

SCR 60

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

Report Title: **Urging policies on sale and display of tobacco**

Description:

Companion:

Package: **None**

Current Referral: **HTH/CPN**

Introducer(s): **GREEN, BAKER, CHUN OAKLAND, ESPERO, Fukunaga, Ihara**



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

In reply, please refer to:
File:

SENATE COMMITTEES ON HEALTH AND COMMERCE AND CONSUMER
PROTECTION

SCR 60, 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.
Director of Health

April 13, 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 SCR 60 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.



The Official Sponsor of Birthdays

April 12, 2011

Committee on Health
Senator Josh Green, M.D., Chair
Senator Clarence K. Nishihara, Vice Chair

Committee on Commerce and Consumer Protection
Senator Rosalyn Baker, Chair
Senator Brian Taniguchi, Vice Chair

Hearing:

April 13, 2011, 9:00 a.m.
Hawaii State Capitol, Conference Rm. 229

RE: SCR 60 – 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 Greene and Chair Baker, and members of the Committee on Health, and the Committee on Commerce and Consumer Protection. On behalf of the American Cancer Society Hawaii Pacific Inc., we are pleased to submit this testimony in strong support of SCR 60, which urges the state to adopt policies that limit the marketing and advertising of tobacco in Hawaii.

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% of regular smokers start smoking before the age of 18, and that very few began after high school.

American Cancer Society Hawai'i Pacific, Inc., 2370 Nu'uane Avenue, Honolulu, Hawaii 96817-1714
•Phone: (808) 595-7500 •Fax: (808) 595-7502 •24-Hour Cancer Info: (800) 227-2345 •<http://www.cancer.org>

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 SCR 60 which 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



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Written Testimony Submitted for the
Committees on Health and Commerce and Consumer Protection
Hawai'i State Senate
Wednesday, April 13 at 9:30 a.m.

by

Virginia Hinshaw

Chancellor, University of Hawai'i at Mānoa
and
Jerris R. Hedges, Dean
The John A. Burns School of Medicine

SCR 60 - URGING THE STATE OF HAWAII TO ADOPT POLICIES THAT REDUCE THE HARM CAUSED BY THE SALE AND DISPLAY OF TOBACCO.

"The children couldn't avert their eyes. The image of two sets of pig's lungs—one pink and healthy, the other black from tobacco—was just too compelling."

Dear Chairs Green, Baker and members of the Senate Committees on Health and Commerce and Consumer Protection. The sentences above are from a news item about one of the many informational appearances (with visual props), which are made throughout by year at schools and community fairs throughout O'ahu by students of the John A. Burns School of Medicine.

The hands-on, visual element of this presentation is secondary, though, to the one-on-one attention our students give our keiki during these visits. Our students are closer in age to the pupils they reach out to, they are knowledgeable and they have an uncanny way of really communicating with the children.

The "Tar Wars" team of students is just one of many of our tobacco cessation promotion programs at the medical school. Indeed, tobacco cessation and tobacco dependence treatment for the people of Hawai'i are prominent throughout the medical school's curriculum; **every single medical student gets this training**. Our faculty, residents, medical students and related health care professionals provide one-on-one care every day throughout the offices, clinics and hospitals in which they serve Hawai'i. These healthcare providers routinely offer smokers help to quit smoking through interventional counseling.

The John A. Burns School of Medicine's faculty, students and staff work diligently *on the front lines* of community centers trying to mitigate smoking's deadly impact. **Half of all physicians practicing in Hawai'i and treating Hawai'i's people right now are either JABSOM faculty members or graduates of JABSOM or its post-graduate residency training programs.**

Therefore, the University of Hawai'i at Mānoa and its John A. Burns School of Medicine are pleased to testify in favor of this resolution urging the state of Hawai'i to adopt policies to reduce the harm caused by the sale and display of tobacco. It is something we believe in, and something our graduates and faculty already enthusiastically seek to accomplish, day in and day out, in Hawai'i.

Mahalo for this opportunity to testify.

