

SENATE CONCURRENT RESOLUTION NO. 12

BY SENATOR GALLOT AND REPRESENTATIVE HOFFMANN

A CONCURRENT RESOLUTION

To designate March 19, 2014, as "Kick Butts Day 2014" in Louisiana.

WHEREAS, "Kick Butts Day" is a day of activism that empowers youth to stand out, speak up, and seize control against tobacco use at more than one thousand events planned across the United States and around the world; and

WHEREAS, everyday, more than three thousand young boys and girls under the age of eighteen try smoking for the first time, and seven hundred become new, regular daily smokers; and

WHEREAS, tobacco use is the leading cause of preventable death in the United States killing more than four hundred thousand people every year; and

WHEREAS, "Kick Butts Day" allows America's youth the opportunity to raise awareness about the tobacco problem, encourage peers to be tobacco-free, and support effective solutions to reduce tobacco use; and

WHEREAS, research studies have found that kids are three times as sensitive to tobacco advertising than adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure; and

WHEREAS, a third of underage experimentation with smoking is attributable to tobacco company advertising and promotion; and

WHEREAS, in Louisiana, more than six percent of middle school students are current smokers, along with twenty-four percent of high school students; and

WHEREAS, in Louisiana, nearly fifteen million packs of cigarettes are purchased and smoked by underage youth each year; and

WHEREAS, approximately one hundred nine thousand youth smokers in Louisiana will die prematurely from smoking-related diseases unless current trends are reversed; and

WHEREAS, smoking kills more than four hundred eighty thousand Americans each year, representing more deaths from AIDS, alcohol, automobile accidents, murders, suicides, drugs, and fires combined; and

WHEREAS, most of these deaths could be prevented; and

WHEREAS, the children of Louisiana will no longer tolerate the tobacco company's efforts to manipulate them into buying lethal and addictive products through insidious advertising campaigns and marketing practices; and

WHEREAS, the residents of Louisiana are encouraged to stand up with the children of Louisiana in opposition to the sale, advertising, and marketing of tobacco products to children.

THEREFORE, BE IT RESOLVED that the Legislature of Louisiana does hereby designate March 19, 2014, as "Kick Butts Day 2014" in Louisiana.

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PRESIDENT OF THE SENATE

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SPEAKER OF THE HOUSE OF REPRESENTATIVES