

TESTIMONY

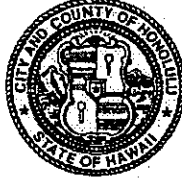
SB2425

HTH Committee Hearing 1/27/2012

POLICE DEPARTMENT
CITY AND COUNTY OF HONOLULU

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PETER B. CARLISLE
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DEPUTY CHIEFS

OUR REFERENCE KH-JNB

January 27, 2012

The Honorable Josh Green, M.D., Chair
and Members
Committee on Health
The Senate
State Capitol
Honolulu, Hawaii 96813

Dear Chair Green and Members:

Subject: Senate Bill No. 2425, Relating to Tobacco

I am Kent Harada, Acting Major of the Community Affairs Division of the Honolulu Police Department (HPD), City and County of Honolulu.

The HPD supports Senate Bill No. 2425. This bill would require cigarettes and tobacco products to be placed behind the sales counter. It would also limit the advertisements that encourage the use of cigarettes or tobacco products.

The health and welfare of our youths are an utmost concern for the HPD. Having conducted compliance checks on tobacco sales to minors in the community and educating our youths about the harmful effects of tobacco, we understand the value of promoting a healthy lifestyle.

Thank you for the opportunity to testify.

APPROVED:

Sincerely,


LOUIS M. KEALOHA
Chief of Police


KENT HARADA, Acting Major
Community Affairs Division

Serving and Protecting With Aloha

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

January 24th, 2012

Dear Senators:

My name is Abrahm Arkin. I am in strong support of SB 2425 Relating to Tobacco.

Currently Other Tobacco Products (OTPs), flavored cigarillos and snus, are within reach of youth. They are not treated like traditional cigarettes and are often just single items that are easily stolen. With such easy access for youth, and colorful packaging targeted towards youth, these products are a gateway to youth experimenting with tobacco. This bill would help get these OTPs behind the counter and out of the reach of youth. With just a simple move of these products, we can help protect the youth and young adults of Hawaii for years to come.

So I ask for your support of SB 2425 to protect our keiki from becoming tobacco users.

Sincerely yours,
Abrahm Isaiah Arkin
Kona, Hawaii

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health
Hearing; January 27th, 2012 at 2:45pm; Room 229

January 24th, 2012

Dear Legislators:

My name is Stephanie Franklin, and I work as Maui's Island Coordinator for REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I am writing in strong support of SB 2425 relating to the display and promotion of tobacco products in our local stores.

Tobacco companies spend \$34 million annually in Hawaii alone to promote their deadly, addictive product, and we know that their advertising works. In Hawaii, the most heavily advertised cigarette brands are also the same brands that are most frequently smoked by Hawaii's youth. Numerous tobacco products are placed at the at the point of sale near the cash register, and some products are even displayed at the eye level of children. All of these techniques are used to recruit new tobacco users, some of which will be youth.

By eliminating self-service tobacco displays and marketing near youth-friendly products, there will be a reduction in youth access to tobacco, including a reduction in the amount of youth who will decide to start using tobacco. By reducing tobacco use, less people will be subjected to the horrible health effects associated with using this product. This also in turn can help save the state money on health costs.

Please help make Hawaii a safe and healthy place for our youth. Please support SB 2425 SCR 60 and help reduce the display and advertising of tobacco.

Sincerely,
Stephanie Franklin
REAL: Hawaii Youth Movement Exposing the Tobacco Industry
Wailuku, Hawaii

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

My name is Grady Sullivan. I am from Pahoa on the island of Hawaii. I'm part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. And I am in strong support of SB 2425.

I think it's fair to say that most people in Hawaii know that smoking tobacco is the main cause of lung cancer and several other preventable diseases. **BUT what most people don't realize is that one of the major contributors to getting people to use tobacco is tobacco marketing.** Actually tobacco advertising is more powerful on youth tobacco use than peer pressure and being exposing to parental smoking. **Still we continue to allow this form of marketing to be legal in our local stores where youth and small children cannot escape their view.**

Most times cigarettes are being kept behind the counter but all the Other Tobacco Products, many of which are candy flavored, are easily accessible and located right near the candy.

The young generations of Hawaii are being targeted by the tobacco industry as "replacement smokers" to keep Big Tobacco profits strong. **Supporting SB 2425 shows 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 support for SB 2425.

Grady Sullivan
Pahoa, Hawaii
REAL

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229.

Aloha Senators,

My name is Donalyn "Leimamo" Naihe and I'm from Hana, Hawaii. I'm an advocate and peer trainer with The REAL Movement that exposes the truth about the tobacco industry. I'm in **strong support of SB 2425** that addresses display and promotion of tobacco.

Tobacco marketing is actually more powerful in influencing youth to use tobacco than peer pressure or being exposed to parental tobacco use. SB 2425 is important because it addresses both display of other tobacco products like snus and skoal and also the ads we see in the stores around chips and candy.

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-out counter.**

As elected officials we need your commitment to protect my generation from this form of tobacco promotion.

SB 2425 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

January 24th, 2012

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Aloha Senators,

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 SB 2425 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 and tobacco products placed in our local community stores where they are easily accessible and highly visible. This form of marketing has been proven through research to influence youth to experiment with tobacco and is 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 by passing SB 2425 to reduce youth access to tobacco products and ads.

Mahalo,

Rose Anne Navalta
UH Hilo Student
REAL Statewide Leader and Activist

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Aloha Senators,

My name is Elizabeth Heppe. I am a current resident of Kailua-Kona, Hawaii. I am in strong support of SB 2425 relating to tobacco products and advertising.

I want to see Other Tobacco Products (OTPs) be placed behind counters as opposed to being placed in plain view and within the reach of people of all ages. OTPs are strategically placed throughout stores where they cannot be missed. Not only are they placed among candy and gum, but they are packaged to blend in with and look like candy so that it will appeal to a younger consumer. With OTPs behind counters or placed in drawers or cabinets where they are completely out of sight and out of reach it will lessen the likelihood of a minor mistaking it for candy or gum.

OTPs have some of the same harmful effects on the health of those that smoke cigarettes. The current marketing and placement of these products in our stores downplays their danger and addictive nature especially in the minds of kids.

I strongly encourage you to support SB 2425. It will make a major impact on our communities.

Thank you for your time and consideration.

Sincerely,
Elizabeth Heppe

January 24th, 2012

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Aloha Committee:

I am Makeda Morris. I am a student at McKinley High School and a leader in REAL, a youth-led anti-tobacco industry movement. I believe in SB 2425 because it will move Other Tobacco Products (OTPs) behind counter leaving no self-service display of tobacco.

OTPs are often placed in reach of children or by products children often use, and are often designed in ways attractive to children. The current placement makes stealing these products easy as well as mistaking them for candy. Anyone under the age of 18 having access to these products is very dangerous because they are addictive and terrible for health.

SB 2425 also will help address all the ads that are so visible to kids in our stores. The only way to protect young people from becoming addicted to tobacco is to stop the heavy marketing of these products.

Please vote to pass the SB 2425 for the protection of younger generations. We need it!

Thank you,
Makeda Morris
Honolulu, HI

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators,

My name is Loren Amaral and I am from Volcano, Hawaii. I am in strong support of SB 2425 relating to tobacco.

I would like for the Other Tobacco Products (OTP's) to be placed behind the counter instead of available within reach at most checkouts. There's no doubt in my mind that OTPs are targeted at younger kids because of the colors, flavors, and where they are located in stores: usually right near the candy and gum at check-out. With OTPs so accessible it gives kids the chance to steal them and be tempted to pick them up. By placing them off the counter and putting them out of reach kids and young adults they won't be tempted as much to try them.

I strongly urge you pass this bill to protect the younger generation.

Thank you for your time.

Sincerely,
Loren Amaral

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
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 SB 2425 which removes self-service tobacco displays and limits tobacco marketing.

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 companies 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 would come into the store I worked at and would tell 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.**

This bill would get all tobacco products located behind the checkout counter where they are out of the reach of youth and less tempting for people who may be trying to quit. Other Tobacco Products (OTPs) are a huge problem. They are just as dangerous as cigarettes. Some of them are even "fruit" flavored and look like popular candy. When placed next to candy at the check-out, you can't even tell the difference.

I urge you to support this bill. Passing it shows your commitment to protect my generation and my young siblings and cousins from the aggressive targeting by the tobacco industry through storefront tobacco promotion.

Mahalo for your consideration,

Michelle Magdirila
Kaunakakai, Molokai

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health
Hearing; January 27th, 2012 at 2:45pm; 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 SB 2425 which addresses tobacco displays and marketing in Hawaii. This bill would help to reduce storefront marketing and promotion for tobacco which would especially impact lower income neighborhoods where a lot of this marketing happens.

I strongly believe that tobacco companies specifically organize advertising to target young people in lower income communities. Overall this bill will help to create safer communities for young people. It's time for that to happen.

Mahalo for the opportunity to submit testimony.

Kahvi Naholowaa
Honolulu

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Committee,

I'm Moshammed (Sunny) Islam. I'm a high school student from Honolulu, Hawaii. I'm involved with a tobacco prevention youth-led movement called REAL. I support SB 2425 that helps to reduce tobacco products and ads from being in-site of children including the placement of these products right at cash registers.

Many of the products that are still available for reach by youth in our stores are Other Tobacco Products (OTPs). They may seem less harmful but they are just as bad as smoking cigarettes. OTPs are flavored, colorful, and many are in compact containers which are usually placed by the register or candy where youth can't avoid seeing them when shopping in a store. These products can easily catch the eye of youth and young adults and are easily stolen. Placing these products behind counters will lower the risk of youth stealing and using them. Reducing the amount and location for all tobacco and it's marketing will also reduce the number of youth who ever start to use tobacco in Hawaii.

I urge you to support this bill. Your decision can truly make a big influence on my generation and generations to come.

Thank you,
Sunny Islam
Honolulu, HI

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Aloha Senators:

My name is Kerilee Erice and I am a Hospitality and Tourism major at the University of Hawaii – Maui College. I am also a member of REAL: Hawaii's youth-led movement against the tobacco industry. I am writing this testimony in very strong support of SB 2425 relating to tobacco products and advertising.

Currently, many Other Tobacco Products (OTPs) are placed in easily accessible areas of the store and many are at eye-level of children (3ft. and under) which makes it impossible for them to avoid and easy for them to steal. The tobacco industry loves this because these are new customers to addict.

