

Regular Session, 2014

SENATE CONCURRENT RESOLUTION NO. 12

BY SENATOR GALLOT AND REPRESENTATIVE HOFFMANN

LEGIS POWERS/FUNCTIONS. Designates March 19, 2014, as "Kick Butts Day 2014" in Louisiana.

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

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

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

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

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

10 WHEREAS, most of these deaths could be prevented; and

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

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

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

The original instrument and the following digest, which constitutes no part
of the legislative instrument, were prepared by Nancy Vicknair.

DIGEST

Gallot

SCR No. 12

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