Hawaii Smokers Alliance,
Michael Zehner
750 Amana st.
Honolulu, HI 96814
952-0275

Senate Committees on Health and Commerce and Consumer Protection

Opposition to SCR60

Dear Committee,

The Hawaii Smokers Alliance is in opposition to the passage of SCR60. 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	281	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	281 (+13%)	220 (-12%)
Scenario 1 (yearly decrease in incidence and mortality rates)	293	347 (+38%)	254 (-13%)
Scenario 2 (yearly decrease in relative risks of the obese and smoking cohort)	250	281 (+13%)	225 (-10%)
Scenario 3 (yearly increase in health-care costs)	399	468 (+17%)	341 (-14%)
Scenario 4 (broader definition of health-care costs)	318	378 (+60%)	271 (-17%)
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 [and smoking are] 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-](http://www.msnbc.msn.com/id/22995659/ns/health-diet_and_nutrition/)

[diet_and_nutrition/](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? SCR60, statement number three about smokers costing hundreds of millions more is a politically driven false statement. Statement three should be amended or removed to reflect the truth from this and any other further bill or resolution. Furthermore SCR60 is an attack on freedom of speech and freedom of choice and should be held in committee.

Mahalo,

Michael Zehner, Hawaii Smokers Alliance



KOKUA KALIHI VALLEY (*Comprehensive Family Services*)
2239 North School Street, Honolulu, Hawaii 96819
Tel #(808) 791-9400 ♦ Fax #(808) 848-0979 ♦ www.kkv.net

April 12, 2011

To: Senator Josh Green M.D., Health Committee Chair
Senator Clarence K. Nishihara, Health Committee Vice Chair
Senator Rosalyn Baker, CPN Committee Chair
Senator Brian Taniguchi, CPN Committee Vice Chair
Members, HTH/ CPN Committee

Re: **Strong Support of SCR 60**
Hearing: April 13, 2011 9AM. Conference Room 229

Thank you for the opportunity to strongly support resolution SCR60

Our health center believes tobacco cessation and prevention programs are essential to the health of our patients. A large component of this is increasing public awareness and education and changing social norms.

By restricting tobacco signage in stores, we will reduce the messaging that tobacco use is okay, especially for our youth. It will not only help prevent youth from starting the deadly practice of using tobacco, but it will help support the quit attempts of those who are trying to quit.

Often times my tobacco cessation patients tell me they go into the store to buy food, but cigarette displays are constantly in their face and triggers them to smoke. In the community I work in you cannot escape the signage for tobacco products. When a child walks home from school they are bombarded by the messaging from deadly tobacco companies.

We believe that restricting tobacco marking and advertising will not only help beautify our community but help protect families from having to suffer the consequences of using tobacco.

Thank you for the opportunity to share my testimony in support of resolution SCR60 with you. Please hold this measure in Committee

Sincerely,

Megan Inada, MPH
Tobacco Programs Coordinator
Kokua Kalihi Valley Comprehensive Family Services

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators,

My name is Candace Akahi. I'm born and raised on the island of Maui. I am currently studying at the University of Hawaii-Maui College. I'm writing you this letter because I support SCR 60.

I used to smoke tobacco myself. I started in the 7th grade, and I have to say that the advertisements of tobacco are part of the reason why I started. The advertisements towards youth and young children are reasons why I believe most our youth start smoking. I strongly think that we should not have all the tobacco advertising, especially where young children can see them. Not having these signs and commercial support of tobacco smoking would help a lot with reducing the amount of youth who smoke.

I support SCR 60 100%. No more advertising!

Thanks for your time,
Candace Akahi

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators:

My name is Alec Bode and I am a first year Biology student at University of Hawaii, Maui Campus. I am a strong supporter of SCR 60, the resolution urging the state of Hawaii to adopt policies that reduce the harm caused by the sale and marketing of tobacco products.

I know firsthand of the harmful effects of tobacco on the human body as I was a pack a day smoker for over 30 years. If I had never been subjected to cigarette advertising as a young person, there is a good chance that I might not have ever started smoking.

I feel that the tobacco industry deliberately targets Hawaii's youth in order to increase sales without regard to their health. I feel more money should be spent on programs to help individuals quit smoking rather than on advertising to continue smoking.

As elected representatives of Hawaii, it is your duty to protect the future generations of this state from further harm caused by the tobacco industry.

Thank you,
Alec J. Bode
Lahaina, Hawaii

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators:

My name is Cedric Cabero. I am from the island of Maui. I am part of UHMC, and I am a strong supporter of SCR 60.

The people of Hawaii know that tobacco is not good for your health. I support SCR 60 because I don't want the younger generations to be corrupted by tobacco marketing. Supporting SCR 60 will help keep Hawaii greener and the people healthier.