OTPs look a lot like candy and even include many flavors found in the popular candies. OTPs are the product for the new generation. Most grandpas and grandmas would most likely not be seen with these OTPs.

As for advertising of tobacco products in our stores, current tobacco users already know what brands and products they like and don't need all the ads that are covering the inside and outside of our stores. Most of the ads we see in stores are not for current tobacco users, they are to attract new users and most importantly YOUTH. Youth WILL want to try something that claims to taste good and makes their first experience with tobacco a good one.

Our generation is being used as guinea pigs for all these new tobacco products. No one knows the long-term health risks of them yet. And they are marketed to seem less harmful than regular cigarettes when they may actually be even more dangerous.

Please consider this testimony in strong support of SB 2425. We need your help to protect my generation from tobacco companies and nicotine addiction.

Mahalo,
Kerilee Erice
Maui

January 25, 2012

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health
Hearing; January 27th, 2012 at 2:45pm; Room 229

Dear Senators,

I am Mark Eric Marquez, I live on the Big Island and I go to Konawaena High School. My purpose for writing to you now is to tell you I am in strong support of SB 2425 that would move Other tobacco products (OTPs) behind the counter at stores.

OTPs look like candy and gums products. They are often placed right next to the candies near the check out and within kids reach.

The fact is tobacco industries purposely make OTPs look appealing to young kids. Therefore, today's youth are more susceptible to this type of tobacco product. Having OTPs and marketing for tobacco products out of site of youth will keep tobacco use out of mind and would reduce the consumption of tobacco by minors.

It would be valuable to youth like me to be able to go to the store and not be tempted or persuaded by such products. Please support SB 2425.

I thank you for your time and consideration.

Sincerely,
Mark Eric Marquez

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health
Hearing; January 27th, 2012 at 2:45pm; Room 229

My name is Jennifer Pescador and I am a registered voter in Hawaii as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I strongly support SB 2425 that addresses tobacco displays and tobacco marketing.

Studies have shown that the sale and display of tobacco actually gains new smokers and tobacco companies spend around \$34.5 million dollars to advertise tobacco every year, much of which is spent on tobacco promotion in our local community stores. This is a way that tobacco companies are able to make smoking seem to be normal, acceptable, and more prevalent than it actually is in reality. This impacts our young people's perceptions and ultimately influences their decision to start to using tobacco more than peer pressure or seeing their parents smoke.

In 2009 REAL did a survey called TAAS, Tobacco and Alcohol Advertising Survey, where we collected information about the placement of tobacco ads and products in our stores here in Hawaii. **In just one store we found close to 300 tobacco ads, many of which were at the eye level of children (3 feet or under).** A significant amount of stores also had tobacco products and ads near the products that youth shop for in our local stores like chips, ice cream, candy, and toys.

Money is spent every year to educate youth about the harms of tobacco use and help the youth generation understand that we are being targeted BUT it's time that we ask ourselves **why aren't we doing more in a proactive way to protect our youth from the aggressive targeting of the tobacco industry that is notorious for putting their profits over the health and well-being of people.**

We need a serious commitment from you as elected official to protect Hawaii's youth from this form of tobacco marketing that is rampant in our local communities.

Please support SB 2425 so that we can **get all tobacco products out of reach of kids** and reduce the amount of ads that are in their faces every time they go into a store. Let's share the love with our youth and everyone in the state of Hawaii to show them how much we care about them.

Mahalo,

Jennifer Pescador
Kailua, Hawaii
REAL

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health
Hearing; January 27th, 2012 at 2:45pm; Room 229

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 6 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 SB 2425 that addresses the advertising and display of tobacco products in our local stores.

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 \$34 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. I believe that SB 2425 does this and so I urge to you pass it. Doing so 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

January 25th, 2012

TO: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

RE: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Aloha Senators:

My name is Che Sabol. I am a Registered Voter residing in Honolulu, Hawaii. I'm part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. And I am in strong support of SB 2425.

I think it's extremely important to make a change now to storefront tobacco 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 8 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 SB 2425 shows 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 support of SB 2425.

Che Sabol
Honolulu, Hawaii
REAL

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health
Hearing; January 27th, 2012 at 2:45pm; Room 229

My name is Carrie Otto and I am a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I strongly support SB 2425 which addresses tobacco displays and tobacco marketing.

In a survey we conducted in 2009 regarding the placement of tobacco ads and products in Hawaii stores, we found nearly 300 tobacco ads at one single venue. Many of the ads were below three feet and at eye level for young children. As our elected officials, we need you to step up and protect Hawaii's youth from this type of advertising of an incredibly deadly and addictive product.

The unfortunate truth is that approximately one-third of all youth smokers will eventually suffer a premature death from a tobacco-related illness; by getting tobacco products out of the reach of kids and tobacco ads out of their face, we can ensure more Hawaii youth live longer, healthier lives.

Please show your commitment to our youth by supporting SB 2425.

Mahalo,

Carrie Otto
Pearl City, Hawaii
REAL

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Dear Senators,

Hi my name is Mana Maglinti and I am a student at Kalaheo High School. I am a member of the REAL program and I am really in support of SB 2425.

Last year I was really disappointed that the resolution (SCR 60) did not pass but am relieved that an actual bill for a law was introduced this year to address storefront tobacco marketing. See it's a problem that the people of Hawaii have to be subjected to look at horrible tobacco ads in our local communities. I have two little brothers and I know that they see them everyday.

REAL has done some research about just how much of this advertising there is in Hawaii. Other researchers have also found that exposure to tobacco ads had more influence on youth becoming smokers than peer pressure and parents smoking. Also think about if someone is a smoker and trying to quit, having to see tobacco ads is going to make them want to buy tobacco.

I also want you to know that my dad suffered two heart attacks and my mom had cancer related to smoking so this is very personal for me. Something needs to be done to prevent people from ever using tobacco. I'm asking you to help by passing SB 3546.

Sincerely,

Mana Maglinti
Kailua, Hawaii

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee, on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Dear Senators,

As a 16 year old of Kalaheo High School, residing in Kailua, Hawaii. I am writing this testimony in support of SB 2425 that would reduce tobacco promotion in our stores. Decreasing the amount of storefront promotion would decrease the amount of youth who become a new generation using these harmful products.

Storefront marketing is very eye appealing to all viewers including youth and adults...but mainly little children. If the young generations are seeing these storefront displays and ads they are more likely to pick up a tobacco products. Ads for these products shouldn't be shoved in our faces as youth. It is basically influencing kids/teenagers to try harmful products. I really feel that tobacco and alcohol products should be "OUT OF SIGHT, OUT OF MIND" completely but think that SB 2425 is a great start to making that come true.

I urge you to support this important bill. With your help it can be done. The health of our generation and new generations depends on this because these products are so harmful but yet so easily accessed.

Thank you for your time and consideration.

Sincerely,

Leanna Sanchez-Abella
614 Kalolina St.
Kailua, HI 96734

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Dear Senators,

Hello, my name is Brianna and I am a student at Kalaheo High School. I am writing to ask for your support for SB 2425 addressing the types of tobacco advertising in our local convenience stores including the placement of tobacco products.

Tobacco advertisements in our stores are portraying messages that smoking is a good thing. They use bright colors to attract the attention of children, teenagers and young adults. They have new ways of selling it now, like putting it in containers that look like mints or candy and it makes it eye-catching right at the check-out.

I'm asking that you help get a better control on storefront tobacco promotion by passing SB 2425. We need less tobacco promoting in our communities.

Sincerely,

Brianna Kreica
2028 S. Lawrence Rd.
Kailua, Hi 96734

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Tammra-Dale Cacal
350 Aoloa Street
Apartment A-216
Kailua, HI 96734

Dear Senators:

As a 16 year old residing in Kailua, Hawaii and attending Kalaheo High School, I am writing this letter to you, in hopes that you will support SB 2425 to change tobacco promotion in our convenience stores.

This form of marketing is referred to as storefront marketing. By decreasing the amount we are exposed to, children of the next generation will not be influenced or "pressured" to try a tobacco product because of the bright-colored ads being advertised in places that catch the minors' eyes. The products should not be shoved in our faces with advertisements. We should follow the philosophy that when tobacco ads are OUT OF SIGHT, they are also OUT OF MIND.

I urge you to support SB 2425 because this is important proposal. The health of the generations to come is on the line because of these harmful-product in our stores and the way they are marketed.

Thank you for your time and consideration.

Sincerely,

Tammra-Dale Cacal

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Kathryn Caudle
186 Kailua Rd.
Kailua, HI 96734

Dear Senators,

As a resident of Kailua town and a high school student, I am writing you to ask for your support SB 2425 which helps in the process of exposing the truth about local tobacco ads.

The way tobacco is being promoted in Hawaii is also happening all over the world. Smoking is addictive and the tobacco companies are aware of this. The advertising techniques that are used to lure in customers are very convincing. They target not only every race and gender, but our children are even getting intrigued. The fact that a simple convenience store is collaged with signs and ads that try to sell death sticks is pretty disgusting. This bothers me in many ways and I will continue to speak out until something is done.

Please pass SB 2425.

Sincerely,

Kathryn Caudle

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Kenneth McFadden
4944 Brown Dr.
Kailua, HI 96734

Dear Senators,

Tobacco kills more people than car crashes in the U.S. As a student of Kalaheo High School I am writing to inform you about the injustices of tobacco companies throughout the state of Hawaii. It should be illegal for tobacco companies and store owners to advertise these products the way they do. This is seen throughout the island and especially in Kailua. I support SB 2425 to try to stop what is happening in our local stores.

Other Tobacco Products (OTPs) like snus and skoal are made to attract people's attention with bright colors and they attract children too. This is setting up future generations to already be the smokers of the future. It's my opinion that tobacco should not even be sold in stores. If it has to be, then I think it should be sold only behind the counter and out of sight of children. Kids sometimes steal these products to use. By having the OTPs not behind the counter we are enabling kids to get products. The companies want that one by one the number of tobacco users increase. Today kids smoke, adults smoke, and elderly people smoke. It's a drug that should be illegal or at least be harder to obtain by everyone.

Please support SB 2425.

