

TRANSCRIPT PREPARED BY THE CLERK OF THE LEGISLATURE
Transcriber's Office

January 12, 2000 LB 505

Beutler. Senator Price.

SENATOR PRICE: Mr. President and members of the body, I will yield my time to Senator Landis.

PRESIDENT MAURSTAD: Senator Landis.

SENATOR LANDIS: I accept. Thank you, Senator Price. Senator Tyson just indicated a couple of things; first, that fewer people today are smoking in sort of like a natural maturation, I suppose, of thinking on smoking as it becomes clearer, and that is half right. It is quite true that the adult population has had a significant diminution of smoking. What isn't right is the story about youth because in the nineties, in particular, youth consumption and smoking has gone up. So that while the total number of smokers remains roughly the same, two phenomenons explain that; number one, smoking being reduced among the adults and going up among the youth, simultaneously leaving you about where you were on total numbers. So I agree with Senator Tyson that with respect to fewer adult smokers but, just as he has not offered us any statistics, let me share that they are demonstrably so and you can find them today that, in fact, cigarette smoking is going up among the youth. In Nebraska, we have roughly twenty, in the low twenties for adult smoking, in the low twenty percentile. Number of teen smokers is well in the high thirties. There are more youth smokers as a portion of that population than there are of adults. You know who is kicking the habit? It is adults who got hooked as kids who are trying to get over it. It's tough. It takes them a long time. I believe Senator Tyson told us he was 60 when, in his case, when he beat the addiction. Those addictions are starting, on average, in this state at 14 years of age. Now a number of you have young children. I am not sure how many of you have children that are younger than 14 years of age. However, the Center of Disease Control will tell us in their best practices compilation that by the time somebody turns 14 years of age in this country, they will have seen \$20 billion worth of newspaper, magazine, billboards' ads for cigarettes. The average 14-year-old in this country has been exposed to \$20 billion of advertising promoting smoking so that smoking is a friendly, familiar concept to the 14-year-old, according to the Center of Disease Control. And what is the state of