Sincerely,
Cedric Cabero
UHMC

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators:

My name is Josh Burgett. I am from Waiehu on the island of Maui. I strongly agree with SCR 60.

Dealing with the death of my grandfather was very hard for me. He had lost his life due to lung cancer. He was in the military and basically smoked his whole life.

It's a good start to limit advertising. Most people smoke because of the image it gives them, images like being cool or sexy. This came from advertisements of sexy/cool people smoking a cigarette and saying a line like, "After every mission, I smoke a Kool one."

I, Josh Burgett, strongly support SCR 60 and hope that one day we will finally get rid of the number one killer of Americans.

Sincerely,
Josh Burgett
Waiehu, HI

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong **Support for SCR 60**, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Aloha,

My name is **Volter Cordero Cabias**, and I am writing in support of SCR 60. I was born and raised in Kahului, HI and remember the D.A.R.E. program and anti-smoking events in school. Now that I'm older I see effects of smoking on people. My uncle never smoked a cigarette his entire life but he was diagnosed with second-hand smoke lung cancer. After his death, my young cousin was left without a father. My cousin contemplated running away and even suicide. We need all the help we can get to prevent people from smoking. In doing so, we can prevent the deaths of mothers, brothers, sisters, sons, daughters, and fathers. Smoking affects not only the smoker; it affects everyone around him/her.

Please do all you can to stop people from ever starting by supporting SCR 60.

Mahalo,

Volter Cabias

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: **Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committees on Health & Commerce and Consumer Protection
Hearing; April 13th, 2011 at 9am; Room 229

Aloha,

I'm Jimar Domingo from Kauai. I'm part of the Kauai High School Peer Education Class.

I support SCR 60 to reduce the harm caused by the sale and display of tobacco.

Taking up smoking is the worst decision ever but tobacco companies are targeting our younger generation as customers. People in Hawaii and around the world keep dying every year because of tobacco. Can you imagine how families feel about losing their loved one from this legal form of murder?

We need to find a way to ban advertising of tobacco in our community. It's just not right. It encourages more smoking.

Please support SCR 60.

Mahalo,

Jimar Domingo
Kauai

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Aloha,

My name is Robin Ellway and I am a concerned Maui County Community member. I strongly support SCR 60 because I, myself, have seen how the sale and display of tobacco products have affected my age group.

Today the tobacco companies are trying to replenish their dying customers using colorful and well placed advertisements and products.

I went into an ABC store in Waikiki and the first thing I saw when walking up to the register was a full wall of colorful and flavored tobacco products behind the register. Of course the packs looked cool and attracted my eyes, which is how they attract new consumers. Most older adults who smoke don't go for flavored tobacco. Who do you think they are trying to get to buy their products? Advertising makes tobacco products look cool to kids. The thing that got to me most was the fact that there were tobacco cigars in front of the register that are at a child's eye sight level and reach.

All I am asking is that we put a stop to tobacco advertising and products that obviously intend to target youth. SCR 60 is the start to making that happen here in Hawaii.

Mahalo,
Robin Ellway

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators:

My name is Lainey Esperanza and I am currently a student at University of Hawaii Maui College.

As a Biology student, I strongly support the SCR 60. In Hawaii today and all over the world, tobacco is the leading cause of deaths in the U.S. Tobacco companies are a main source of the deaths. They use a lot of money to advertise the tobacco product, knowing how much damage it does to the body. Do they care? No.

By supporting SCR 60, you are showing you're committed to protecting young people and teens from being influenced by the tobacco companies.

Sincerely,
Lainey Esperanza

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused
by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Hi my name is Silver Hunt. I am a registered citizen in Hawaii from the island of Kauai. I am on the Special Projects Leadership Board with a program called REAL, which is a youth-led movement exposing the truth about tobacco companies. I'm in strong support of SCR 60, urging the State to Reduce the Harm Caused by the Sale and Display of Tobacco.

As a youth advocate in Hawaii, I have become more aware about how the tobacco companies market their products with storefront ads targeting our youth, displaying tobacco at young children's eye level, and encouraging the placement of tobacco ads and products next to the candy and chips.

Do you know that tobacco marketing is more effective in influencing youth to start smoking than peer pressure or parental smoking?

When tobacco products and ads are kept out of sight in stores, research has shown that it keeps it out of the mind of young people and so we are less likely to begin smoking. Many other places are creating laws like this to protect youth from tobacco marketing including Ireland and Australia.

