and display of tobacco.

Testimony in Strong Support

Chair Mizuno, Vice Chair Jordan and members of the Committee on Human Services. Thank you for the opportunity to testify in strong support of this resolution, which if passed, will help limit the public health consequences of tobacco use among youth of all ages and adults.

For the past 63 years, the American Cancer Society in Hawaii has been engaged in a mission to eliminate cancer as a major health problem by preventing cancers, saving lives, and diminishing suffering caused by cancer through education, research, and advocacy.

As this resolution effectively states, “three-quarters of adult tobacco users report that their first experimentation with tobacco was between the ages of 11 and 17 years of old.” This fact has not been lost on the tobacco industry which is also aware that every week, 75% of youth shop in convenience stores, mostly to and from school. In a recent survey of over 100 stores, conducted by the American Cancer Society in Albany, New York (October 2010) found that:

- 89% of stores featured tobacco product displays behind the cash register.
- 25% of tobacco ads appeared near toys and/or candy.
- Tobacco ads were found inside 82% of stores.
- 15% of stores selling tobacco were located within 1,000 feet of schools.

This study and other research on this subject clearly suggest that exposure to in-store tobacco promotions is a primary cause of youth smoking. Nearly 90 percent of regular smokers start smoking before the age of 18, and that very few began after high school.

Another study found young people are more likely to be influenced by cigarette advertising than by peer or parental smoking. A 2008 analysis found a direct relationship between increased teen smoking and the density of tobacco retailers around schools, while a paper published earlier this year found a direct relationship between the frequency that a teen visited stores containing tobacco advertising and his or her risk of becoming a smoker. Finally, a 2007 National Cancer Institute study concluded that exposure to cigarette advertising causes nonsmoking adolescents to initiate smoking and to move toward becoming regular smokers.

As we continue to implement legislation and policies that reduce smoking and tobacco use, the tobacco industry continues to entice our youth through advertising. Today the tobacco industry spends \$12.5 billion nationally on marketing, and ninety percent of that marketing - \$11 billion - goes to the retail environment for tobacco advertising, product placement, incentives to retailers, price discounts and other in-store promotions. One of their latest marketing "modus operandi" is the use of "power walls" large, visually appealing displays of products intended to attract the interest of customers, located at or near cash registers.



We believe that developing policies that limit tobacco advertising and products at or near cash registers will reduce tobacco use, and we encourage the committee to pass HCR 46 that will set in place, policies that will encourage retailers to not only reduce the size of their displays but, eliminate them altogether.

Mahalo for giving us the opportunity to offer testimony here today.

Respectfully,

George S. Massengale, JD
Director for Government Relations

Hawaii Smokers Alliance,
Michael Zehner
750 Amana st.
Honolulu, HI 96814

Committee on Human Services

Opposition to HCR46

Dear Committee,

This testimony is in opposition to the passage of HCR46. The resolution seeks to limit and/or take away freedom of expression on products with are otherwise legal. How can this be justified when other "unhealthy" products have no such restrictions. One state senator correctly described the anti-smoking lobby's 2006 smoking ban as "money-driven legislation" in the media in 2007. Money largely raked off the settlement agreement to create an artificial paid anti-smoking "coalition" that would not otherwise exist. I truly doubt that normal people care at all that they saw cigarettes on display at a convenience store.

What is interesting, is that these same "health advocates" are more or less silent about whiskey ads on TV that kids are watching, condom ads on the radio that pre-teens can hear, a food channel with shows that glamorize over eating of unhealthy foods, or hard liquor in attractive, colorful bottles being displayed at eye level of even the youngest children at grocery stores. Why is this not a concern? Because the few radical temperance advocates or people that hate the overweight out there have no multi-million dollar settlement to pay a small army of lawyers and lobbyists from.

Furthermore the resolution is in step with the overall guiding principle of the anti-smoking lobby. To treat constituents that smoke as poorly as possible to coerce quitting. Having smokers have to beg for product under the counter is yet another way to stigmatize constituents that smoke.

Most importantly statement number three in the resolution is a distortion of the truth at the least if not outright defamation of people who enjoy tobacco. Their claim of \$640 million in increased health care cost is a deception that ONLY looks at smoking related costs and not true lifetime health care costs between smokers and non-smokers.

