SENATE JOINT MEMORIAL 16

44TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 1999

INTRODUCED BY

Dede Feldman

FOR THE LEGISLATIVE HEALTH AND HUMAN SERVICES COMMITTEE

A JOINT MEMORIAL

REQUESTING TOBACCO INDUSTRY COOPERATION AND INFLUENCE TO
INSIST THAT TOBACCO RETAILERS COMPLY WITH THE LAW AGAINST
SALES TO MINORS.

WHEREAS, more than twenty-five percent of teenagers use
tobacco regularly; and

WHEREAS, every day in New Mexico, fifteen children, at an
average age of thirteen, begin using tobacco; and

WHEREAS, by the time these children are fourteen and a
half, they will be addicted; and

WHEREAS, one-third of these children will experience
premature death related to tobacco; and

WHEREAS, studies show that thirty-four percent of teen
experimentation with tobacco is directly attributable to
tobacco advertising and promotion; and

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1   WHEREAS, tobacco is the number two drug of choice in New

2   Mexico; and

3   WHEREAS, tobacco products account for more than forty

4   percent of all items shoplifted in the United States; and

5   WHEREAS, every year New Mexico residents spend four

6   hundred sixty million dollars ($460,000,000) for medical

7   expenses, insurance, lost work time and deaths due to tobacco-

8   related illnesses; and

9   WHEREAS, New Mexico law prohibits the sale of any tobacco

10   products to minors; and

11   WHEREAS, many New Mexico retailers flaunt the law and

12   sell tobacco products to minors with few repercussions; and

13   WHEREAS, the tobacco industry in New Mexico has done

14   little to dissuade teens from using tobacco products; and

15   WHEREAS, the New Mexico liquor industry in recent years

16   spent large sums of money promoting the danger of illegal

17   sales of alcohol to minors and encouraging retailers across

18   the state to comply with the law; and

19   WHEREAS, by ignoring continuing sales of its products to

20   minors, the tobacco industry is missing an obvious opportunity

21   to be a "good citizen";

22   NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE

23   STATE OF NEW MEXICO that the tobacco industry in New Mexico

24   commit itself to a substantial campaign to discourage illegal

25   sales of tobacco products to minors; and

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1   BE IT FURTHER RESOLVED that the industry strongly

2   encourage tobacco retailers to keep their products behind

3   counters or otherwise out of reach of persons too young to

4   purchase tobacco legally; and

5   BE IT FURTHER RESOLVED that copies of this memorial be

6   sent to the taxation and revenue department for distribution

7   to every tobacco wholesaler licensed to do business in New

8   Mexico and to the secretary of state for distribution to each

9   lobbyist registered to represent any segment of the tobacco

10   industry before the New Mexico legislature.

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