



## MEMORANDUM

To: Rep. Rob Nosse, Chair, House Behavioral Health and Health Care Committee  
Rep. Christine Goodwin, Vice-Chair, House Behavioral Health and Health Care Committee  
Rep. Travis Nelson, Vice-Chair, House Behavioral Health and Health Care Committee  
Members of the House Behavioral Health and Health Care Committee

From: Courtni Dresser, Vice President of Government Relations

Date: March 23, 2023

Re: OMA Comments in Support of HB 3090

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The Oregon Medical Association would like to express strong support of HB 3090, the Preventing Nicotine Addiction bill, which prohibits the sale of all flavored tobacco products in Oregon. The OMA believes this bill will protect Oregon communities from the marketing and distribution of flavored tobacco products to our children who mistakenly perceive them as less damaging than cigarettes.

As an organization comprised of healthcare providers, the OMA is on the front lines of this issue as our members treat patients suffering the repercussions of tobacco use every day. Despite these efforts, 8,000 Oregonians die every year as tobacco continues to be the leading cause of preventable death and disease in our state.

Oregon kids are being targeted with ad campaigns that hide the danger of tobacco and nicotine use behind product names like Gummy Bear and Cinnamon Roll. Once a nicotine addiction is established with flavored tobacco and e-cigarettes, kids are more likely to develop a long-term habit that severely damages their adolescent brain development and overall health.

The Oregon Health Authority recently reported that a quarter of Oregon businesses are selling tobacco to underage patrons, so we know that raising the legal age of buying flavored tobacco and nicotine has not had the desired effect. More than 80 percent (four out of five) of kids who

use tobacco started with flavored products, which demonstrates the growing influence of tobacco marketing over our young people.

The OMA believes we have a responsibility to do all we can to ensure the health and wellbeing of our children and the passage of HB 3090, the Preventing Nicotine Act, will work to do that. This bill will empower Oregonians to protect our young people from a lifetime of serious health issues that routinely result from nicotine addiction.

For these reasons, the OMA asks you pass HB 3090

**The Oregon Medical Association (OMA) is the state's largest professional organization engaging in advocacy, policy, community-building, and networking opportunities for Oregon's physicians, physician assistants, medical students, and physician assistant students. The OMA's members speak with one voice as they advocate for policies that improve access to quality patient care, reduce administrative burdens on medical professionals, and improve the health of all Oregonians. Additional information can be found at [www.theOMA.org](http://www.theOMA.org).**