For example the Dutch Ministry of Health funded a study done by their National Institute for Public Health and the Environment by Pieter van Baal, et. al. in 2008. While the study found that both obese people and smokers did cost slightly more per year of life, the fact that both groups lived a few years less more than offset that cost. Also it found that non-obese nonsmokers tended to get more long term and costly diseases in the long term.

The following shows the findings:

Outcome Measure	Disease Group	Obese Cohort	"Healthy-Living" Cohort	Smoking Cohort
Remaining life expectancy (years) at age 20	—	59.9	64.4	57.4
Expected remaining lifetime health-care costs (× €1,000) at age 20	—	250	261	220
Expected remaining lifetime health-care costs (× €1,000) per person at age 20 specified by disease group	Coronary heart disease	14	12	14
	Stroke	11	13	12
	Chronic obstructive pulmonary disease	1	1	5
	Diabetes	9	2	2
	Musculoskeletal diseases	15	12	8
	Lung cancer	0	0	3
	Other cancers	5	5	5
	Costs of other diseases	195	236	172

doi:10.1371/journal.pmed.0050029.t001

The study showed that obese people actually save 31,000 Euros in lifetime health care costs and smokers save 61,000 Euros. A little different then what the biased and money grubbing hucksters that got the tobacco settlement through claimed. The Netherland's study was done seven different times and ways. Each time it came to the same basic outcome.

Scenario	Obese Cohort	"Healthy-Living" Cohort	Smoking Cohort
Base case scenario	250	261 (+13%)	220 (-12%)
Scenario 1 (yearly decrease in incidence and mortality rates)	293	347 (+18%)	254 (-13%)
Scenario 2 (yearly decrease in relative risks of the obese and smoking cohort)	250	261 (+13%)	225 (-10%)
Scenario 3 (yearly increase in health-care costs)	309	468 (+17%)	341 (-14%)
Scenario 4 (broader definition of health-care costs)	318	378 (+6%)	271 (-47%)
Scenario 5 (narrower definition of health-care costs)	204	215 (+6%)	186 (-9%)
Scenario 6 (relative mortality risks for the obese cohort based on NHANES 30 ≤ BMI < 35)	267	275 (+3%)	212 (-20%)
Scenario 7 (relative mortality risks for the obese cohort based on NHANES BMI ≥ 35)	258	277 (+7%)	216 (-16%)

Listed are expected lifetime health-care costs per capita for the different cohorts in different scenarios. In parentheses: relative difference in expected lifetime health-care costs with the obese cohort.

NHANES, National Health and Nutrition Examination Survey.
doi:10.1371/journal.pmed.0050029.t002

<http://www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.0050029>

"This throws a bucket of cold water onto the idea that obesity is going to cost trillions of dollars," said Patrick Basham, a professor of health politics at Johns Hopkins University who was unconnected to the study. He said that government projections about obesity [and smoking] costs are frequently based on guesswork, **political agendas**, and changing science. http://www.msnbc.msn.com/id/22995659/ns/health-diet_and_nutrition/

Of course this is nothing new for the anti-smoking lobby to skew the facts to pass legislation. Does anyone think they would still get paid if they said anything except for doom and gloom? Statement three should be amended to reflect the truth.

From: kawikc@aol.com
Sent: Wednesday, March 09, 2011 10:17 PM
To: HUS testimony
Subject: as per HCR 46

LATE
Testimony

i am opposed to the passage of this resolution...i will have brief comments at hearing on thursday.

kawika crowley
Hawaii Bar Owners Association
Hawaii Smokers Alliance

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am; Room 329

Aloha Chairs and Committee Members:

My name is Melissa Chong and I'm from Hilo. I am a young adult advocate with REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I have been involved in tobacco control at the local, state, and national levels for more 5 years now and feel a strong commitment to telling the truth about what I see tobacco companies doing here in Hawaii and throughout the world.

I am submitting this testimony in strong support of HCR 46 that urges Hawaii to get serious about adopting policies to reduce the harm caused by the sale and display of tobacco in our state.

