

**In Favor of HB 3090:**

March 20, 2023

Dear Chair Nosse, Vice Chairs Nelson and Goodwin, and members of the committee,

My name is Arlene Kantor, and I am a cancer epidemiologist residing in Clackamas County. I am a volunteer with the American Cancer Society Cancer Action Network. We urge your support of HB 3090 to end the sale of menthol cigarettes and all other flavored tobacco products in Oregon. All products, all flavors, all locations, no exceptions.

Prevention is the greatest tool we have in public health. Tobacco-related illness remains the number one cause of preventable death in Oregon. Over 8,000 Oregonians will die of smoking-related illness this year. According to the CDC and the Oregon Health Authority, 95% of adults who smoke first started before the age of 21, but fewer than 25% of these same adults use any form of flavored product, while 85% of youth who smoke started use a flavored product, and 80% exclusively use a flavored product.

By removing these flavored tobacco products, fewer children will be tempted to try them for the first time, avoiding a lifetime of addiction, illness, and death.

I support improving tobacco control in Oregon because tobacco and e-cigarette use, especially among our youth, represents a devastating cost to the health and lives of Oregonians. Flavors added to e-cigarette products and tobacco have enticed young people who, within weeks, can develop a nicotine addiction that will interfere with behavior and normal brain development. Adults as well as teens have been lured to menthol cigarettes which mask the harsh taste of tobacco, allowing deeper inhalation and a higher nicotine dependency that is harder to break.

Please vote yes on HB 3090 and end the sale of all flavored tobacco products with no exemptions in Oregon. Your leadership will save lives.

Thank you,

Arlene Kantor, Dr.P.H.

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