Sincerely,

Kenneth McFadden

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Keanu Apolo
430 Kailua Rd.
Kailua HI, 96734

Dear Senator,

My name is Keanu Apolo, I am a student at Kalaheo high school in Kailua, Hawaii. I'm writing you this testimony in support of SB 2425 related to tobacco advertising.

Advertisements pressure many young age males/females. My problem with that is that tobacco is the number one leading cause of death in our nation. Many stores have tobacco products and advertisements in places where they should not be. For example they put tobacco ads and products near things that many young people would want like near the Icees. This is confusing for children who think that a KOOL cigarette is as harmless as an Icee. Also the ads are very attractive to customers because of the colors and how companies advertise it.

The only thing the cigarette companies think of is making money. They don't care about people. They don't care that people die from smoking. We have to stop them. We need your help. If we all come together and work for what we want and feel is right, we will succeed. We can never give up. Please pass SB 2425.

Sincerely,

Keanu Apolo

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health
Hearing; January 27th, 2012 at 2:45pm; Room 229

Malia Hulleman
47-282 B Hui Iwa St.
Kaneohe, HI 96744

Dear Senators:

As a student in Kalaheo High School's Peer Education Program and a teenager under 18, I am writing to ask for your support for SB 2425 to lessen tobacco advertising in stores. This would help our youth to grow up without their minds being greatly influenced by the persuasive tobacco ads.

Even though I'm under 18 years of age I know and understand that advertising affects young children in so many ways. As they grow up the constant advertising they see about cigarettes engraves in their mind that these products are enjoyable and ok to use. With your help we can reduce the advertisements and hopefully change the way youth see tobacco products today. This would hopefully also reduce the amount of smokers in our state.

I urge you to support SB 2425 because it's an important stand against tobacco promotion in stores. We need to help our youth have a greater chance to live above the influence of tobacco products, because in theory when these products are out of sight then using them is out of mind.

Thank you for your time in reading my testimony. Your support will be greatly appreciated by not only me, but others as well.

Sincerely,

Malia Hulleman

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health
Hearing; January 27th, 2012 at 2:45pm; Room 229

Dear Senators,

As a resident of Kailua and a student of Kalaheo High School, I am writing to ask for your support to take action to pass SB 2425 about tobacco products.

We all know that tobacco smoking can affect your health in the most dramatic way. Most teens are now engaging in tobacco use because of the ads companies put right in our stores. They make people want to buy their products. I am concerned about the younger teens who see these ads everyday. Thinking about my 14 year old sister smoking is such a sad thing. Think about the people who are suffering because of cigarettes. We are not AGAINST smoking, we just want to address that these stores and tobacco companies are telling people, especially younger teens, to buy tobacco because it's all over the front doors and windows of our stores.

Please do something to help by passing SB 2425.

Sincerely,

Jan Katherine Sibug
320-1 Lale St.
Kailua, HI 96734

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Dear Senators,

As a resident of Kaneohe and as a student, I am writing in strong support of SB 2425 that would restrict tobacco promotion and advertisements in our public stores. As a Peer Educator we were taught by the Real Program about the impact of tobacco advertising on youth. When this was brought to my attention, I knew that I wanted to take immediate action.

Tobacco products and advertisements are shown to everyone including younger children. These advertisements are some of the root causes of youth becoming tobacco users. Seeing these products and ads makes it seem okay for them to smoke because it is now considered "cool," and acceptable. We need to limit the exposure to children and young adults to this type of marketing. I believe youth are the main audience for all the tobacco advertisements we see in our stores.

Mahalo for your support of SB 2425.

Sincerely,

Danielle Keith

44-308 #4 Olina St.

Kailua, HI 96744

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing;
January 27th, 2012 at 2:45pm; Room 229

Hello Senators:

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 SB 2425 that urges Hawaii to address tobacco displays.

Did you know that:

1. The tobacco industry spends more than \$33.5 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 SB 2425 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 is 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.** Ultimately we would like to see tobacco ads and products eventually moved completely out of sight in stores until requested by customers. For us SB 2425 is a step in the right direction. Please help us bring this vision to life by supporting SB 2425. We can't do it without your support.

Thank you,
Rebecca Marini
Ewa Beach, Hawaii

January 25th, 2012

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing;
January 27th, 2012 at 2:45pm; Room 229

Dear Legislators:

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 SB 2425.

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.

Many of 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. **Passing SB 2425 gets helps to reduce the access of youth to tobacco products. It also 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 support of SB 2425.

Cami Iwata
Ewa Beach, Oahu
REAL

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Aloha,

Hello, my name is Melissa Rapoza. I am a voter in Hawaii and a representative of REAL: Hawaii youth-led movement exposing the tobacco industry. I am in strong support of SB2425 that addresses tobacco display and promotion statewide.

Tobacco advertisements and sale displays are bombarding our children. I have 3 small children and the advertisements are at their eye-level of view. By allowing the tobacco companies to display their advertisements we are saying to our children that this product is ok and the norm.

The tobacco company works to make sure that their advertisements and their products are at the point-of-sale where everyone has to look at them while checking out, including our children. Often you can find tobacco products and ads right next to snack items like chips and candy which is where our children go to get snacks when we are in the store. Also this placement makes tobacco easily accessible for youth who may choose to steal it if they are unable to purchase it.

Youth Advocates with REAL have worked to educate others in their communities about tobacco advertising and how tobacco companies are targeting our youth. To allow these harmful products to be displayed and advertised for sale doesn't protect our youth from an industry that values profits over the well-being of people.

It's time for Hawaii to take steps to get tobacco ads and products out of sight. I strongly believe SB2425 accomplishes some of what needs to be done to protect our kids.

Research says that if we do this it will keep tobacco out of the minds of our young people ultimately reducing the number of young people who take up tobacco use and become life long customers of the tobacco industry.

I ask that you please support this measure to ensure that Hawaii maintains a commitment to protecting our kids against aggressive targeting by the tobacco industry through storefront tobacco marketing.

Thank you,

Melissa Rapoza
Kurtistown, Hawaii
REAL: youth-led movement exposing the tobacco industry



COALITION FOR A
TOBACCO-FREE HAWAII

To: The Honorable Josh Green, M.D. HTH Chair
The Honorable Clarence K. Nishihara, HTH Vice Chair

Fr: Deborah Zysman, MPH; Executive Director
Hrg: January 27, 2012
Re: Support for SB2425

Thank you for the opportunity to offer testimony in support of SB 2425 requiring tobacco products to be stored behind a counter, and requiring that advertisements that promote the use of tobacco be placed away from children. Prior to 2009, due to federal preemption, Hawaii lacked the legal authority to limit the display of tobacco products. In 2009, President Obama signed the Family Smoking Prevention and Tobacco Control Act into law. This federal law now allows local and state governments the ability to address the way tobacco products are sold and advertised.

This is an exciting step in having proactive policies that improve our public health.

This bill addresses two important issues.

- 1) The placement of cigarettes and tobacco products and
- 2) The advertisement of tobacco products at point of sale.

The placement of cigarettes and tobacco products.

The Coalition supports this section of the bill in full. Research has shown that eliminating self-service options for tobacco products reduces youth access to tobacco as well as theft of the products.

Research confirms that preventing the display of tobacco products leads to a decrease in the number of adolescents experimenting with and becoming addicted to those tobacco products.¹ Additionally, the World Health Organization has endorsed a ban on retail tobacco product displays as an effective method of reducing tobacco use.²

This is a promising practice that many states are considering or have enacted. Minnesota law prohibits self-service displays of cigarettes and smokeless tobacco, except in age-restricted retail tobacco stores that derive at least 90 percent of their revenue from the sale of tobacco and tobacco-related products.³ Similarly, New York State prohibits self-service tobacco displays in retail stores that are open to minors.⁴

¹ Markus P. Bidell, *Case Study of Attempts to Enact Self Service Tobacco Display Ordinances: A Tale of Three Communities*, Tobacco Control, 71-77 (2000)

² World Health Organization Framework Convention on Tobacco Control, *Guidelines for Implementation of Article 13*, adopted Nov. 2008;

³ MINN. STAT. § 461.18, subd. 1.

⁴ N.Y. PUB. HEALTH LAW § 1399-cc(7).



COALITION FOR A
TOBACCO-FREE HAWAII

The advertisement of tobacco products at point of sale.

The Coalition supports the intent of this section but understands that the specific remedies proposed may pose legal challenges to the State. The Coalition strongly urges the Legislature to explore additional options to address the advertisement of tobacco products at the point of sale.

The tobacco industry spends more than \$42 million on marketing its products to people in Hawaii. This marketing includes ads and product displays at the point of sale and in storefronts. Collectively, this impacts our children and those trying to quit.

In 2010, the Hawaii Tobacco Alcohol and Advertising Survey⁵ results were released. The results summarize data collected from more than 300 stores statewide. Results indicate that tobacco companies aggressively market its products at stores—through storefront ads and through the display of the products themselves. Tobacco products were regularly placed near candy and toys—products often enjoyed by children. 97% of stores had tobacco products at the point of sale and 90% had tobacco ads at the point of sale.

Tobacco ads play a major role in youth smoking. Worldwide and in the US, tobacco advertising, promotion and sponsorship entice young people to use tobacco, encourage smokers to smoke more, and decrease smokers' motivation to quit.⁶ Eighty-three percent of young smokers (aged 12-17) in the United States choose the three most heavily advertised brands.⁷

Unlike other products which outreach to consumers at stores, tobacco is deadly when used as directed. Tobacco products are still the leading cause of preventable disease. We can end this by making sure youth never start and tobacco users have every opportunity to quit. This measure will continue to place Hawaii at the forefront of tobacco prevention and control.

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

Deborah Zysman, MPH
Executive Director

The Coalition for a Tobacco Free Hawaii (Coalition) is the only independent organization in Hawaii whose sole mission is to reduce tobacco use through education, policy and advocacy.

⁵The Survey is the result of a partnership among the Coalition for a Tobacco-Free Hawaii, REAL—Hawaii's Youth Movement Exposing the Tobacco Industry, the Cancer Research Center of Hawaii, Mothers Against Drunk Driving, and the State Department of Health (Alcohol Drug Abuse Division and Tobacco Prevention Education Program.