One of the last frontiers for tobacco companies to have direct influence in our communities is through their heavy advertising in our local stores. It is estimated by Campaign for Tobacco Free Kids in Washington, DC, that **the tobacco industry spends more than \$42 million a year on tobacco promotion in Hawaii** alone, not just to keep their current customers but also to recruit new smokers from the younger generations. And research has shown again and again that **tobacco marketing has more power to influence youth to smoke than peer pressure or parental smoking.**

Tobacco companies directly influence the placement of their products and ads in areas that are highly visible to all customers, including children. REAL's statewide investigation of tobacco advertising in 2009 found that 44% of stores surveyed in Hawaii had tobacco products placed by the chips and candy and 62% had tobacco products at the eye sight of children (that's 3 ft or less).

Check-out points or "point-of-purchase" is another place where **tobacco ads and products are prominently displayed to entice impulse purchases** by smokers, tobacco users who are trying to quit, and new potential tobacco users who may become curious about the colorful packaging.

Hawaii needs to **move toward strong restrictions that limit the time, placement, and manner of tobacco products and ads** that are consistent with the Family Smoking Prevention and Tobacco Control Act passed by congress and signed into law by President Obama in 2009.

Passing HCR 46 shows the commitment of Hawaii to **support people in quitting tobacco and protects young people from ever starting.**

Mahalo for your support,

Melissa Chong
REAL
Hilo, Hawaii

March 10th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
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My name is Brittany Marini and I was born and raised here on the island of Oahu. I am a Campbell High School graduate, current student at Hawaii Pacific University, and a statewide representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. Today I represent my entire team of more than 4000 youth and young adults from across Hawaii in strong support of HCR 46.

Over \$42 million a year is spent by Big Tobacco on marketing in Hawaii. Their main target is young adults and high school students, so that they will become addicted, lifetime customers. Although many people may think that peer pressure is the leading cause of tobacco use in young people, the research shows that it's the ads that Big Tobacco carefully places in the line of sight of young people in our local communities that truly have the most impact on influencing youth to use tobacco.

The display of tobacco products and tobacco ads is an issue that REAL has been working on since 2002 when we conducted our first statewide survey about tobacco promotion throughout Hawaii. As young people we strongly feel this is one of the most important steps that Hawaii can take to protect our younger generations from the influence of Big Tobacco companies. By supporting HCR 46 you are helping strengthen the chances of a safe and healthy future for my generation and those to come.

Thank you for the opportunity to testify in support of this measure.

Brittany Marini
Ewa Beach, Hawaii
REAL: Hawaii Youth Movement Exposing the Tobacco Industry

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am; Room 329

Hello Representatives:

My name is Rebecca Marini. I am from the island of Oahu. I attend Aiea High School and am a statewide leader with The REAL Movement.

I'm writing **today in strong support of HCR 46** that urges Hawaii to adopt policies to reduce the harm cause by the sale and display of tobacco.

Did you know that:

- 1. The tobacco industry spends more than \$42 million a year on advertising in Hawaii to promote their products.**
- 2. Research has found that youth are more likely to be influenced to smoke by tobacco marketing than by peer pressure or parental smoking**
- 3. Tobacco companies use contracts with storeowners that require tobacco products to be placed in the most visible areas on the store where all customers, including children, are forced to see them**

I strongly support HCR 46 because this affects my generation as well as small kids. Have you considered that your own children are being targeted by the tobacco companies to think that smoking a normal and socially acceptable "habit" and that because of this your children could become addicted tobacco users even before it's legal for them to purchase the products. Research shows that most adult smokers started before they were 18 years old. This is a huge benefit to the tobacco industry since the longer customers smoke the more money tobacco companies make. Still we let tobacco companies openly recruit for customers in our local communities without much thought.

It's time that we take steps in Hawaii to protect young people. **We are asking for this as teens.** We would like to see all tobacco ads and products eventually moved completely out of sight in stores until requested by customers. Please help us bring this vision to life by supporting HCR 46. We can't do it without your support.

Thank you,
Rebecca Marini
Ewa Beach, Hawaii

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am; Room 329

Aloha Committee:

My name is Monica Medrano and I am 17 years old and a senior at Baldwin High school. I'm in strong support of HCR46 that urges Hawaii to adopt policies to reduce the harm caused by the sale and display of tobacco.

