

**SB642**

**LATE**

**TESTIMONY**

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 6<sup>th</sup>, 2013 at 2:15pm; Room 229

February 5<sup>th</sup>, 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 5<sup>th</sup>, 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 6<sup>th</sup>, 2013 at 2:15pm; 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 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 6<sup>th</sup>, 2013 at 2:15pm; 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 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 6<sup>th</sup>, 2013 at 2:15pm; 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](mailto:lizheppe@yahoo.com)

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

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

My name is Emmalyn Pilande and I am the Project Assistant for the HEALTHY Program located at Kapiolani Women & Children's Medical Center. I strongly support SB 642, which requires cigarettes and tobacco products for sale to be stored behind the counter in certain establishments.

Through my work, I have been exposed to various people and different circumstances on how tobacco products affect their lives. This affects babies and pediatric patients in the intensive care unit, whose parents want to quit smoking, thinking that their children are facing the consequences of their decision to smoke. This affects teenage parents, who want to quit for their baby's health. This affects those who have spouses and relatives, who want to quit, encouraging others to make a healthy change in their lives.

I believe that prevention is key. If tobacco products are out of sight, hopefully they will also be out of mind—not just for users, but also for those who may be intrigued at using them. This will thereby decrease the risk they pose to the people of Hawaii. Therefore, move tobacco displays that target people, especially our keiki into beginning an addiction that can last a lifetime.

I have see people who now want to quit smoking. Hence, it is time to be proactive, by taking a step toward prevention. Move and reduce tobacco products to prevent our keiki from a possible lifelong addiction. Move the tobacco displays behind the counter, so the efforts of my patients who are determined to quit will not be wasted through the constant reminders of their addiction.

I strongly urge you to support SB 642 and help us in our prevention effort to reduce tobacco marketing directed at our youth.

Thank you,

Emmalyn Pilande, HEALTHY Program Research Project Assistant  
Kalihi-Palama, Honolulu, Oahu

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 6<sup>th</sup>, 2013 at 2:15pm; 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 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 6<sup>th</sup>, 2013 at 2:15pm; 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 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 6<sup>th</sup>, 2013 at 2:15pm; 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 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 6<sup>th</sup>, 2013 at 2:15pm; Room 229

February 4<sup>th</sup>, 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 Josh Green, M.D., Chair, Committee on Health  
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February 4<sup>th</sup>, 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

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

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Aloha.

My name is Leo Tuisaloo. I am from Aiea, Hawaii. I attend Kapiolani 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 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 6<sup>th</sup>, 2013 at 2:15pm; 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

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 6<sup>th</sup>, 2013 at 2:15pm; 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

February 5<sup>th</sup>, 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 6<sup>th</sup>, 2013 at 2:15pm; 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 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 Josh Green, M.D., Chair, Committee on Health  
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Members, Senate Committee on Health

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

February 6<sup>th</sup>, 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



**From:** [mailinglist@capitol.hawaii.gov](mailto:mailinglist@capitol.hawaii.gov)  
**To:** [HTHTestimony](#)  
**Cc:** [mikenakas@hotmail.com](mailto:mikenakas@hotmail.com)  
**Subject:** \*Submitted testimony for SB642 on Feb 6, 2013 14:15PM\*  
**Date:** Wednesday, February 06, 2013 9:14:52 AM

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SB642

Submitted on: 2/6/2013

Testimony for HTH on Feb 6, 2013 14:15PM in Conference Room 229

Submitted By	Organization	Testifier Position	Present at Hearing
Michael S. Nakasone	Individual	Oppose	No

Comments:

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