⁶ *World Health Organization Report on the Global Tobacco Epidemic 2008: The mpower Package*. Geneva: World Health Organization; 2008. <http://www.who.int/tobacco/mpower/en/>

⁷ Substance Abuse and Mental Health Services Administration, *The National Survey on Drug Use and Health: 2004 Detailed Tables, Tobacco Brands* (2005);

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

I also believe that Hawaii needs to address the problem of tobacco marketing to our children. The tobacco industry spends more than \$42 million on marketing its products to people in Hawaii. This marketing includes ads and product displays at the point of sale and in storefronts.

In my community, I see tobacco companies aggressively marketing at stores—through storefront ads and through the display of the products themselves. Tobacco products are often placed near candy and toys—products enjoyed by children.

Tobacco ads play a major role in youth smoking. The World Health Organization reports that tobacco advertising, promotion and sponsorship entice young people to use tobacco encourage smokers to smoke more, and decrease smokers' motivation to quit.

Tobacco products are still the leading cause of preventable disease. We can stop this by making sure youth never start and tobacco users have every opportunity to quit. Storing tobacco products behind the counter and addressing tobacco industry marketing is a critical step in our tobacco prevention and control efforts.

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

Ropeta Gafa
47-155 Ahaolelo Rd
Kaneohe, HI 96744

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Janelle Lambson
PO Box 586
Hauula, HI 96717

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

LorrieAnn Santos
45-415 Lolii St.
Kaneohe, HI 96744

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Susan Oshiro-Taogoshi
5013 Hekili Road
Kapaa, HI 96746

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Karen Seth
44-361 Nilu St. #3
Kaneohe, HI 96744

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Valerie Saiki
4695 Mailihuna Rd
Kapaa, HI 96746

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Forrest Batz
34 Rainbow Dr
Hilo, HI 96720

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

natalie norberg
160 Keonekai Rd
2-202
kihei, HI 96753

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Ana Jimenez McMillan
58-1187 Iwia Place
Haleiwa, HI 96712

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Ron Fleck
75-5660 Kopiko Street, c7-330
Kailua-Kona, HI 96740

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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Antoinette Everett
257 Hololani St
257 Hololani St, Makawao 96768
Makawao, HI 96768

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

I also believe that Hawaii needs to address the problem of tobacco marketing to our children. The tobacco industry spends more than \$42 million on marketing its products to people in Hawaii. This marketing includes ads and product displays at the point of sale and in storefronts.

In my community, I see tobacco companies aggressively marketing at stores—through storefront ads and through the display of the products themselves. Tobacco products are often placed near candy and toys—products enjoyed by children.

Tobacco ads play a major role in youth smoking. The World Health Organization reports that tobacco advertising, promotion and sponsorship entice young people to use tobacco encourage smokers to smoke more, and decrease smokers' motivation to quit.

Tobacco products are still the leading cause of preventable disease. We can stop this by making sure youth never start and tobacco users have every opportunity to quit. Storing tobacco products behind the counter and addressing tobacco industry marketing is a critical step in our tobacco prevention and control efforts.

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

Cheryl Reeser
51-E Kealaloa Ave
Makawao, HI 96768

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Kanani Kilbey
642 Ulukahiki Street, Suite 105
Kailua, HI 96734

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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IF SB 2425 DOES NOT PASS I WILL DO MY BEST TO MAKE SURE THAT EVERYONE I KNOW IN YOUR DISTRICT KNOWS THAT YOU ARE PERSONALLY RESPONSIBLE FOR KIDS BECOMING ADDICTED TO THE MOST DEADLY LEGAL POISON AFFLICTING THE HUMAN RACE.

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

Richard Melton
447 Olomana Street
Kailua, HI 96734

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Michelle Teuber
2677 Kilauea Ave
Hilo, HI 96720

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Carol Kozklovich
POBox 25606
Honolulu, HI 96825

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Michelle Hiraishi
69 Railroad Ave
Hilo, HI 96720

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter to reduce youth access to tobacco and lower youth tobacco use.

I also believe that Hawaii needs to address the problem of tobacco marketing to our children. The tobacco industry spends more than \$42 million on marketing its products to people in Hawaii, and Big Tobacco effort are successful. In my neighborhood in Honolulu, I see tobacco companies aggressively marketing at stores—through storefront ads and through the display of the products themselves. Tobacco products are often placed near candy and toys—products enjoyed by children.

When I walk near a local high school in the morning, I frequently see young girls and boys smoking cigarettes as they walk to school

Tobacco ads play a major role in youth smoking. The World Health Organization reports that tobacco advertising, promotion and sponsorship entice young people to use tobacco encourage smokers to smoke more, and decrease smokers' motivation to quit.

Tobacco products are still a leading cause of preventable disease. We can stop this by making sure youth never start and tobacco users have every opportunity to quit. Storing tobacco products behind the counter and addressing tobacco industry marketing is a critical step in our tobacco prevention and control efforts.

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

Phillip B. Olsen

Phillip Olsen
999 Wilder Ave.
Apt 505
Honolulu, ID 96822

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter. I believe this will help to reduce youth access to tobacco and lower youth tobacco use rates.

With my first child on the way I believe more than ever that Hawaii needs to address the problem of tobacco marketing to our children. With all the money the tobacco industry is spending on marketing its deadly products its impossible to ignore the brightly colored ads and product displays at the point of sale and in storefronts.

In my community, every time I go to convenience stores, gas stations, and even places of health such as drug stores, I see tobacco companies aggressively marketing. It drives me even more crazy that often times, tobacco products are placed near candy and toys—products enjoyed by children.

Too many people have suffered and died as consequence of tobacco use. Storing tobacco products behind the counter and addressing tobacco industry marketing is a critical step in our tobacco prevention and control efforts.

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

Megan Inada
45-360 Halenani Place
Kaneohe, HI 96744

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

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

Oreta Tupola
54-316 Kam Hwy
Hauula, HI 96717

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

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

Stacey Krenelka
172 Waipahe St.

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Kihei, HI 96732

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

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

Sarah Taliaferro
2221 Booth Road
Honolulu, HI 96813

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Michelle Schiffel
1020 Aoloa Pl. #204A
Kailua, HI 96734

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Lisa Maddock
120 Kaeleloi Pl.
120 Kaeleloi Pl.
Honolulu, HI 96821-2439

Testimony for HTH 1/27/2012 2:45:00 PM SB2425

Conference room: 229

Testifier position: Oppose

Testifier will be present: No

Submitted by: Jake Watkins

Organization: Individual

E-mail: jjw333333@gmail.com

Submitted on: 1/25/2012

Comments:

Another attack on small retailers and our 1st amendment.

Testimony for HTH 1/27/2012 2:45:00 PM SB2425

Conference room: 229

Testifier position: Oppose

Testifier will be present: No

Submitted by: Micheal Zehner

Organization: Hawaii Smokers Alliance

E-mail: mz9995@hotmail.com

Submitted on: 1/25/2012

Comments:

Looks like the professional anti-smoking lobby wants to ban speech they don't agree with again. Of course these same folks have no problem with liquor and condom ads at kids eye level right next to the candy because they're not getting payed to care about that.

Testimony for HTH 1/27/2012 2:45:00 PM SB2425

Conference room: 229

Testifier position: Oppose

Testifier will be present: No

Submitted by: Kathy Kim

Organization: Individual

E-mail: kathyk323@hotmail.com

Submitted on: 1/25/2012

Comments:

Yesterday, my 5 year old bought cigs at 7-11 because he saw a Marlboro add. I think Baker would believe this story.

The Honorable Josh Green, M.D. HTH Chair
The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Anne LaPorte
301 Opihikao Place
Honolulu, HI 96825

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

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nora usita
170 aikane circle
hilo, HI 96720-9733

The Honorable Josh Green, M.D. HTH Chair
The Honorable Clarence K. Nishihara, HTH Vice Chair

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Ryan Mandado
1545 Ahonui st
1545 Ahonui st
Honolulu, Kalihi, HI 96819-3506

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Ann Keeler
367 likeke pl.
KAPAA, HI 96746

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Patricia Fleck
76-4353 LEILANI STREET
Kailua-Kona, HI 96740

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Raul Hayasaka
1399 Manu Aloha Street
Kailua, HI 96734

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Elizabeth Gulbranson Nesti
1538C Palolo Ave
Honolulu, HI 96816

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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Patricia Sampson
7012 Hawaii Kai Dr. #806
Honolulu, HI 96825

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Michelle Gray
430 Lanipuaa Street
Honolulu



To: Chair Senator Josh Green, MD, Vice-Chair Senator Clarence Nishihara,
Health Committee Members

Hrg: Friday, January 27, 2012 @ 2:45pm, conference room 229

Re: **Relating to Tobacco**
Testimony in STRONG SUPPORT of SB 2425

By: Valerie Chang, JD, Executive Director
Hawaii COPD Coalition, www.hawaiicopd.org
733 Bishop Street, Suite 1550, Honolulu, HI 96813
(808)699-9839
copd.hawaii@yahoo.com

I thank you for this opportunity in strong support of requiring all retailers to store tobacco products for sale behind the counter. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.. This topic is very important to our organization, as we help those who suffer the awful ravages of long-term exposure to tobacco, those with emphysema and chronic bronchitis.

My name is Valerie Chang. I am Executive Director of the Hawaii COPD Coalition. Our organization provides services and support to Hawaii's people affected by Chronic Obstructive Pulmonary Disease, more commonly known as emphysema and chronic bronchitis. COPD is now the third leading cause of death in the US and second leading cause of disability. Over 30,000 people in Hawaii have already been diagnosed with COPD and it is estimated that at least 30,000 more people may suffer from COPD but remain undiagnosed. Many of these COPD patients were seduced by tobacco when they were very young and unable to quit the addiction for decades, causing irreparable harm. There are over \$55 million in COPD hospital charges in Hawaii each year. Our organization provides free breathing testing, resources, information and support for cessation and those with lung disease. In 2011, we have conducted over 1000 breathing tests (spirometries) in over 40 clinics, including 6 on the Big Island, 3 on Maui, 2 on Kauai, and 3 on Molokai.

Hawaii needs to address the problem of tobacco marketing to our children. The tobacco industry spends more than \$42 million on marketing its products to people in Hawaii. This marketing includes ads and product displays at the point of sale and in storefronts. Throughout our state, I see tobacco companies aggressively marketing at stores—through storefront ads and through the display of the products themselves. Tobacco products are often placed near candy and toys—products enjoyed by children. Tobacco ads play a major role in youth smoking. The World Health Organization reports that tobacco advertising, promotion and sponsorship entice young people to use tobacco encourage smokers to smoke more, and decrease smokers' motivation to quit.