I ask you to please support this resolution because this is a serious issue that we as young people are facing today. We need you to ensure that Hawaii protects our young generation from this aggressive targeting of young people by the tobacco industry through storefront advertising. With this said, Hawaii would benefit a lot by moving to keeping tobacco "Out of Sight, Out of Mind" because we wouldn't have to see it, and won't be so attract to it, ultimately protecting us from becoming life long customers of the tobacco industry.

Mahalo,

Silver Hunt
Anahola, Kauai

REAL: Hawaii Youth Movement Exposing the Tobacco Industry

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

My name is Brandon W. Johnston. I am from Kahului on the island of Maui. I'm part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry, and I am in strong support of SCR 60.

Most adults in Hawaii know that smoking tobacco causes lung cancer and other diseases. But most people don't understand that it is advertisements that are a big contributor to getting people's attention to buy and use tobacco products. At young ages, we as youth are exposed to tobacco but uneducated about the harmful effects that it can cause. AND we are exposed to tobacco advertisements in windows of convenience stores and other social areas. Until we make it illegal in our state to have tobacco advertisements all over our communities there will be no escaping the targeting by tobacco companies and the impact on the youth of Hawaii.

The youth of Hawaii are targeted by the tobacco industry to replace the millions of dying tobacco users. In supporting the SCR 60 it shows that you as elected officials want to be the protectors for youth of today and the future generations to come.

Mahalo for your support of SCR 60.

Brandon W Johnston
Kahului, Maui

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators,

My name is Parker Luce, and I'm a student at UH-Maui College. I'm writing to show my support for SCR 60.

I believe that kids and youth are very influenced by advertisements, and that displaying tobacco ads tells them that smoking is ok or cool. This is far from the truth as smoking causes numerous diseases that aren't even mentioned with these advertisements.

Please support SCR 60, if not for me then for the kids of future generations.

Thank you,
Parker Luce
Maui

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Aloha.

My name is Michelle Magdirila and I am a registered voter in Hawaii as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I'm in strong support of SCR 60 which urges the state to adopt polices to reduce the harm caused by the sale and display of tobacco.

According to TAAS (Tobacco and Alcohol Advertising Survey) from 2009 which I participated in, 97% of stores surveyed in Hawaii had tobacco products at the point-of-sale, 90% of stores had tobacco ads at the point-of-sale, and 44% of stores had OTPs (Other Tobacco Products like snus, skoal, and cigarillos) at the point-of-sale. Tobacco industries know that by having storeowners place products at the point-of-sale they will attract customers, especially people who may be trying to quit because it's an addiction of course so when they see it it's a temptation to buy it.

Being with REAL I have been able to educate other youth about this issue and help raise awareness of what the tobacco industry is doing in our communities. **I have personal experience of having dealt with a tobacco company marketing representative who comes into the store I work in and tells me where I should place the tobacco products.** I know these companies are out there in our communities trying to get new youth customers to replace the smokers who pass away every year, and **this has to stop.**

I ask you to please support this measure to ensure that Hawaii has a commitment to protect my generation and my young siblings and cousins from the aggressive targeting of our young people by the tobacco industry through storefront tobacco marketing.

Mahalo for your consideration,

Michelle Magdirila
Kaunakakai, Molokai

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: **Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committees on Health & Commerce and Consumer Protection
Hearing; April 13th, 2011 at 9am; Room 229

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 SCR 60.

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 SCR 60 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

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused
by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

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 SCR 60 that urges Hawaii to adopt polices 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 SCR 60 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
Kahului, Hawaii

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

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 SCR 60 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

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: **Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committees on Health & Commerce and Consumer Protection
Hearing; April 13th, 2011 at 9am; Room 229

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 SCR 60 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

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

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 SCR 60. 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

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators:

My name is Marybeth Seavy and I have lived on Maui in Pukalani for 34 years. I have been in the health field the whole time I have lived on Maui, both medical and dental.

I can remember when smoking was not believed to be the cause of cancer. That fact has now been well established to the point of the surgeon general acknowledging it on every pack of tobacco products.

So now it is time to take the next conscious, preventative action, and reduce, control and limit where and how much, if any advertisements, can be visible to the public, but mostly to impressionable infants, toddlers, and elementary school aged children, pre-teens, and adolescents. I am in strong support of SCR 60.

The facts are: 1) the most heavily advertised cigarette brands in Hawaii are the same as those most frequently smoked by Hawaii middle and high school youth and 2) A recent survey of Hawaii retail establishments found that 97% of stores surveyed displayed tobacco products at the point of sale and 62% had tobacco products at the eye level of children.

