

LATE

To: Senator Rosalyn Baker, Chair
Senator Brickwood Galuteria, Vice Chair
Members, Senate Committee on Commerce and Consumer Protection

Re: Strong Support for SB 642: Relating to Tobacco Products

Hrg: February 20, 2013 at 9:30 am, Room 229

I am in strong support of requiring all retailers to store all tobacco products for sale behind the counter. I believe that if the tobacco products were out of sight there would be less influence by the tobacco industry on Hawaii's youth. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

Other Tobacco Products or OTPs are usually located on the counter at the point of sale in most convenient stores, where they are easily accessible. The colorful packaging and various candy flavors of other tobacco products attract the youth, which is very dangerous. OTPs should be kept behind the counter, like cigarettes, where the product is only accessible by an employee. This will keep the products out of eyesight of our youth.

Tobacco products, regardless of form, 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 is a critical step in our tobacco prevention and control efforts.

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

Margaret Lim

To: Senator Rosalyn Baker, Chair
Senator Brickwood Galuteria, Vice Chair
Members, Senate Committee on Commerce and Consumer Protection

Re: Strong Support for SB 642: Relating to Tobacco Products

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Andrea Davis

To: Senator Rosalyn Baker, Chair
Senator Brickwood Galuteria, Vice Chair
Members, Senate Committee on Commerce and Consumer Protection

Re: Strong Support for SB 642: Relating to Tobacco Products

Hrg: February 20, 2013 at 9:30 am, Room 229

My name is Valerie Chang and I am Executive Director of the Hawaii COPD Coalition. Our organization is the only one exclusively serving those affected by Chronic Obstructive Pulmonary Disease (COPD) which includes emphysema, chronic bronchitis and chronic asthma. Over 46,015 Hawaii adults have already been diagnosed with COPD, and probably an equal number remain undiagnosed. COPD alone costs over \$55.9 million in hospital and ER bills in Hawaii every year! Tobacco causes 85-90% of COPD.

We are in strong support of requiring all retailers to store all tobacco products for sale behind the counter. We believe that if the tobacco products were out of sight there would be less influence by the tobacco industry on Hawaii's youth. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

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Valerie Chang

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Healani Chang

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Members, Senate Committee on Commerce and Consumer Protection

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Oliver Schultz

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Aloha Committee:

My name is Nicole Sutton and I am a registered voter in Hawaii, as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I'm in strong support of SB 642 to restrict the placement of tobacco products in stores throughout Hawaii.

Campaign for Tobacco Free Kids in Washington, DC, estimates that **more than \$33.5 million is spent on tobacco advertising each year in Hawaii by the tobacco industry**, resulting in the placement of tobacco ads and special tobacco displays that we see everyday in our local community stores. **Research shows that young people are more sensitive to this form of tobacco marketing than adults and that exposure to ads is more powerful than peer pressure or parental smoking in influencing youth to use tobacco.** Results from Hawaii's Youth Tobacco Survey from 2007 revealed that **76.6% of high school students and 71.3% of middle school students reported seeing advertisements for tobacco in convenience stores, Mom-and-Pop stores, and gas stations.**

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

Restricting the positioning of tobacco products helps to keep them out of the hands of youth and helps protect Hawaii's youth from the direct targeting by tobacco companies.

I ask you to please support this measure to **protect our kids from the aggressive targeting by the tobacco industry** through the intrusive visibility of tobacco products and easy access of tobacco products in our stores.

Mahalo,

Nicole Sutton
Pearl City, Hawaii
REAL: Hawaii Youth Movement Exposing the Tobacco Industry

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Dear Senators:

My name is Abrahm Arkin. I am in strong support of SB 642 Relating to Health.

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 642 to protect our keiki from becoming tobacco users.

Sincerely yours,
Abrahm Isaiah Arkin
Kona, Hawaii

February 4th, 2013

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

Re: **Strong Support for SB 642, Relating to Health**
Committee on Health
Hearing; February 6th, 2013 at 2:15pm; 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 642.

I think it's extremely important to make a change now to storefront tobacco marketing which include the display of tobacco products. Youth and young adults are influenced by this form or marketing 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 marketing tactics. Being exposed to tobacco products makes youth curious about these products that look very similar to candy.

As a father and role model to my 9 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 642 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 642.

Che Sabol
Honolulu, Hawaii
REAL

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Dear Legislators:

My name is Grady Sullivan. I am from Pahoia 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 642.

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 which includes the placement of tobacco products where they are extremely visible.** 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 such as little cigars, snus, and skoal, many of which are candy flavored, are easily accessible to be touched. They are also many times located right near the candy where kids are most likely to be shopping. This direct form of marketing via product placement should not be allowed to continue.