In my recent trips to Canada, I have been struck by the very limited advertising allowed for tobacco products. Tobacco is often sold in a separate store with VERY PLAIN lettering—black letters on a white background just stating "Tobacco," with no pictures, no color and definitely not among items marketed to children. The packages of cigarettes also contained very graphic warning labels, like those FDA is proposing in the US.

Tobacco products are still the leading cause of preventable disease. We can stop this by making sure youth never start and tobacco users have every opportunity to quit. Storing tobacco products behind the counter and addressing tobacco industry marketing is a critical step in our tobacco prevention and control efforts.

Thanks for the opportunity to testify about this issue that is so vital to the health of Hawaii and our nation. This issue is very important to our state and our Hawaii COPD Coalition is very glad that this committee has taken a leadership role in addressing this important matter.

Testimony for HTH 1/27/2012 2:45:00 PM SB2425

Conference room: 229

Testifier position: Support

Testifier will be present: No

Submitted by: Jennifer Ray

Organization: Individual

E-mail: jennifer.237@gmail.com

Submitted on: 1/26/2012

Comments:

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

I also believe that Hawaii needs to address the problem of tobacco marketing to our children. The tobacco industry spends more than \$42 million on marketing its products to people in Hawaii. This marketing includes ads and product displays at the point of sale and in storefronts.

In my community, I see tobacco companies aggressively marketing at stores—through storefront ads and through the display of the products themselves. Tobacco products are often placed near candy and toys—products enjoyed by children.

Tobacco ads play a major role in youth smoking. The World Health Organization reports that tobacco advertising, promotion and sponsorship entice young people to use tobacco encourage smokers to smoke more, and decrease smokers' motivation to quit.

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

Terry Lee Poaipuni
1501 Uakea St.
5101 Uakea Street
Hana, HI 96713

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Anna Mayeda
95 Mahalani Street
wailuku, HI 96793

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Kevin Cassel
1054 Green St. 508
Honolulu, HI 96822

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Debbie Odo
650 Iwilei Road
Suite 208
Honolulu, HI 96817

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nišihara, HTH Vice Chair

Hrg: January 27, 2012

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

Raylene Aihara
221 Mahalani
Wailuku, HI 96793

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Sonya Niess
495 Awalau Rd
Haiku, HI 96708

To:

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

Re:

Strong Support for SB 2425, Relating to Tobacco
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

Aloha. My name is Mikiala Johnson. I'm from Wailua, Kaua'i. I'm part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. And I support SB 2425.

Looking at the premise of SB2425, I think it is appropriate to say that the negative impact of tobacco product placement and advertising is now known. However, what I'm sure most people realize is that tobacco advertising is more powerful on our youth today than being exposed to parental smoking and peer pressure. We cannot continue to allow companies like Phillip Morris to proceed with their "intrusive visibility" methods of marketing.

Though most of our local stores keep cigarettes behind counters and away from keiki reach, they neglect the Other Tobacco Products (OTPs). Many of these are not only candy flavored, but have packaging and colors that of which match the candy displays they are often placed near.

Our younger generations of Hawaii are considered as nothing more than "replacement smokers" and are being targeted by the tobacco industry to keep Big Tobacco profits strong. Supporting SB 2425 shows that you, as elected officials, pledge to stand-up for our younger generations and do your part in protecting us from the manipulating ways of the tobacco industry.

Mahalo for supporting SB 2425.

Mikiala Johnson
Wailua, Kauai
REAL

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: Strong Support for SB 2425, Relating to Tobacco
Committee on Health Hearing;
January 27th, 2012 at 2:45pm; Room 229

My name is Jennifer Ray. I am a resident of Kaua'i and a registered voter in Hawaii. I am writing to express my support for SB 2425, which concerns tobacco products and advertising in local establishments.

Through my involvement with REAL: Hawai'i Youth-Led Movement Against the Tobacco Industry, first as a youth leader and then as the Island Coordinator for Kaua'i, I learned that the tobacco companies spend around \$34.5 million dollars annually on the advertisement of tobacco products. This money funds tobacco promotion in our communities' stores which recruits new, young "replacement" smokers from among Hawai'i's youth.

In 2009 REAL did released the Tobacco and Alcohol Advertising Survey (TAAS). For the survey, REAL's youth members collected information about the placement of tobacco ads and products in stores throughout the state of Hawai'i. In just one store they found close to 300 tobacco ads, many of which were at the eye level of children (3 feet or under). A significant amount of stores also had tobacco products and ads near the products that youth shop for in our local stores like chips, ice cream, candy, and toys. Ubiquitous advertising in our communities impacts our perceptions of smoking, making it seem normal and more prevalent than it actually is. SB2425 would be a step toward addressing this issue -- a step that is long overdue.

We know that the tobacco industry targets youth through aggressive advertising and we know that smart advertising can be extremely effective. The members of REAL work every day to counteract aggressive marketing by educating their peers about the tobacco industry's devious tactics and by performing surveys like TAAS. REAL and many other community organizations have worked tirelessly in all aspects of tobacco prevention and their efforts need to be backed by fact-based, proactive legislation such as SB2425.

Please support SB 2425 so that we can get all tobacco products out of the reach of our keiki, so that the only thing they see when wandering about the corner store isn't a slew of ads for cigarettes. Our communities will be healthier in the long run.

Mahalo,

Jennifer Ray
Kapahi, Kaua'i, Hawai'i

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

I am Lei Johnson of Wailua, Kauai. I am part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry, and I strongly support SB 2425.

I think it's safe to assume that the general public of Hawaii knows that the number one cause of preventable diseases, like lung cancer, is smoking tobacco. However, many of our youth fail to grasp THIS fact: Advertising alone has an influence on the youth of today stronger than peer pressure and exposure to family smokers.

While cigarettes are usually stored behind the counter, many Other Tobacco Products (OTPs) can be found colorfully wrapped and flavored like the candy and food items they're sold by. I find this deceptive, not only to the adults that shop at the stores but also to the children that go in there looking for a new candy to try out.

As one of the many younger members of REAL, I personally appreciate the pledge you're making for Hawaii's youth. Your support for SB 2425 shows just how much Hawaii's leaders are caring for our future.

Thank you for your SB 2425 support.

Lei Johnson
Wailua, Kauai
REAL

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health
Hearing; January 27th, 2012 at 2:45pm; Room 229

My name is Megan Chan and I am a Tobacco Treatment Specialist for the HEALTHY Program located at Kapi'olani Women & Children's Medical Center. I strongly support SB 2425 that addresses tobacco displays and tobacco marketing.

On a daily basis I see the nondiscriminatory consequences of smoking that affect people at all stages of life. It affects the hospitalized boy whose father wants to quit smoking because he knows it is the cause of his son's illness. It affects the underage teen who smoked throughout her pregnancy but wants to quit now, for her baby's health. It affects a terminally-ill cancer patient who wants to quit so her spouse also has the courage and support to quit.

Prevention is the key. 11.3% of high school students in Hawaii smoke and there are 1,500 kids who become new daily smokers each year. **Reduce the tobacco displays and tobacco marketing that target our keiki into beginning an addiction that can last a lifetime.**

I see mothers, fathers, aunties, uncles, grandmas, and grandpas – all who started smoking and now want to quit. **It's time to be proactive.** Let's take the step toward prevention today. Reduce the advertising of a product that is responsible for hooking our youth into a lifelong addiction. Get rid of tobacco marketing so my patients who are desperately trying to quit can enter a store without being bombarded by constant reminders of an addiction so strong that it has been compared to cocaine.

I strongly urge you to support SB2425 and help us in our prevention effort to reduce tobacco marketing directed at our youth.

Mahalo,

Megan Chan
Tobacco Treatment Specialist



ABC STORES
766 Pohukaina Street
Honolulu, Hawaii 96813-5391
www.abcstores.com

Telephone: (808) 591-2550
Fax: (808) 591-2039
E-mail: mail@abcstores.com

TESTIMONY
SENATE COMMITTEE ON HEALTH
On SB 2425 – Relating to Tobacco
Friday, January 27, 2012, 2:45p
Conference Room 3229
State Capitol

To the Chair and Committee Members:

ABC Stores OPPOSES Senate Bill 2425, Relating to Tobacco.

My name is Paul Kosasa, President and CEO of ABC Stores, a local company doing business in Hawaii for over 60 years, with 50+ stores statewide.

We currently store cigarettes and certain tobacco products behind our counters. However, specialty tobacco products, like cigars, should be made available as self service.

Regarding the component on advertising of cigarettes and tobacco products, this violates the commercial of free speech doctrine. We cannot enjoy our freedom if freedom is taken away.

There are already strict laws and penalties that prohibit the sale of cigarettes and tobacco to minors. Sting operations have proven to be successful in this area. While it is in the best interest of the legislature to promote non-use of tobacco products by minors, government should not write laws on how retailers should merchandise their stores, and legislators should not over-regulate for the sake of doing it.

Educating our keiki on the harmfulness of cigarettes and tobacco products should start at home and in schools. The tobacco settlement money funds many non-profit organizations to educate and increase awareness of the use of tobacco-related products.

Retailers are a conduit for legitimate smokers to buy cigarettes and tobacco products.

Thank you for the opportunity to submit testimony on this bill.

A handwritten signature in black ink, appearing to read "Paul Kosasa", written over a printed name and title.

PAUL KOSASA
President & CEO



HAWAII FOOD INDUSTRY ASSOCIATION (HFIA)

1050 Bishop St. Box 235
Honolulu, HI 96813
Fax : 808-791-0702
Telephone : 808-533-1292

TESTIMONY
SENATE COMMITTEE ON HEALTH
On SB 2425 – Relating to Tobacco
Friday, January 27, 2012, 2:45p
Conference Room 3229
State Capitol

To the Chair and Committee Members:

The Hawaii Food Industry Association **OPPOSES** Senate Bill 2425, Relating to Tobacco.

Many of our smaller retailers have expressed grave concerns about their inability to implement this law. Our members feel that this bill creates a very difficult level of micro-managing of their retailing functions. Retailers have long recognized the health hazards of smoking cigarettes and for that reason they store cigarettes and certain tobacco products behind their counters. However, some specialty tobacco products, like cigars, can at times be available as self service.

