

136 STORES CITED FOR SELLING TOBACCO TO MINORS

HONOLULU –Lt. Governor James R. “Duke” Aiona, Jr. and the Hawai‘i State Department of Health (DOH) Alcohol and Drug Abuse Division today released the latest rates of retailers in Hawai‘i that were cited for selling tobacco to underage youth. The enforcement operation is conducted year-round in cooperation with county police departments on Kaua‘i, O‘ahu, Maui, and Hawai‘i.

“Although most retailers and store clerks check ID and do not sell tobacco products to minors, some are failing to comply,” said Lt. Governor Aiona. “Hawai‘i’s current retailer violation rate is higher than the national average. I strongly encourage merchants to utilize the educational and training materials created by the State to help them comply with the law and keep our youth from picking up a deadly habit.”

“Smoking and tobacco use continue to be the leading cause of preventable illness in Hawai‘i and the nation,” stated Director of Health Chiyome Fukino, M.D. “Over 80 percent of current smokers started smoking before they were 18. If we can keep cigarettes out of the hands of our youth, they are much less likely to become smokers later in life.”

Of the 1,028 stores visited since September 2008, 136 citations were issued at a retailer violation rate of approximately 13 percent. The breakdown of sales per island is as follows:

County	Stores Visited	Citations	Citation Rate
O‘ahu	586	84	14.33%
Maui	123	14	11.38%
Kauai	96	9	9.38%
Hilo	113	15	13.27%
Kona	110	14	12.76%
TOTAL	1028	136	13% average

View the complete list of stores cited online at the Department of Health’s website, <http://hawaii.gov/health/substance-abuse/prevention-treatment/survey/adsurv.htm>

The fines assessed for selling tobacco to anyone under the age of 18 are \$500 for the first offense and a fine of up to \$2,000 for subsequent offenses. Enforcement of laws prohibiting the sales of tobacco to minors is an evidence-based strategy utilized to reduce youth access to cigarettes and keep the smoking engagement rate among youth down.

To request merchant education materials call the DOH Tobacco Prevention and Education Program at 586-4613.