The tobacco companies know what they are doing and exploit that. It is now up to you to protect our future generations.

Please take a stand and do what is right and support SCR 60.

Mahalo,
Marybeth Seavy
Pukalani, Maui, Hawaii

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators,

My name is Esmeralda Silva and live on Maui. I work as a dental assistant currently attending University of Hawaii Maui College for a career as a Dental Hygienist.

Being in the dental field for over 7 years, I have personally seen the harmful effects smoking has on many of the smoking residents of Maui. Smoking alone causes many trips to the emergency room costing the tax payer millions of dollars each year. Without education to teach our youth the harmful effects smoking has on their lives and loved ones, they may never know the damage they will cause to themselves or others. We need to give them a chance to learn what smoking does to our body by educating them and going after the culprits.

The tobacco companies continue to target our youth and future with their ads in our stores. We need to put a stop to this and soon. Help reduce the amount of ads by showing your support of SCR 60. We can put a stop to this for our future.

Thank you,
Esmeralda Silva

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: **Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committees on Health & Commerce and Consumer Protection
Hearing; April 13th, 2011 at 9am; Room 229

Aloha,

My name is Nicole Sutton and I am a registered voter in Hawaii, as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I'm in strong support of SCR 60 which urges the state to adopt polices to reduce the harm caused by the sale and display of tobacco.

Campaign for Tobacco Free Kids in Washington, DC, estimates that **more than \$42 million is spent on tobacco advertising each year in Hawaii by the tobacco industry**, resulting in the placement of tobacco ads and special tobacco displays that we see everyday in our local community stores. **Research shows that young people are more sensitive to this form of tobacco marketing than adults and that exposure to ads is more powerful than peer pressure or parental smoking in influencing youth to use tobacco.** Results from Hawaii's Youth Tobacco Survey from 2007 revealed that **76.6% of high school students and 71.3% of middle school students reported seeing advertisements for tobacco in convenience stores, Mom-and-Pop stores, and gas stations.**

The Tobacco and Alcohol Advertising Survey (TAAS) conducted in 2009 by the University of Hawaii Cancer Center and School of Public Health found that **97% of stores surveyed throughout Hawaii had tobacco products at the point-of-purchase and 90% had tobacco ads at the point-of-purchase** where everyone shopping in the store must see them, including children. That same study also found that **62% of stores had tobacco products at the eye level of children (3 feet or less)** and 44% of stores surveyed had tobacco products placed near chips, candy, ice cream, or toys.

Through public education youth advocates with REAL have worked to inform the public that this form of tobacco advertising allows the tobacco industry to directly target our communities and allowing **it to continue does not truly protect youth from an industry that values profits over the well-being of people.**

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** through the presence of storefront marketing.

Mahalo,

Nicole Sutton

Pearl City, Hawaii

REAL: Hawaii Youth Movement Exposing the Tobacco Industry

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: **Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committees on Health & Commerce and Consumer Protection
Hearing; April 13th, 2011 at 9am; Room 229

My name is Journey Udac from Konawaena High School.

Most people already know that smoking can give people lung cancer but we are bombarded by tobacco marketing that attracts youth to try all the different types of tobacco products that are being sold in our local stores.

I believe it's time that we require stores to keep tobacco products locked up and out of sight in stores, including cigarettes, snus, skoal, cigarillos. Having all these products in sight is just another form of advertising by tobacco companies. Also there is no reason that any tobacco ads or products should ever be anywhere near the candy section in stores.

Please support SCR 60 to adopt Hawaii policies to reduce harm by the sale and display of tobacco.

Thank you,

Journey Udac

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Aloha,

I'm Emily Murai, a member of REAL on Maui. REAL is a youth-led movement against the tobacco industry.

I am asking you to please support SCR 60. Limiting the display of tobacco will save money and result in a healthier Hawaii. Tobacco usage can be prevented by taking down advertisements and limiting availability of tobacco. This is the only way to ensure that young people are protected from tobacco company marketing.

Thank you for supporting SCR 60 and caring for the people of Hawaii.

Emily Murai
Wailuku, Maui
REAL

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused
by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

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 SCR 60 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.

SCR 60 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 SCR 60.

Thank you,

Makeda Morris
Honolulu, Hawaii

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

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 SCR 60 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. SCR 60 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.