Regarding the component on advertising of cigarettes and tobacco products, this violates the commercial of free speech doctrine. This provision is especially difficult to implement in stores with limited space and is yet another regulation that mom and pop stores will have to fear being fined for violating despite their best attempts to comply with the law.

There are already strict laws and penalties that prohibit the sale of cigarettes and tobacco to minors. Sting operations have proven to be successful in this area. While it is in the best interest of the legislature to promote non-use of tobacco products by minors, government should not write laws on how retailers should merchandise their stores, and legislators should not over regulate for the sake of doing it.

Educating our keiki on the harmfulness of cigarettes and tobacco products should start at home and in schools. The tobacco settlement money funds many non-profit organizations to educate and increase awareness of the use of tobacco-related products. Thank you for the opportunity to provide this testimony.

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

My name is Tristyn Gomes, and I am a senior at H.P. Baldwin High School in Wailuku on Maui. I am a member of REAL: Hawaii's youth-led movement against the tobacco industry. Tobacco control is very important to me, and I am even doing my senior project over how tobacco companies directly target youth with their products and their advertisements. I am writing this testimony in strong support of SB 2425.

We, as the REAL movement, have been working hard in our fight against the tobacco industry and have been aiming for a bill like this for years. This bill I believe will be very important to society and lessen the influence of tobacco companies on youth and directly reducing the number of youth who will start to use tobacco products.

The second point in this bill is what caught my eye. This bill "Requires advertisements that promote or encourage the purchase or use of cigarettes or tobacco products to be placed twenty-five feet away from children's products, toys, cookies, candy, ice cream, gum, or snacks".

It brings joy to me that someone is finally doing something about this problem and fixing it. I am very glad to have been a part of REAL to now potentially stop the advertisements of tobacco from manipulating today's youth. Now I have the hope of being less stressful knowing that tobacco advertisements will no longer be found around items that my little sister likes. I would no longer have to worry when she asks me to buy her a tobacco product because she mistakes it as candy or thinks it is pretty and colorful. Little children like my sister can be so interested on what is shown on the tobacco advertisements because of its design of the package, or the bright colors that attracts their eyes. That is why I completely agree with this bill.

Thank you for your consideration. Please support SB 2425.

Tristyn Gomes
Wailuku, Hawaii

REAL
tristyn.gomes@yahoo.com

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Aloha Legislators,

My name is Madieson Felicilda, and I am a senior at Maui High School. I am also a Board Member of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I am submitting this testimony in support of Bill 2425. This bill is everything that REAL has been trying to do in our communities. REAL's mission is to attack the tobacco industry not the consumer, to expose the tobacco industry's manipulative tactics and their effects, and to educate, protect, and empower our generation.

In REAL there is an OSOM Committee, which I am also a part of. OSOM stands for "Out of Sight, Out of Mind". I believe that if the tobacco products were out of sight then there will be less influence to youth here in Hawaii. The tobacco company's main target is youth because they want us to become the new customers.

This bill will do three things, which I am really in favor of. By having cigarettes and other tobacco products stored for sale behind the counter, it will help decrease the influence that it has on youth because usually there are products near the checkout areas. Having the tobacco products out in the open is just another manipulative tactic to recruit new, younger customers. Current tobacco users already know what brand or color they normally would purchase. So there is no need to have it out there in the open.

By decreasing advertisements that promote or encourage the purchase or use of cigarettes or tobacco products to be placed twenty-five feet away from children's products, there would be a positive impact here in Hawaii. Like I said before, the tobacco companies target youth so that they can become the new smokers. They make their products look good and color coordinate them to look like candy. By placing tobacco next to youth items, it is making these tobacco products seem less harmful and intriguing.

Also, advertisements that promote or encourage the purchase or use of cigarettes or tobacco products being placed four feet off the floor being removed would also be a really great thing because I have seen tobacco advertisements directly at the eye level of children. Moving these ads will keep them out of direct sight of kids.

Thank you for your time, and I am strongly in favor of this Bill being passed. Please support SB 2425.

Madieson Felicilda
Wailuku, Hawaii
REAL
bluebearsmilez@gmail.com

To: Senator Josh Green; M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

My name is Kiana Cordeiro. I am a 17-year-old senior at H.P. Baldwin High School and reside in Wailuku on Maui. I am a state board member with REAL: Hawaii's youth-led movement exposing the lies and manipulations of the tobacco industry. As a youth advocate of REAL, I am writing this testimony because I am in strong support of SB 2425.

For many years, the tobacco industries have been claiming lives with their lies. Too long have people stood by idly watching as the tobacco industries bombard our local stores and communities with their deceptive marketing. Tobacco industries start targeting people when those people are young to become the next generation of users. For decades the tobacco industry claimed that they were not targeting youth or young adults, but that is untrue. An example is what RJ Reynolds said in 1984, "Younger adult smokers are the only source of replacement smokers."

As a youth, I am offended that when I look around stores I see numerous ads supporting tobacco products. I see power walls and tobacco products located throughout the store, in the aisles, and at the cash register. I see big signs being hung inside and outside of establishments at the eye level of children promoting tobacco products.

I am the oldest child of three children; I care about my siblings; I care about our youth. I care about our future. I care that tobacco industries are deliberately putting signs or items near things that attract youth. Children and youth shouldn't have to be subjected to tobacco products. They shouldn't know more brands of cigarettes than candies.

By passing Senate Bill 2425, you will protect me and many other youth by requiring cigarettes and tobacco products to be stored for sale behind a counter making these products less accessible to children. You will remove the association for youth between candy and tobacco products and will remove these items from the eye level of kids.

I am a citizen of the United States; I am a resident in Hawaii. I have a voice not because people say I can have one, but because I believe that no one is too young to make a change. I may not be considered an adult through the eyes of most but you could help me and many others with our voice and change things one step at a time.

Thank you so much for your time and I am honored to be able to write and testify. I hope that the people who read this will do what is right and help us save the future of Hawaii's youth. Change has to start somewhere. In the time that you all will decide, I would like you to think about your children and grandchildren and generations after that; what kind of life would you want for them? Again, please support SB 2425.

Mahalo,

Kiana Cordeiro
Wailuku, Hawaii
REAL
papinyellow@yahoo.com

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

My name is Kristyn Vasconcelles. I reside in Lawai on the island of Kaua'i. I am the REAL and I greatly give my highest consent and support of granting SB 2425.

The youth of Hawaii serve as targets for tobacco companies, who are attracting a new generation of tobacco users in order for its industry to survive. As a result, tobacco companies are using carefully calculated marketing strategies to reach underage populations and to ensure they become long-term consumers.

By reducing the visibility and accessibility of tobacco products in stores at the point-of-purchase, near youth attractions (candy, chips, ice cream, or toys) and eye-level of youth will greatly decrease the chances of youth becoming consumers of these destructive products.

Tobacco industry influence is strong in our local communities and it needs to be regulated, before it's too late. The youth are the future and it's our duty to ensure that their health and safety is accounted for. By passing SB 2425 you as elected officials will be helping to save many youth of this generation from experimenting with these deadly products and be one step closer to ending this brutal industry.

Mahalo for your support for SB 2425.

Kristyn Vasconcelles
Lawai, Kauai
REAL

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

My name is Alexander Halley. I am a Baldwin High School graduate on Maui, and I am writing to strongly support SB 2425.

Through my work with REAL: Hawaii's youth-led movement against the tobacco industry, I have seen our state advance in healthy policies for the residents of Hawaii. We have successfully passed smoke-free restaurants, beaches, workplaces, and have substantially raised taxes on tobacco products. Passing this bill would be another victory for Hawaii in our fight against the tobacco industry.

Tobacco is a deadly product and big tobacco companies are targeting youth to become their next customers. By allowing tobacco products and advertisements to be displayed at eye level of children and near youth friendly items, youth are becoming victims and vulnerable to tobacco influence. This type of advertising works and it works even more successfully on youth. Please don't let our youth become victims of the tobacco industry's manipulations.

Please support SB 2425 and keep big tobacco's influence out of our islands.

Mahalo for your support for SB 2425.

Alexander Halley
Wailuku, Hawaii
REAL
ahalley14@gmail.com

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

Thank you for taking the time to read my testimony. I am Hannah J. Fuqua. I am recent Baldwin High School graduate from Kihei and a board member for REAL: Hawaii's youth-led movement against the tobacco industry. I am writing in strong support to SB 2425.

I would like to see greater advertising laws put in place limiting the placement of tobacco ads next to youth friendly items and at their eye level. We know advertising influences youth more than peer pressure to start using tobacco. With that being said, if advertising is not kept in check, we could see an increase in smoking.

I would like to see less tobacco advertising that directly targets youth to become the next generation of smokers. Please protect our youth from an ugly future. Thank you again for your time. Please support SB 2425 that will reduce tobacco's influence on Hawaii's youth.

Sincerely,

Hannah J. Fuqua
Kihei, Maui
REAL
hannah_fuqua@hotmail.com

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

My name is Leticia Gaspar, and I am a resident of Napili on the island of Maui. I'm writing this testimony to strongly support SB 2425 because it will ultimately reduce the impacts tobacco has on youth and children. By reducing the marketing tactics of tobacco in our local stores, this will definitely decrease the curiosity and use of tobacco products by youth.

Flashy advertisements and tobacco products are currently displayed at the eye level of children. Not only is that bad enough, but other tobacco products, such as cigars and cigarillos, are easily accessible in stores and in hands reach of our youth. This is to completely target the younger generation as replacement tobacco users, as the older generation is dying off every day because of this deadly product.

Some tobacco products are even placed beside candy, cookies and sweets, items that are highly attractive to youth. This is causing a mental association between products children love and a deadly, addictive product. It further encourages tobacco use in the younger generation.

All these factors should be taken into consideration when protecting our youth. Passing this bill will assist in saving our younger generation from being the victim of an addiction that may potentially kill them. As our elected lawmakers, please take a strong stance and support SB 2425. Thank you for your consideration on this important issue.

Leticia Gaspar
Napili, Hawaii
leigaspar@gmail.com

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

My name is Jessica Gazmen, born and raised on Maui. I am a freshman at the University of Hawaii-Maui College studying for a degree in psychology. I am also a member of REAL: Hawaii's Youth Movement Against the Tobacco Industry. I am writing this testimony to say that I strongly support Bill 2425.

