



CHILDREN'S HEALTH *alliance*

Date: March 21, 2023

TO: The Honorable Rob Nosse, Chair  
House Committee on House Behavioral Health and Health Care

FROM: Jay Rosenbloom, MD, PhD  
Pediatrician, Pediatric Associates of the Northwest  
Medical Director, Children's Health Alliance

Deborah Rumsey  
Executive Director, Children's Health Alliance

SUBJECT: Statement in Support of HB 3090, Flavored Tobacco

Chair Nosse and members of the committee, the 170+ pediatrician members of the Children's Health Alliance support HB 3090, which protects kids by ending the sale of all flavored tobacco products in our state. Children's Health Alliance pediatricians care for approximately 190,000 children and their families in the Portland metro area and Salem and are committed to improving the health of all Oregon's children. This bill is an important policy step.

CHA pediatricians consider tobacco use and exposure to be a significant threat to the health of their young patients. Preventing children from starting to smoke is one of the most important strategies to reduce tobacco-related diseases. It's well-known that nearly 90 percent of all tobacco users started smoking before they turned 18. Many of those young smokers will die early as a result.

Previously, we supported raising the age to purchase tobacco to 21 because doing so will lead to substantial reductions in tobacco use, improve the health of Americans across the lifespan and save millions of lives. In the current legislative session, we support HB 3090 – the Preventing Nicotine Addition bill – to similarly reduce long-term tobacco use. The Oregon Health Authority recently reported that 25 percent of Oregon businesses sold tobacco to under-age buyers. Eighty-five percent of those chose flavored tobacco products such as gummy bear, cupcake, Jolly Ranchers, cotton candy, or Kool-Aid. These flavors make it much more likely for kids to start using tobacco, especially e-cigarettes. Taking action now to limit the flavored tobacco choices for youth will help protect Oregon's children from tobacco use in their formative years and prevent tobacco-related diseases as adults.

Please pass HB 3090 this session.