

its targeting practices, and that the Clerk be directed to send a copy of the resolution to Secretary Louis Sullivan.

SPEAKER BARRETT: The Chair recognizes the member from the 11th District, Senator Chambers.

SENATOR CHAMBERS: Mr. Chairman and members of the Legislature, this is a resolution which I brought because I'm particularly concerned about what R.J. Reynolds is doing, what other tobacco companies may be contemplating doing, depending on what the public reaction is to the R.J. Reynolds scheme. This is a program whereby R.J. Reynolds is going to put out or intended to put out a new cigarette called Dakota. It would be directed toward relatively young, white females, described by the company as virile females, who watch soap operas, are minimally educated, are very vulnerable and manipulable. This is being done because the cigarette industry has been steadily losing customers. Last year...well, in the year 1987-88 they dropped in sales by 2 percent; '88 and '89 the drop was 6 percent. So they are trying to replace these people who are giving up smoking. The statistics and studies have indicated that the better educated, the higher a person's income, the more likely it is that they will cease smoking. The tobacco industry has decided that there are vulnerable groups which are good targets. Not too long ago black people represented such a group. But the Secretary of Health and Human Services spearheaded a protest which was joined in by public health officials, different organizations, so that new brand, called Uptown, which was to be targeted toward black people, was withdrawn. Shortly thereafter 200 pages of information relative to what R.J. Reynolds is doing with this Dakota brand wound up in the hands of the Washington Post. That newspaper published information about it. There was an uproar throughout the country, which pleases me greatly because it indicates that the public is starting not only to acknowledge that cigarette smoking is harmful, but that it needs to take a position to try to minimize the effects of this smoking. When people sell cigarettes, they are really trading in death. As has been pointed out repeatedly, cigarettes, other tobacco products are the only legal product which when used as intended result in serious injury, serious health problems and death. One hundred and twenty-five thousand women a year die from the effects of smoking. And smoking has replaced breast cancer as the greatest killer of young women. During those years between 18 and 24, many of these women will become pregnant and the bad effects of tobacco can affect the children