I can recollect going to gas stations, general stores and grocery stores when I was growing up. I remember always seeing a power wall of tobacco products advertised to be sold right by the checkout, and I always thought it was ugly. Unfortunately, more recently, I've been seeing tobacco products near children's toys, candies and other kid friendly products. I never understood why tobacco companies would have storeowners put such an awful product near kid friendly items. Once I joined REAL, I found the answer to my curiosity.

First, tobacco companies want to make children their number one targets. Why the children? It's because the tobacco industries need people to fill the shoes for those who have died from smoking or using too much tobacco. Of course, at this age, children cannot buy tobacco products, but in the future, they will grow up and remember the tobacco product being next to their favorite candy or toy. They may think that the products are harmless. Therefore, they will experiment with trying it and get addicted to something they will regret getting into at such a young age. Second, having the tobacco product near kid's toys or candies in the store isles make these items easily accessible by children, youth, teens, and practically everyone. Children can easily grab these harmful products because unlike cigarettes most other tobacco products are not found purely behind the counters of stores.

The placement of tobacco products and advertisements has a huge impact on our keiki. I believe the keiki are being bombarded with unnecessary tobacco signs everywhere they look. A lot of times these advertisements are placed really low, at the eye level of children. REAL's current campaign is "Out of sight, Out of mind," when it comes to tobacco products and tobacco advertisements. It's self-explanatory, but it shows how much of an impact it can make on an individual.

With this said, please pass Bill 2425 and help our keiki live a healthy life and gain a healthy future.

Mahalo.

Jessica Gazmen
Wailuku, Hawaii
REAL
jess_gazmnn@yahoo.com

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

My name is Joen Nalundasan and I reside in Kahului, Maui where I attend school as a senior at Maui High School. I joined REAL: Hawaii Youth Movement Exposing the Tobacco Industry back when I was a junior because I have seen what horrible effects tobacco companies were making on the island I was grown and raised on. Therefore, I am in strong support of SB2425.

I take part in a lot of health related activities in my academics and through what I have learned is lung cancer is the most common cancer found in men and women and is one of many preventable diseases. The tobacco companies are one of the major contributors of advertising their products to citizens, children and teenagers like me. Any could argue that this is common knowledge and everyone has a choice to resist tobacco, but tobacco advertising is very powerful on youth. It's more influential than peer pressure and parental smoking. Yet, we still allow legal marketing in our local stores, placing advertisements in places where it is inevitable for everyone to see, that is including our future generation.

Cigarettes are being normally kept behind the counter but those that are candy flavored are being placed in easily accessible places and located near the candy. It is acts like these that can influence someone and make them think that smoking is good. In kid's eyes, it makes tobacco products look just like candy. It doesn't show any of the damaging health effects you will have later.

This is our future generation we are affecting and although it is inevitable to stop the production of tobacco advertisements, we can make a difference with this bill and lower the chances of our youth being impacted by these tobacco ads and products. Ultimately, this will reduce the number of youth who will become new smokers. Supporting SB 2425 is the way to go. Protect the Hawaii and protect our generation.

Thank you for your support for SB 2425.

Joen Nalundasan
Kahului, Hawaii
REAL
joen.mae@gmail.com

LATE
TESTIMONY
SB2425

HTH Committee Hearing 1/27/2012

LATE

NEIL ABERCROMBIE
GOVERNOR OF HAWAII



LORETTA J. FUDDY, A.C.S.W., M.P.H.
DIRECTOR OF HEALTH

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

In reply, please refer to:
File:

SENATE COMMITTEE ON HEALTH

SB2425, RELATING TO TOBACCO

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

January 27, 2012
2:45PM, Rm. 229

1 **Department's Position:** The Department of Health (DOH) supports the intent of this measure. DOH
2 has concerns over the portions of the bill that may conflict with recent federal courts decisions on
3 abridging commercial free speech.

4 **Fiscal Implications:** Possible costs associated with community and retailer education.

5 **Purpose and Justification:** This measure proposes to require that cigarettes and tobacco products be
6 stored for sale from behind the counter. The bill further requires ads that promote or encourage the
7 purchase or use of cigarettes or tobacco products be placed twenty-five feet away from children's
8 products, and requires ads that promote or encourage the purchase or use of cigarettes or tobacco
9 products be placed four feet off the floor. The bill permits exceptions for retail tobacco stores, bars, or
10 establishments where the minimum age for admission is eighteen.

11 Smoking and tobacco use remain Hawaii's and the nation's leading cause of preventable
12 morbidity and mortality. In Hawaii there are over 1,100 deaths each year attributed to a tobacco-related
13 illness costing approximately \$336 million in medical and health care costs, of which \$117 million are
14 Medicare-related, and another \$330 million in lost productivity due to premature death. Each year
15 approximately 3,000 Hawaii youth begin experimenting with cigarettes and other tobacco products. The

1 tobacco companies spend more than \$42 million annually in Hawaii on advertising, marketing, and
2 promotions to attract 'replacement smokers'.

3 It has been established that there is a relationship between advertising and promotions and
4 increased tobacco use particularly among youth. Because of restrictions on mass media ads and the
5 Master Settlement Agreement, the tobacco companies have now made storefronts and points-of-sale as
6 the new arena for advertising tobacco products, providing financial incentives to retail stores for product
7 placement.

8 A 2007 Hawaii study indicated that over 76% of high school students and over 71% of middle
9 school students reported seeing tobacco product ads at local stores and gas stations. A 2008 Hawaii
10 study found that on average, stores displayed at least 2 outdoor ads and 17 indoor ads for tobacco
11 products, with small stores most likely to have the greatest number of ads.

12 Hawaii's smoking prevalence for both middle school students and high school students are low,
13 4.2% and 11.7% respectively (2009 Youth Tobacco Survey). Yet, despite these low numbers, Hawaii
14 has a compelling interest in preventing the initiation of cigarettes and other tobacco and nicotine
15 products among youth.

16 The DOH recognizes that placing tobacco products behind the counter is a realistic action to
17 discourage tobacco company ads at point-of-sale. The DOH further recognizes that recent federal court
18 decisions have brought forward constitutional issues that would prevent actions taken to restrict what
19 has been deemed commercial free speech, as described in Section 2 (a) and (b), page 4 lines 8-19 of the
20 proposed of the bill.

21 Thank you for the opportunity to testify on this measure.

LATE

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

Dear Legislators:

Thank you for taking the time to read my testimony. I am Hannah J. Fuqua. I am recent Baldwin High School graduate from Kihei and a board member for REAL: Hawaii's youth-led movement against the tobacco industry. I am writing in strong support to SB 2425.

I would like to see greater advertising laws put in place limiting the placement of tobacco ads next to youth friendly items and at their eye level. We know advertising influences youth more than peer pressure to start using tobacco. With that being said, if advertising is not kept in check, we could see an increase in tobacco use.

I would like to see less tobacco advertising that directly targets youth to become the next generation of smokers. Please protect our youth from an ugly future. Thank you again for your time. Please support SB 2425 that will reduce tobacco's influence on Hawaii's youth.

Sincerely,

Hannah J. Fuqua
Kihei, Maui
REAL
hannah_fuqua@hotmail.com

LATE



**THE OFFICIAL SPONSOR
OF BIRTHDAYS.™**

January 26, 2012

Senate Committee on Health
Senator Joshua Green, M.D., Chair
Senator Clarence Nishihara, Vice Chair

Hearing:

State Capitol Room 229
January 27, 2012, 2:45 p.m.

SB 2425 – Relating to Tobacco

Thank you for the opportunity to testify in strong support of SB 2425, which prohibits the use of self-service displays for tobacco products and restricts the placement of tobacco advertising.

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

The American Cancer Society has concerns over the continued marketing and use of tobacco by youth. The purpose of this measure is to keep tobacco products away and out of sight. We believe this measure will have a positive impact on youth smoking rates. This measure also prohibits tobacco related advertising related to sight lines and distance from children. We believe that these provisions are a step in the right direction to protection our keiki from beginning to use such a dangerous product.

Smoking remains the leading cause of cancer and health problems. We urge this committee to move this measure forward. Thank you for allowing us the opportunity to provide this testimony on this measure.

Sincerely,

A handwritten signature in cursive script that reads "Cory Chun".

Cory Chun
Government Relations Director

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

LATE

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

I also believe that Hawaii needs to address the problem of tobacco marketing to our children. The tobacco industry spends more than \$42 million on marketing its products to people in Hawaii. This marketing includes ads and product displays at the point of sale and in storefronts.

In my community, I see tobacco companies aggressively marketing at stores—through storefront ads and through the display of the products themselves. Tobacco products are often placed near candy and toys—products enjoyed by children.

Tobacco ads play a major role in youth smoking. The World Health Organization reports that tobacco advertising, promotion and sponsorship entice young people to use tobacco encourage smokers to smoke more, and decrease smokers' motivation to quit.

Tobacco products are still the leading cause of preventable disease. We can stop this by making sure youth never start and tobacco users have every opportunity to quit. Storing tobacco products behind the counter and addressing tobacco industry marketing is a critical step in our tobacco prevention and control efforts.

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

Susan Miyaji
216 Kuleana Loop
Hilo, HI 96720

LATE

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Diana Kim
1457 Hunakai Street Apt 2
Honolulu, HI 96816

LATE

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Bryan Mih
1944 Naniu Pl
Honolulu, HI 96822

LATE

The Honorable Josh Green, M.D. HTH Chair The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

John A. H. Tomoso, MSW, ACSW, LSW
51 Ku'ula Street
Kahului, Maui, HI 96732

green1 - George

From: morikawa2 - Grant on behalf of HLTtestimony
Sent: Thursday, January 26, 2012 4:00 PM
To: HTHTestimony
Subject: FW: Support for SB2425

-----Original Message-----

From: Paul Ochoa [<mailto:Paul.Ochoa@VA.GOV>]
Sent: Thursday, January 26, 2012 3:46 PM
To: HLTtestimony
Subject: Support for SB2425

LATE

The Honorable Josh Green, M.D. HTH Chair
The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

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

Paul Ochoa
4485 Pahe'e
Lihue, HI 96766

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Senator Glenn Wakai, Member, Committee on Health
Senator Rosalyn H. Baker, Member, Committee on Health
Senator Maile S.L. Shimabukuro, Member, Committee on Health
Senator Sam Slom, Member, Committee on Health
Senator Suzanne Chun Oakland, Member, Committee on Health

Re: Support of SB2425, Relating to Tobacco
HTH
Hearing: 01-27-12 at 2:45pm; Conference Room 229

LATE

Aloha! My name is Layla Fidel. I am currently a Junior at Pearl City High School on the island of O'ahu. I am also a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I am in full support of SB2425, which addresses tobacco displays and tobacco marketing.

