



February 23, 2020

To: The Honorable Sylvia Luke, Chair
The Honorable Ty T.J. Cullen, Vice Chair
Members of the House Committee on Finance

Re: **Strong Support for HB2457 HD2**

Hrg: February 25, 2020 at 12:30 PM at Capitol Room 308

The Hawaii Public Health Association is a group of over 600 community members, public health professionals and organizations statewide dedicated to improving public health. HPHA also serves as a voice for public health professionals and as a repository for information about public health in the Pacific.

HPHA strongly supports HB2457 HD2 which would end the sale of flavored tobacco products, including flavored e-liquids.

Hawaii has among the highest rates of middle school and high school e-cigarette use in the nation; the U.S. Surgeon General has declared vaping a youth epidemic. There are numerous health impacts from e-cigarettes. Teens are particularly vulnerable to nicotine, which permanently impacts the developing brain. It's no coincidence that the rise in youth e-cigarette use has coincided with an explosion of sweet e-liquid flavors used to hook kids. Tobacco companies are making and marketing deadly and addictive products right here in Hawaii that look and taste like our favorite childhood flavors (Hawaiian POG, Ono Orange Cream, Hawaiian Sweet Rolls, and Halawa Guava).

We must end the sale of flavored tobacco to protect our youth from a lifetime of addiction. The industry is promoting flavors that mimic popular food or candy to hide the fact that they contain nicotine and with more kids who were never smokers using these products, we have an urgent need to act.

Thank you for the opportunity to provide testimony on important health issues affecting people in Hawai'i.

Respectfully submitted,

A handwritten signature in dark ink that reads "Holly Kessler". The signature is written in a cursive, flowing style.

Holly Kessler
Executive Director
Hawaii Public Health Association