



ALEX CUYLER

Intergovernmental Relations Manager
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DATE: March 20, 2023
TO: House Behavioral Health and Health Care Committee
FROM: Alex Cuyler, Lane County Intergovernmental Relations Manager
RE: HB 3090, relating to characterizing flavors

Dear Chair Nosse and Members of the Committee:

Lane County wishes to express its support for HB 3090; the prohibition of flavored inhalant delivery systems or flavored tobacco products. The County's Department of Health and Human Services supports the provisions in this bill that define "characterizing flavor" and ban the sale of flavored tobacco products as they will have enormous short- and long-term public health impacts.

Prohibiting e-cigarettes and other flavored nicotine inhalant devices will reduce youth smoking. Smoking is one of the leading causes of preventable death in disease in Oregon, killing more than 8,000 Oregonians a year. Half of youth who have ever tried smoking started with menthol cigarettes, and according to studies done by the U.S. Food and Drug Administration, menthol flavored cigarettes were responsible for 10.1 million additional new smokers between 1980 and 2018.

Nearly all tobacco use begins during youth and young adulthood, and tobacco companies has successfully gained a larger market of users through the sale of flavored products. 85% of youth e-cigarette users started with flavored product. In Lane County alone, 15% of 8th graders and 27% of 11th graders use e-cigarettes, while 99% of tobacco retailers assessed in Lane County sold flavored tobacco products. Tobacco companies knowingly market harmful products to young users and Oregonians, therefore it's imperative the legislature steps in to implement policies that protect our youths' futures.

Aside from the public health impacts, tobacco use in Oregon has directly caused \$1.54 billion in annual health care expenses. This bill could alleviate pressure on the already under-staffed and strained healthcare industry in our state.

Members of community coalitions in Lane County has expressed strong desire to ban flavored tobacco products. Polls have shown that a majority of Oregon voters, 62%, support ending the sale of flavored tobacco products. This bill would be an example of strong public policy that meets the wants and needs of our communities.

Thank you for the opportunity to testify and we urge you to vote yes on this HB 3090.

ELECTRONICALLY SUBMITTED BY ALEX CUYLER, LANE COUNTY
INTERGOVERNMENTAL RELATIONS MANAGER