Studies have shown that the sale and display of tobacco actually is in direct correlation to why there are new smokers every year. Tobacco companies currently spend about \$34.5 million dollars to advertise tobacco every sing year. Much of this is spent on the promotion of tobacco in out local community stores. Many children are exposed to tobacco at a young age due to advertisements. They make smoking appear normal, acceptable, and harmless, which is definitely not the case. This triggers the youth to believe that it is acceptable and could potentially lead them to smoking themselves. Advertisements have a greater impact on young people than does their parents smoking or even peer pressure.

In 2009 REAL did a survey called TAAS, Tobacco and Alcohol Advertising Survey, wherewe collected information about the placement of tobacco ads and products in our stores here in Hawaii. In just one store we found close to 300 tobacco ads, many of which were at the eye level of children (3 feet or under). A significant amount of stores also had tobacco products and ads near the products that youth shop for in our local stores like chips, ice cream, candy, and toys. Imagine if there were tobacco ads in Toys R Us, or other toy shops. By putting them near items that are easily accessible to children, the tobacco companies are saying that they target young.

Money is spent every year to educate youth about the harms of tobacco use and help the youth generation understand that we are being targeted BUT it's time that we ask ourselves why aren't we doing more in a proactive way to protect our youth from the aggressive targeting of the tobacco industry that is notorious for putting their profits over the health and well-being of people.

We need you, as an elected official, to protect a person like me, a youth of this beautiful state from this type of tobacco marketing in our local communities. We need you to commit to the well-being of the future of Hawai'i, our youth.

Please support SB 2425 so that we can get all tobacco products out of reach of children and reduce the amount of advertisements that are in our local community stores. Let us take the initiative, as a state, to protect the citizens of Hawaii from being poisoned by advertisements.

Mahalo for your support.

Aloha,
Layla Fidel
Pearl City High School
REAL

green1 - George

From: mailinglist@capitol.hawaii.gov
Sent: Thursday, January 26, 2012 5:22 PM
To: HTHTestimony
Cc: robertscottwall@yahoo.com
Subject: Testimony for SB2425 on 1/27/2012 2:45:00 PM

Testimony for HTH 1/27/2012 2:45:00 PM SB2425

Conference room: 229
Testifier position: Support
Testifier will be present: Yes
Submitted by: Scott Wall
Organization: Individual
E-mail: robertscottwall@yahoo.com
Submitted on: 1/26/2012

Comments:

LATE



American Heart Association | American Stroke Association

Learn and Live.

Serving Hawaii

Testimony In Support of SB 2425, "Relating to Tobacco"

LATE

The American Heart Association supports SB 2425, but encourages review by the State Attorney General's office in sections that address tobacco advertising. Sections of the bill that restrict product placement are well within the jurisdiction of state legislators, however, legislation restricting tobacco advertising was overturned last year in New York as unconstitutional. Because SB 2425 only restricts advertisement placement within close proximity to children's products, it may also be deemed acceptable, but should be reviewed by the AG's office prior to passage.

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% to 79.6%.

Serving Hawaii since 1948

For information on the AHA's educational or research programs, contact your nearest AHA office, or visit our web site at www.americanheart.org or e-mail us at hawaii@heart.org

Oahu:
677 Ala Moana Blvd., Ste. 600
Honolulu, HI 96813-5485
Phone: 808-538-7021
Fax: 808-538-3443

Maul County:
J. Waller Cameron Center
95 Mahalani Street, No. 13
Wailuku, HI 96793-2598
Phone: 808-224-7185
Fax: 808-224-7220

Hawaii:
400 Hualani Street, Ste. 15
Hilo, HI 96720-4333
Phone: 808-961-2825
Fax: 808-961-2827

Kauai:
(Served by Oahu office)
Phone: 808-538-7021
Fax: 808-538-3443

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

Please remember the American Heart Association in your will or estate plan.

- 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 cigarette brand most heavily smoked by teenagers in Hawaii.
- A 2002 survey in a California 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.

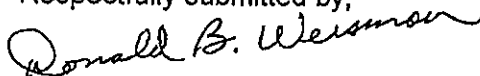
Numerous studies have demonstrated the relationship between tobacco marketing and youth smoking behavior:

- 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."

Respectfully submitted by,



Donald B. Weisman
Hawaii Government Relations Director

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

LATE

January 26th, 2012

Dear Legislators,

My name is Alexander Miyashiro. I am from Captain Cook. I am with Konawaena High School and the REAL program. I am in strong support of SB 2425.

The tobacco companies are putting their advertisements and products in places where it intrudes into kids' view and we become compelled to buy these tobacco products. SB 2425 is a way to reduce the placement of tobacco products and ads that are affecting youth.

Please do anything you can to help support SB 2425.

Sincerely,

Alexander Miyashiro

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

LATE

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm; Room 229

Aloha Committee:

My name is Monica Medrano and I am 18 years old graduate of Baldwin High School. Though I am away for college on the mainland this semester, I needed to take the time to let you know that I'm in strong support of SB 2425 relating to tobacco promotion.

I have been involved with REAL-Hawaii's youth movement exposing the tobacco industry for close to four years now and in those 5 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.

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.

It's important for me to tell you as a young person that advertising works or else companies would not spend so much money (*more than \$33.5 million a year in Hawaii each year*) and effort on placing it in our communities. As long as this form of aggressive promotion 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 SB 2425 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

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
Committee on Health Hearing
January 27th, 2012 at 2:45pm
Room 229

LATE

Dear Senators,

My name is Napua Deleon and I attend Konawaena High School. I am writing in strong support of SB 2425.

I was presented with a very important matter that the tobacco industry is taking advantage of our youth as a way to sell their products more productively. I find this very assaulting to our youth. I feel that there are so many ways that you can help us to protect our future youth from any further infestation of this kind of tobacco promotion. What is being done here in Hawaii and on the Big Island with promotion tobacco products is something that is being done throughout the world. I believe we can be the first people to start standing up to this kind of tobacco storefront promotion.

Now think about our children and our youth. Most of the advertising for tobacco is at EYE LEVEL and VIEW for our younger generations to be introduced to tobacco at young ages. As they grow up they may always have the interest of what was the pretty little object next to the candy or the interesting looking toy looking thing next to my chips? Our once young children that we wanted to raise to the best of our ability may have missed out on a big part of what could be changed if we had taken action today.

What I believe that you can do to help us protect kids and my generation is making sure that tobacco products are in places that only adults can feast their eyes on. Some suggestions would be behind the counter in hidden blacked out areas, in drawers, or even maybe a room restricted for the selling of tobacco products that are for the adult buyers. We have laws saying that we can not purchase tobacco products until we of the age of 18, but then again we allow the products and advertisement in the general areas of a store for everyone especially the youth to see.

There is so much we can do to help our community to prevent what is going on and I feel that we should take action in order to save the lives of our future generations. Please pass SB 2425.

Sincerely,

Napua Deleon

LATE

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

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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 SB 2425. 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 SB 2425 and caring for the people of Hawaii.

Emily Murai
Wailuku, Maui
REAL

To: Senator Josh Green, M.D., Chair, Committee on Health
Senator Clarence Nishihara, Vice Chair, Committee on Health
Members, Senate Committee on Health

Re: **Strong Support for SB 2425, Relating to Tobacco**
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Dear Legislators:

My name is Alexis Vasconcelles. I am from Lawai, Kauai and a junior at Kauai High School. I am a new member of REAL (Hawaii Youth Movement Exposing the Tobacco Industry) and is battling to save my generation from the tobacco industry. I strongly support SB 2425.

Like many other states, Hawaii is being exposed to tobacco products and advertisements on a daily basis in various stores. Many products and advertisements are located in areas that serve as an attraction to the youth of Hawaii. If tobacco products are being sold or advertised near youth attractions, then youth will eventually become more interested in the product and are at a great risk of using it.

Other Tobacco Products or OTPs are usually located on the counter at most convenient stores, where they are easily accessible. Their colorful packaging and various candy flavors draw the youth, which is very dangerous. They should be kept in the back of the counter with cigarettes.

SB 2425 should be passed to protect our Hawaii youth from future use of tobacco products. These products have long-term effects that greatly ruin a person's life and lead to death.

The youth of Hawaii are asking for your great support to help us fight this war against the lying and manipulative tobacco industry in order to save our generation and many to follow.

Mahalo for your support for SB 2425.

Alexis Vasconcelles
Lawai, Kauai
REAL

LATE

The Honorable Josh Green, M.D. HTH Chair
The Honorable Clarence K. Nishihara, HTH Vice Chair

Hrg: January 27, 2012

Thank you for the opportunity to offer testimony in support of SB 2425. I feel very strongly about this nasty habit of placing tobacco products on check out counters so that kids can become more familiar with them.

I am in strong support of requiring all retailers to store tobacco products for sale behind the counter. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

I also believe that Hawaii needs to address the problem of tobacco marketing to our children. The tobacco industry spends more than \$42 million on marketing its products to people in Hawaii. This marketing includes ads and product displays at the point of sale and in storefronts.

In my community, I see tobacco companies aggressively marketing at stores--through storefront ads and through the display of the products themselves. Tobacco products are often placed near candy and toys--products enjoyed by children.

Tobacco ads play a major role in youth smoking. The World Health Organization reports that tobacco advertising, promotion and sponsorship entice young people to use tobacco encourage smokers to smoke more, and decrease smokers' motivation to quit.

Tobacco products are still the leading cause of preventable disease. We can stop this by making sure youth never start and tobacco users have every opportunity to quit. Storing tobacco products behind the counter and addressing tobacco industry marketing is a critical step in our tobacco prevention and control efforts.

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

Helen Barrow
Po Box 822
Wailuku, HI 96768