I have been involved with REAL-Hawaii's youth movement exposing the tobacco industry for close to four years now and in those 4 years Hawaii has made many positive changes including the statewide Smoke-free Work Places Law, Smoke-free beaches & parks on Big Island, and tax increases on tobacco products to make them less affordable for youth. But still every time I walk into a store that sells tobacco I immediately notice tons of tobacco ads and products put in places where you can't avoid having to look at them. In some cases the tobacco ads and products are located near candy, chips, and toys or at a height of 3 feet or less which is right at the eye level of kids under 6 years old. And every time I fill up my gas tank I have to stare at ads for KOOL cigarettes boasting about 'buy 1 get 1 free' deals.

This type of advertising creates a buzz about tobacco brands and the many new tobacco products that, in my opinion, are being targeted at my generation. This form of advertising also normalizes tobacco use by everyone in our community, from youths to elders. I can't help but ask why is it legal that our local community stores are being turned into billboards for tobacco and alcohol companies when we claim we are trying to stop youth from ever starting and help people quit?

It's important for me to tell you as a youth that advertising works or else companies would not spend so much money (*more than \$42 million a year in Hawaii each year*) and effort on placing it in our communities? As long as this form of aggressive advertising is allowed in our communities we will never completely be able to prevent youth from becoming addicted tobacco users or truly create an environment that supports smokers who are trying to quit.

By supporting HCR 46 you are showing your commitment to protecting Hawaii's youth, and all residents of Hawaii, from the aggressive targeting by the tobacco industry. We are asking you to do this for us as youth.

Mahalo,

Monica Medrano

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am; Room 329

Hello. My name is Makeda Morris. I attend McKinley High School and am part of REAL: Hawaii Youth Exposing the Tobacco Industry.

I want to thank you for having HCR 46 introduced that would urge the state of Hawaii to adopt policies to reduce the harm caused by the sale and display of tobacco. This measure is what we as youth have been asking for.

Research has shown that the less that kids have to see and be exposed to tobacco advertisements, the less we are to use tobacco. But unfortunately cigarettes and advertising for tobacco surround us everyday in the stores we shop in. It's not unusual for us as teens to come across tobacco ads and products placed where we can't help by see them and be influenced by them including near the candy, chips, and ice cream in local stores where we shop.

HCR 46 is a step in the right direction for protecting my generation and younger ones from being exposed to tobacco marketing that can really influence our decisions to become smokers.

So I ask you please to protect the childhood of youth and our well-being by passing HCR 46.

Thank you,

Makeda Morris
Honolulu, Hawaii

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Polices to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am;
Room 329

Aloha Representatives,

My name is Donalyn "Leimamo" Naihe and I'm from Hana, Hawaii. I'm a statewide leader and peer trainer with The REAL Movement that exposes the truth about the tobacco industry.

I'm in strong support of HCR 46 that urges Hawaii to adopt polices to reduce the harm caused by the sale and display of tobacco. Tobacco marketing is actually more powerful in influencing youth to use tobacco than peer pressure or being exposed to parental tobacco use. HCF 46 is an important step in showing your commitment as elected officials to protect my generation from this form of tobacco promotion.

Eventually I would like to see that all tobacco products and ads in Hawaii are kept out of sight until they are requested by a customer. This would be easy to do by requiring stores to keep all tobacco products, including cigarettes, snus, skoal, and cigarillos, locked under the check-put counter.

HCF 46 is a step in the right direction to preventing my generation and those to come from being targeted by tobacco companies who only care of money and not the health of Hawaii's people. As youth we are asking you to do this for us. We will not give up.

Mahalo,

Leimamo Naihe
Hana, Hawaii
REAL

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
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Aloha Representatives,

My name is Rose Anne Navalta and I am from Laupahoehoe, Hawaii, where I attend University of Hawaii in Hilo.

I am an active state leader with REAL: Hawaii Youth Movement Exposing the Tobacco Industry where I work to educate my generation about the ways that the tobacco industry seeks to market their deadly products to younger potential customers.

I'm asking for your support of HCR 46 because I have had first-hand experience with a survey called TAAS or Tobacco and Alcohol Advertising Survey conducted by REAL. A lot of us who worked on this project have woken up to realize just how much the tobacco industry has worked to get tobacco ads placed in our local community stores...both inside and outside. These ads have been proved through research to influence youth to experiment with tobacco and are more powerful than peer pressure or parental smoking.