The young generations of Hawaii are being targeted by the tobacco industry as "replacement smokers" to keep Big Tobacco profits strong. **Supporting SB 642 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 642.

Grady Sullivan
Pahoia, Hawaii
REAL

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Aloha.

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 642, which concerns tobacco products and the displays and placement of these products in local establishments.

In 2009 REAL released the Tobacco and Alcohol Advertising Survey (TAAS). For the survey, REAL's youth members collected information about the placement of tobacco products in stores throughout the state of Hawai'i. A significant amount of stores also had tobacco products near the products that youth shop for in our local stores like chips, ice cream, candy, and toys. Ubiquitous displays of tobacco in our communities impacts our perceptions of smoking, making it seem normal and more prevalent than it actually is. SB 642 would be a step toward addressing this issue -- a step that is long overdue.

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 SB 642. Please support SB 642 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 tobacco products. Our communities will be healthier in the long run.

Mahalo,

Jennifer Ray
Kaua'i

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

My name is Jennifer Pescador and I am a registered voter in Hawaii and have been a part of REAL: Hawaii Youth Movement Exposing the Tobacco Industry since I was a teen. I strongly support SB 642 that addresses tobacco displays.

Studies have shown that the sale and display of tobacco actually gains new smokers and tobacco companies spend around \$33.5 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 SB642 so that we can **get all tobacco products out of reach of kids.** 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 Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Hello,

My name is Joselyn Olinares. I am a senior at Kealakehe High School in Kailua Kona, Hawaii. I am a daughter of parents who smoke cigarettes. I am writing this testimony because I strongly believe in SB 642 and hope you will support it too.

I believe that ALL tobacco products should be placed out of sight and way behind the counter of stores because I know first hand that kids see those products and are tricked into thinking that those products are "cool" and "interesting". I use to think the same thing growing up, fortunately I stayed away but that's not the case for all kids who see those products. I believe if we pass this bill we will be saving the lives of the future generations. I strongly believe in this bill and support it. I hope you do the same.

Sincerely,
Joselyn Olinares

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
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Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

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 642 which addresses tobacco displays in Hawaii. This bill would help to reduce storefront marketing and promotion for tobacco which would especially impact lower income neighborhoods where this is happening a lot.

I strongly believe that tobacco companies specifically organize their advertising and product placement 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

February 19th, 2013

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Aloha Senators:

My name is Kerilee Erice and I am a young adult leader of REAL: Hawaii's youth-led movement against the tobacco industry. I am writing this testimony in very strong support of SB 642 relating to health.

Other Tobacco Products (OTPs) such as cigars and chew 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. But youth WILL want to try something that claims to taste good and makes their first experience with tobacco a good one. I strongly feel 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.

Not only do these products target youth but they are not treated the same as traditional cigarettes which for the most part are kept behind the counter. SB 642 would get these products out of the reach of youth.

Please consider this testimony in strong support of SB 642. We need your help to protect my generation from tobacco companies and nicotine addiction.

Mahalo,
Kerilee Erice
Maui

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

Re: Strong Support for SB 642, Relating to Health
Committee on Health
Hearing; February 6th, 2013 at 2:15pm; Room 229

Aloha.

My name is Leo Tuisaloo. I am from Aiea, Hawaii. I attend Kapolani Community Center and I am with REAL: Hawaii's youth movement exposing the tobacco industry. I am writing in strong support of SB 642.

The tobacco industries spend millions of dollars on advertisements in Hawaii. These advertisements are in the faces of youth everyday. It's been said that youth see these ads more than adults and I can testify that it's true.

The placement of tobacco products in a store where they are highly visible and within reach is also considered a form of advertising.

I want you to help pass this law because we need to help our communities to better the lives and health of youth.

Mahalo,

Leo Tuisaloo
leo.tuisaloo@yahoo.com

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Committee:

My name is Elizabeth Heppe and I am the West Hawaii Island Youth Coordinator for REAL. I am writing this letter in strong support for SB 642.

There are many possible benefits to having all tobacco products be placed out of sight and out of reach of anyone and everyone that frequents Hawaii stores. Children will no longer mistake any tobacco products for candy or toys. Minors will not have the temptation nor the ability to try and buy or steal the products. Having all tobacco products behind the counters and out of sight keeps them out of mind and in return helps Hawaii become a healthier place.

I cannot think of a single thing that makes this bill undesirable to anyone with the best interest of Hawaii at heart. Please support this bill and support our youth and the health of Hawaii and those of us that live here.

