

Submitter: Iden Campbell

On Behalf Of: Flavor Hooks Oregon Kids

Committee: House Committee On Behavioral Health and Health Care

Measure: HB3090

Early into my childhood, I recognized how insidious tobacco is. Some of my earliest memories are of my mom and dad smoking cigarettes. They both smoked Newports and occasionally Winston's. As time went on, it seemed as if every family member I was close to while growing up in Brooklyn, NY, smoked. From my parents to my paternal grandmother, my aunt, and my closest older cousins. All four started smoking in their teens, my mom in the early 60s, and her cousins in the mid-fifties. It was clear that Big Tobacco targeted Black people and our communities—and its impact can still be felt today.

My mother stopped smoking around 2006/7, and my dad followed shortly before he passed in 2016. My mother died of lung cancer in 2020, two decades after her three older first cousins all died of lung cancer. These are the negative, longstanding impacts of tobacco that I and my family members live with today. And all that loss of life could have been prevented.

As a young person watching my family members smoke and pass away, I decided never to pick up smoking, and I'm grateful that my siblings also made the same decision. We're here today because of it. That's why I firmly support initiatives like Flavor Hooks Oregon Kids, which has stood up to end the sale of all flavored tobacco products in Oregon. Why? Because smoking is the leading cause of preventable death and disease in Oregon – killing more than 8,000 Oregonians a year and costing us well over \$5 billion annually in medical costs and lost productivity. The Flavors Hook Oregon Kids campaign is working to improve the health of our youth, who, like Black communities, have been relentlessly and ruthlessly targeted by tobacco companies for decades. It's time to end the sale of all flavored tobacco products in Oregon and save lives—for our families, our children, and for the future generations we must protect. Thank you.

Iden Campbell

###