We can only do so much through education and prevention. We need your commitment to take on this issue of tobacco influence and targeting of youth in Hawaii. Please support the protection of my generation and those to come.

Mahalo,

Rose Anne Navalta
UH Hilo Student
REAL Statewide Leader and Activist

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am; Room 329

My name is Justin Ragasa and I am a registered voter and constituent in Hawaii's 30th House District, as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I'm in strong support of HCR 46 which urges the state to adopt policies to reduce the harm caused by the sale and display of tobacco.

I strongly believe in this measure because it's a step in the right direction of protecting Hawaii's youth from growing up to be lifetime smokers. This will save Hawaii's tax payers millions of dollars in health care costs associated with tobacco related disease.

I ask you to please support this measure to ensure that Hawaii has a commitment to protect our kids from the aggressive targeting by the tobacco industry.

Mahalo,

Justin Ragasa

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
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Aloha,

My name is Shay Revuelto from Mililani and I'm a Senior at Kamehameha Schools.

As a 17-year-old member of REAL: Hawaii Youth Movement Exposing the Tobacco Industry, I would like to say something about the amount of tobacco advertising in our local stores here on Oahu. Many convenience stores and supermarkets are covered in tobacco advertisements that I feel portray tobacco use as a social norm here in Hawaii. Also I always notice how tobacco products are placed in areas like along counters where the candy, chips and ice cream are located. This is where kids are shopping for snacks before and after school.

I strongly believe that the placement of tobacco ads and products is purposeful because it keeps people feeling comfortable with being around tobacco. Research shows that youth who are exposed to tobacco marketing, even just for a short time, are more likely to become tobacco users.

Also, if we want to have our state's tobacco prevention programs actually work we ALSO need to adopt measures that will protect our youth generation from being exposed to so many tobacco ads. This is not just for the current generation but also the future generations. **Wouldn't it be empowering for us in Hawaii to have a generation of kids who never have to be exposed to a single tobacco ad?**

For all the reasons above I ask for your support of HCR 46. It's time for Hawaii to take more action on tobacco advertising in our local communities. I believe this would help to drastically decrease tobacco usage among our entire state.

Mahalo,

Shay Revuelto
Mililani

Testimony for HCR46

**LATE
Testimony**

Jolyn M. Tenn
45-532 Halekou Road
Kaneohe, Hawaii 96744

Committee Chair Mizuno and honorable members of the Health Committee,

It is appalling that you would even consider such a resolution. The fact that you are no equating tobacco products to explicit pornography is laughable. We must hide it from the children? Utter nonsense.

You must be 18 years of age to purchase tobacco products. They are all ready protecting the youth by keeping these products behind the counters, yet Alcohol is easily accessible in open refrigerators and a minor could easily steal a can without much effort, yet you must be 21 to purchase that product.

Mom and Pop stores do not have the ability to move these legal products without a great deal of cost and effort. The price of commercial real estate is very high, the taxation you derive from the sale of Tobacco products is obscene and now you are demanding that they revise their entire floor plans, turn smokers into pariahs of society by treating them like back of the bus citizens, just so the children will not be able to see a legal product?

And let's revisit those "additional Health Care Costs". We pay more than our fair share. Through the Master settlement agreement taxes that have been passed onto smokers, and the endless greed of taxation that is heaped upon smokers by every agency you can imagine. We fund the Federal SChip program not to mention a whole host of other special interest groups. Is it the smoker's fault that the Government chooses to divert all the funds that are collected from smoker's to other pet projects instead of a savings account to assist in the treatment of Smoking related illnesses? There is no budget shortfall on this matter, there is a giant surplus that is being robbed from this group of tax paying citizens, who are the told in turn that they are a burden on society.

I am not an accountant, but I can definitely do the math on this one. I have researched the cost of so called smoking related illnesses, which by the way can not be tied solely to smoking, but must also consider lifestyle, ethnicity, basic genetic make up, etc., and the cost to the state of Hawaii is far less then the revenue that is generated by tobacco products.

Sincerely,

Jolyn M. Tenn
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