Sincerely,
Elizabeth Heppe
West Hawaii Island Youth Coordinator for REAL
lizheppe@yahoo.com

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Legislators,

My name is Loren Amaral and I am from Volcano, Hawaii. I am in strong support of SB 642 relating to health.

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

February 19th, 2013

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Aloha Legislators,

My name is Madieson Felicilda, graduate of Baldwin High school, and Board Member of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I am submitting this testimony in support of SB 642. This bill relates to something REAL has been trying to do in our communities to reduce youth access to tobacco product.

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.

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.

Thank you for your time, and I am strongly in favor of this Bill being passed. Please support SB 642.

Madieson Felicilda
Wailuku, Hawaii
REAL
bluebearsmilez@gmail.com

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Aloha Committee:

I am Makeda Morris. I am a leader in REAL, a youth-led anti-tobacco industry movement. I believe in SB 642 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 642 also will help address all the products 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 642 for the protection of younger generations. We need it!

Thank you,
Makeda Morris
Honolulu, HI

February 19th, 2013

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Senators,

Hi my name is Mana Maglinti and I am a graduate of Kalaheo High School. I am a member of the REAL program and I am really in support of SB 642.

Two years ago 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 which includes the display of tobacco products. See it's a problem that the people of Hawaii have to be subjected to look at horrible tobacco promotion in our local communities. I have two little brothers and I know that they see it 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. The display of tobacco is a form of marketing by the tobacco industry. Also think about if someone is a smoker and trying to quit, having to see tobacco products 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 642.

Sincerely,

Mana Maglinti

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; 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 642 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 642.

I thank you for your time and consideration.

Sincerely,
Mark Eric Marquez

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; 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 642 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 \$33.5 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 642 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

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; 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 SB 642 that addresses tobacco displays.

Tobacco advertisements and sale displays are bombarding our children. I have 3 small children and the product displays are at their eye-level of view. By allowing the tobacco companies to display their products and 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 SB 642 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

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Aloha,

Hello, my name is Terrance Rapoza. I am a voter in Hawaii. I am in strong support of SB 642 that addresses tobacco displays.

Tobacco advertisements and sale displays are sending subliminal messages to our children and our community. These ads are placed at the eye level of children. My children see these ads and are being heavily targeted by these companies. By allowing our children to be constantly bombarded with intrusive ads we are normalizing this product and saying to our children it is ok.

The tobacco company strategically place advertisements and products right at the checkout counter so that all can easily view it including children. Ads are frequently found near youth friendly products like chips, soda, and other snacks. These products are also easily accessible which would allow youth the ability to easily steal it, even though they are unable to purchase these products in the hopes of getting them hooked.

We need to assure that our youth and community reflects that we value each other as people. By allowing these deadly products to be displayed in our communities that does not align with showing value to our people and community, however instead reflecting profits take priority over people.

We need to step up as a community and take the steps to get tobacco ads and products out of the sight. I strongly believe SB 652 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 lifelong 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,

Terrance Rapoza
Kurtistown, Hawaii

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Aloha Committee:

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 642 that addresses tobacco displays.

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. **Move tobacco displays 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 placement of a product that is responsible for hooking our youth into a lifelong addiction. Move tobacco displays behind the counter 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 SB 642 and help us in our prevention effort to reduce tobacco marketing directed at our youth.

Mahalo,

Megan Chan, Tobacco Treatment Specialist
Nuuanu, Oahu

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

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 642 which removes self-service tobacco displays.

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 Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; 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 652.

Looking at the premise of SB 642, 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 642 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 642.

Mikiala Johnson
Wailua, Kauai
REAL

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Aloha Committee:

My name is Monica Medrano and I am 19 years old graduate of Baldwin High School. Though I am away for college on the mainland this year, I needed to take the time to let you know that I'm in strong support of SB 642 relating to tobacco displays.

I have been involved with REAL-Hawaii's youth movement exposing the tobacco industry for close to five 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 642 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
REAL Member and Former Statewide Leader
Current Student at UNLV

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

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 642 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 products placed in our local community stores where they are easily accessible and highly visible. This 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 642 to reduce youth access to tobacco products.

Mahalo,

Rose Anne Navalta
UH Hilo Student
REAL Statewide Leader and Activist

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

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 642 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 Rosalyn Baker, Chair
Senator Brickwood Galuteria, Vice Chair
Members, Senate Committee on Commerce and Consumer Protection

Re: Strong Support for SB 642: Relating to Tobacco Products

Hrg: February 20, 2013 at 9:30 am, Room 229

I am in strong support of requiring all retailers to store all tobacco products for sale behind the counter. I believe that if the tobacco products were out of sight there would be less influence by the tobacco industry on Hawaii's youth. This is a cutting-edge approach to reduce youth access to tobacco and lower youth tobacco use rates.