SCR 60 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

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators,

My name is Kahvi Naholowaa and I live in Honolulu. I am part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry.

I would like to voice my support for SCR 60 which addressing tobacco marketing in Hawaii. By reducing storefront marketing for tobacco we would get many tobacco ads out of neighborhoods that are lower income. This is where tobacco companies organize advertising to strongly target young people of lower income. Overall it's time to create safer communities for young people. This measure is a start.

Mahalo for the opportunity to submit testimony.

Kahvi Naholowaa
Honolulu, HI

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

My name is Brandon Fernandez and I am from Ewa Beach. I'm part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. And I am in strong support of SCR 60.

Tobacco companies will continue to target my generation by turning Hawaii's stores into billboards for tobacco advertising and packing our stores with ads. They spend \$42 million dollars on advertising each year to try to get me and my generation to start smoking to replace smokers who die every year. These companies just keep making money on addiction and death. It's time to stop them.

Mahalo for your supportive of SCR 60.

Brandon Fernandez
Ewa Beach, Hawaii
REAL

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused
by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

My name is Che Sabol. I am a Registered Voter residing in the Manoa District of Honolulu, Hawaii. I'm part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. And I am in strong support of SCR 60.

I think it's extremely important to make a change now to storefront marketing. Youth and young adults are influenced from media more now than before and tobacco companies entice them through their advertising. It's proved through research that youth and young adults are more susceptible to using tobacco due to advertising. Ads for new tobacco products make youth curious about products that look very similar to candy.

As a father and role model to my 7 year old daughter I want to protect her from tobacco marketing. I am also a counselor for education with teens and families. The young generations of Hawaii are being targeted by the tobacco industry as "replacement smokers" to keep Big Tobacco profits strong. **Supporting SCR 60 show that you as elected officials have a commitment to stand-up for our younger generations** and protect us from a powerful and cold-hearted tobacco industry.

Mahalo for your supportive of SCR 60.

Che Sabol
Manoa, Hawaii
REAL

April 11th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Policies to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

My name is Cami Iwata. I am from Ewa Beach on the island of Oahu. I'm a part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. And I am in strong support of SCR 60.

Many people don't realize that one of the major contributors to getting people to use tobacco is through tobacco marketing. Tobacco advertisements, specifically in and around stores, are more powerful on youth tobacco use than peer pressure and being exposing to parental smoking. **Yet, we continue to allow this form of marketing to be legal in our local stores where youth and small children are witness to them daily.** Seeing tobacco advertisements daily normalizes tobacco products, thus making them more likely to smoke or think that there is nothing wrong. This is something that we should be protecting the younger generations from, not putting in their faces.

The younger generations of Hawaii do not realize this, but they are being targeted by the tobacco industry as "replacement smokers" to keep Big Tobacco profits strong. **Supporting SCR 60 shows that you, as elected officials, have a commitment to stand-up for our younger generations** and protect the future leaders of Hawaii .

Mahalo for your supportive of SCR 60.

Cami Iwata
Ewa Beach, Oahu
REAL

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators,

My name is Malia Klask. I am a student at the UH Maui College part-time, a full-time mom, and I strongly support SCR 60.

It's obvious that the youth are the majority who are being targeted by tobacco marketing in our local stores. And seeing as our society is extremely dependent on advertising, it is important for this form of marketing and advertisements to be monitored if not being completely removed.

Support SCR 60!

Sincerely,
Malia Klask

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Hello, my name is Matthew K. Naeole. I live in Wailuku, Maui and I am writing this to strongly support SCR 60.

I have lived in Hawaii all my life and I have see firsthand what smoking can do to your body. My grandfather smoked for over 20 years. When he had children to lookout for, my grandmother asked him to quit. So from that day on he quit cold turkey and never went back. But after another 30 years of not smoking he developed cancer. It was inoperable and the doctor gave him a year to live. He proved them wrong and lived for another 5 years finally passing away in his sleep.

I know what smoking does to the body and I do not want my younger siblings or cousins to be more exposed to tobacco more than they already are. **I want them to be able to walk into a store and not have tobacco advertisements baiting them in. They are already exposed enough by all the smokers they run into and they don't need more incentive to start.** Support SCR 60 and support a healthier Hawaii.

Thanks,
Matthew K. Naeole

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislator,

Hi my name is Keanu Nakamura. I am a freshman at UH Maui College and live in Kihei on the island of Maui. I strongly support SCR 60.

