

March 22, 2023

Dear Chair Nosse, Vice-Chairs Nelson and Goodwein, and members of the House Committee On Behavioral Health and Health Care:

I am writing in support of HB 3090, the Preventing Nicotine Addiction bill, which will protect our kids and our communities by ending the sale of all flavored tobacco products in Oregon.

My neighborhood, like many others, is surrounded by stores that sell flavored tobacco products.

I support this bill because our elected leaders are positioned to protect *all* children across Oregon from the highly addictive tobacco and nicotine products. Communities need the State to stand up to the powerful tobacco industry. Small jurisdictions don't have the resources to fight lawsuits, a classic industry tactic to prevent local policy change.

Our kids are being targeted by Big Tobacco. Our kids are using flavored tobacco. While product names like Cotton Candy sound harmless, they are very dangerous. Consider the facts:

- 85% of youth e-cigarette users use flavored products.
- Tobacco is the leading cause of preventable death and disease in Oregon, killing over 8,000 Oregonians a year.

Nicotine is highly addictive and can harm adolescent brain development. Taking action now will help protect our kids, prevent serious health impacts and avoid a lifetime of addiction.

Why is this bill necessary, when retailers are already prohibited from selling flavored tobacco to young people under age 21? Because it's not working.

- The Oregon Health Authority recently reported that 25% of Oregon businesses sold tobacco to underage buyers.

According to the Public Health Law Center, over 400 jurisdictions across the United States have passed laws to restrict the sale of flavored tobacco products. There is growing evidence that banning flavored tobacco products decreases youth use.

Passage of HB 3090, the Preventing Nicotine Addiction Act, will protect youth across Oregon from falling into the trap of nicotine addiction and tobacco and e-cigarette use, as well as the host of serious health consequences associated with their use.

Sincerely,
Jamie Zentner
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