Other Tobacco Products or OTPs are usually located on the counter at the point of sale in most convenient stores, where they are easily accessible. The colorful packaging and various candy flavors of other tobacco products attract the youth, which is very dangerous. OTPs should be kept behind the counter, like cigarettes, where the product is only accessible by an employee. This will keep the products out of eyesight of our youth.

Tobacco products, regardless of form, 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 is a critical step in our tobacco prevention and control efforts.

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

Ana Jimenez McMillan, MPH

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

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 642 relating to the display of tobacco in our local stores.

Tobacco companies spend \$33.5 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 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 642 and help reduce the display and advertising of tobacco.

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

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Aloha.

My name is Xitlaly Sierra. I am involved with REAL and I attend Konawaena High School. Please join us in supporting SB 642 to make sure all tobacco products are placed behind the counters and out of reach of adolescents.

This will reduce or eliminate adolescents from walking out of the store with tobacco products taken illegally. It will also decrease the curiosity of the brightly colored OTP's near the candy in children's reach. There is not a single reason that this bill should be laid to rest. Every outcome affects Hawaii to become a safer, cleaner and healthier also the younger generation won't have the temptations to smoke just as many youth legal or non-legally.

Again please support this bill and support a much more safer and healthier Hawaii and a non-smoking generation of youth. This what we really want!!

Thank you very much.
Xitlaly Elizabeth Sierra Velazquez
Sierra.ella6@gmail.com
Kailua-Kona, Hawaii 96740

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Committee,

My name is Adriana Hernandez-Rubio. I am involved in REAL and I attend Konawaena High School. I would like to say that I am very much in support of the SB642.

This bill will get all tobacco products behind the counters and out of the reach of children and minors. I think that this will reduce the chances of youth being able to just grab the products and walk out of the stores. I think it will also reduce curiosity for children because of all the colors they put into the visual of the product because if they don't see it they are not going to think about it otherwise known as O.S.O.M. (Out of Sight and O of Mind).

I think that this bill should be passed because there are no negative sides to this issue. Everything about this bill will lead to a much healthier happy environment in Hawaii and a new change for the generations to come. I think we should all support this bill so it will lead to a better healthier future for everyone in Hawaii.

Thank You.
Adriana Noemi Hernandez-Rubio
anairda6270@yahoo.com
Captain Cook, Hawaii 96704

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Hi.

My name is Maria Johnston Gallo, and I attend Konawaena High School and am involved with REAL. Please join us in supporting SB 642 to get all tobacco products behind the counters and out of reach of minors.

As well as this reducing if not eliminating minors from being able to walk out of a store with tobacco products taken illegally, it will also greatly reduce little children being attracted to the tobacco products placed next to the brightly colored candy items. Every outcome of this bill in return helps us have a safer and healthier Hawaii and a generation of healthy children without as much temptation to smoke as the youth in earlier generations had. So, please support this bill with us and support a healthy Hawaii and a healthy generation of young people. We want this!!

Thank you very much,

Maria Johnston Gallo
mariastarthestar@gmail.com
Holualoa, Hawaii 96725

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

Dear Committee,

I am writing this letter as a statement that I support SB 642. I feel strongly that all tobacco & cigarette products should be placed behind a counter in an inaccessible area.

Thank you for your time.

Amanda Castaldo
'ULU Assistant Manager
Four Seasons Resort Hualalai
72-100 Ka'upulehu Drive
Kailua Kona, HI 96740

voice: (808) 325-8338
fax: (808) 325-8383
cell: (808) 895-5540
email: amanda.castaldo@fourseasons.com

To: Senator Rosalyn Baker, Chair, Committee on Commerce & Consumer Protection
Senator Brickwood Galuteria, Vice Chair, Committee on Commerce & Consumer Protection
Members, Senate Committee on Commerce & Consumer Protection

Re: **Strong Support for SB 642, Relating to Health**
Committee on Commerce & Consumer Protection
Hearing; February 20th, 2013 at 9:30am; Room 229

February 19th, 2013

Dear Legislators,

I am Aquilena Hamilton. I live in Kailua-Kona on the Big Island of Hawaii where I go to Kealakehe High School. I am also apart of REAL Hawaii. I am writing in strong support of SB 642.

I believe that tobacco products should be placed behind counters because it would stop people who are underage from stealing the products. It would also stop them from seeing them constantly and being influenced by their presence. Overall it would make for a better shopping experience for nonsmokers. Also placing tobacco products behind counters will in theory lessen the impulse and unneeded purchases of these products especially by people who are trying to quit tobacco.

Thank you for your consideration.

Aquilena Hamilton
Kailua-Kona