As a child I was raised among grandparents who smoked and smoked with me in the car. I feel that this resolution will help to prevent people from starting to use tobacco products.

Ads in stores or anywhere about tobacco make these slow killers an ideal lifestyle. That to children looks cool. Which then some start to smoke adding to the ever increasing health problems caused by the epidemic of disease.

For me, SCR 60 is not just a thing to look at but to act on for the future generations. Do we want our future generations to die of tobacco related diseases all caused from starting tobacco use because of aggressive advertising.

Sincerely,

Keanu Nakamura

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators,

My name is Cassie Olaitiman, and I am currently a student of Maui Community College. I am a strong supporter of the resolution, SCR 60.

Many of us know that smoking is the number one cause of lung cancer and many deaths here in the United States. A lot of the marketers tend to target the younger aged crowd to get them to start smoking at a young age just to make more profit. My cousin is now struggling with this horrible addiction due to the presence of a display ad to promote smoking of a famous candidate that she looked up to. By following in the footsteps of this certain candidate, she can no longer "kick" this habit.

By going forth with the resolution, SCR 60, you as elected officials stand-up for unfortunate younger generations and protect them from a tobacco industry that continues to destroy many lives.

Mahalo,
Cassie Olaitiman

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators,

Hi my name is Lynelle Paranada. I am writing to support SCR 60. I was born and raised in Hawaii, and I can personally say that everywhere I go I see advertisements encouraging the sale and use of tobacco. Why not advertise the dangers of tobacco use instead? There is no need to display how "cool" it is to smoke.

Reducing the advertisement and display of tobacco will be beneficial to our children. They do not need to see images supporting tobacco use. Like the saying goes, "Out of sight, out of mind."

It is proven that tobacco kills. It kills the person using it, as well as the other who are around the people smoking. Let's reduce the smoking rates by not allowing anymore tobacco advertising.

Thank you for your support for SCR 60.

Sincerely,
Lynelle Paranda, student
UH, Maui College

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Aloha Legislators,

My name is Rachel Patrick. I am a student at UH Maui College, currently taking a course in Human Biology. I am writing to show my support of SCR 60.

In class we learned about the harmful effects of tobacco use and marketing. Without this knowledge, how can we battle against the advertising of tobacco companies?

In our society today, media is a part of our everyday lives. Allowing tobacco advertising is one of those negative media influences that can affect our future health and state of being. Tobacco use is already a big problem in our nation's health. Hawaii can be part of the solution by reducing tobacco advertisements.

We need to do all we can to make our future the best that it can be. Your support of SCR 60 shows me, a young adult and registered voter, that you do care about the future of my generation.

Please support SCR 60.

Mahalo,
Rachel Patrick
Wailuku, HI

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong Support for SCR 60, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators,

I, Suelem Rocha, am a resident of Haiku, HI and a student at UH Maui College who strongly supports SCR 60.

Even though a large number of our society is aware of the damage that tobacco causes on our lives, most of us are not in tune with what tobacco marketing is doing.

The elders are dealing with tobacco related diseases and the adolescents are still being exposed to tobacco. Eliminating the marketing for the tobacco industry can save lives. I am asking you to please support the resolution, SCR 60.

Sincerely,
Suelem Rocha
Haiku, HI
UHMC

April 12th, 2011

To: Senator Josh Green, Chair, Committee on Health
Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Brian Taniguchi, Vice Chair, Committee & Commerce and Consumer Protection
Members, Senate Committees on Health & Commerce and Consumer Protection

Re: Strong **Support for SCR 60**, Urging State to Adopt Polices to Reduce the Harm Caused by the Sale and Display of Tobacco
Committees on Health & Commerce and Consumer Protection Hearing
April 13th, 2011 at 9am; Room 229

Dear Legislators,

My name is Joel VanDenburg, and I am a resident of Maui. I am writing in support of SCR 60.

I believe that the advertising display and **other advertising techniques by the tobacco industry are not only unethical but they are also irresponsible and neglectful, especially to our youth.** They (the marketing reps for big tobacco) prey especially on the youth in impoverished areas.

You as a legislator, upon election, have accepted a responsibility to the community. Regulating the spread of tobacco industry idealistic and bias notions that tobacco somehow makes one "cool" or appear "grown up" is an ethical responsibility that resonates with the people that elect you. Please support this resolution for our youth and young parents.

Sincerely,
Joel VanDenburg