STAND. COM. REP. NO.



Honolulu, Hawaii

FEB 1 5 2013

RE: S.B. No. 652 S.D. 1

Honorable Donna Mercado Kim President of the Senate Twenty-Seventh State Legislature Regular Session of 2013 State of Hawaii

Madam:

Your Committee on Health, to which was referred S.B. No. 652 entitled:

"A BILL FOR AN ACT RELATING TO HEALTH,"

begs leave to report as follows:

The purpose and intent of this measure is to reduce the number of minors and youth who smoke or begin smoking by restricting the placement of tobacco for sale and tobacco advertising.

Your Committee received testimony in support of this measure from eight individuals. Your Committee received testimony in opposition to this measure from the Department of the Attorney General, Hawaii Food Industry Association, and over seven hundred individuals. Your Committee received comments on this measure from two individuals.

Your Committee finds that the tobacco industry spends billions of dollars annually on advertising and marketing its products in the United States. Restrictions on mass media advertising of tobacco have forced tobacco companies to use retail establishments as their primary advertising venues. Your Committee finds that retail stores are given incentives to place tobacco advertisements and products in strategic locations near the cash register, known as point-of-sale displays.

Your Committee also finds that there is a well-documented connection between youth exposure to tobacco advertising and youth



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tobacco initiation. Your Committee further finds that an essential component of reducing the number of minors who smoke is reducing their exposure to tobacco advertisements.

Your Committee has amended this measure by:

- Removing the provision prohibiting tobacco advertising from being placed within twenty-five feet of children's products, toys, cookies, candy, ice cream, gum, or snacks;
- (2) Inserting an effective date of January 1, 2050, to encourage further discussion; and
- (3) Making technical, nonsubstantive amendments for the purposes of clarity and consistency.

As affirmed by the record of votes of the members of your Committee on Health that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 652, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 652, S.D. 1, and be referred to the Committee on Commerce and Consumer Protection.

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Respectfully submitted on behalf of the members of the Committee on Health,

JOSH GREEN, Chair

## The Senate Twenty-Seventh Legislature State of Hawaiʻi

## Record of Votes Committee on Health HTH

Bill / Resolution No.:*	Committee Referral:			Date:	
SB 652	HTH, CPN		6	02/11/2013	
The committee is reconsidering its previous decision on this measure.					
If so, then the previous decision was to:					
The Recommendation is:					
Pass, unamended Pass, with amendments Hold Recommit 2312 2311 2310 2313					
Members		Aye	Aye (WR)	Nay	Excused
GREEN, Josh (C)					
BAKER, Rosalyn H. (VC)		$\checkmark$			
CHUN OAKLAND, Suzanne			~		
NISHIHARA, Clarence K.					
SLOM, Sam		•			
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TOTAL		3	1	1	
Recommendation: Adopted Not Adopted					••••••••••••••••••••••••••••••••••••••
Chair's or Destignae's Signature: Rosale H Bah					
Distribution: Original U Yellow Pink Goldenrod File with Committee Report Clerk's Office Drafting Agency Committee File Copy					

\*Only one measure per Record of Votes