



January 9, 2024

Senate President Rob Wagner  
900 Court St NE, S-201  
Salem, OR 97301

Dear Honorable Senate President Rob Wagner,

**Members of the Lake Oswego Youth Leadership Council, City Council, and School Board write in support of a state-wide ban on the sale of flavored tobacco.**

While we were encouraged to see a proposed ban (HB3090) introduced during the 2023 legislative session, the urgency of this issue makes the delay of its passage disheartening. The increasing prevalence of vapes and other flavored tobacco products is having an immediate and significant impact on the health of our community, which disproportionately affects youth, women, and people of color. This challenge is too big for our community to address on our own. We urge you and your colleagues to reintroduce and *pass* a ban on the sale of flavored tobacco as soon as possible.

**Lake Oswego is directly affected.** The 2022 Student Health Survey of 407 LOSD 11<sup>th</sup> graders revealed that nearly 20% of respondents used some form of tobacco product in the last 30 days. For 78% of these high schoolers, a vape or e-cigarette (which almost always has a flavored cartridge) was the first tobacco product they used. High school students in Lake Oswego have reliable access to and are using flavored tobacco products.

**Tobacco companies use marketing and flavors to target youth, cultivating life-long customers.** Multiple sources indicate that removing flavoring options for e-cigarettes would encourage a substantial portion of youth smokers to quit. Exciting tastes mask the dangers of smoking and entice new users, while colorful packaging draws attention to the shelves. The Federal Government took aim at these practices in 2009 with the passage of the Family Smoking Prevention and Tobacco Control Act, which banned the sale of flavored *cigarettes* but failed to anticipate the proliferation of vapes over the next decade and a half. These targeted products and marketing practices, enabled by a regulatory loophole and compounded by the close proximity of smoke shops to schools in our community, has made access and exposure to flavored tobacco products nearly unavoidable. The use of flavored tobacco products (over non-flavored) is disproportionately high among young people. A statewide ban stands to drastically reduce youth access to and use of tobacco products.

---

Respect. Excellence. Trust. Service.

**Flavored tobacco products have an outsized impact on the health of women and people of color.** Targeted industry marketing has cultivated the disproportionate use of flavored tobacco products among Black and Hispanic populations, as well as women, contributing to systemic health disparities. According to a trial modeled on data from New York City, banning flavored tobacco products would significantly reduce health disparities between white and BIPOC populations, improving quality of life outcomes and decreasing long-range healthcare costs.

**Oregon is positioned to be a national leader.** During the 2023 legislative sessions, Vermont (H204), Washington (SB 5239), Maryland (SB 259), Hawaii (HB 551), New Mexico (HB 0094), New York (A 3907), New Jersey (A 4120) and Indiana (HB 1133) introduced legislation to prohibit the sale of flavored tobacco products, including menthol-flavored cigarettes. This level of policy intervention has momentum, is based on a demonstrated and shared need, and is quickly becoming a legislative priority across the country. Oregon passing a ban on flavored tobacco products would not only remedy an issue at home, it would increase the ability of neighboring states to support our collective effort to improve the health of our young people.

Senate President Wagner, we appreciate your partnership and stand ready to do our part to support the passage of a bill banning the sale of flavored tobacco products.

Thank you for your consideration and leadership.

Sincerely,

**Members of the Lake Oswego Youth Leadership Council**

Liam Aranda-Michel	Mira Garcia	Nidhi Nair
Sevens Baertsch Kovalchick	Maya Green	Zechariah Pressnell
Cara Chen	Ria Gupta	Naomi Robinson
Anders Erdenberger	Allison Korkola	Auveen Shafaei
Olive Erdmann	Ophilia Lu	Kasen Shi
Holly Fowler	Pedro Marin-Quiros	Drishti Singh

**Members of the Lake Oswego City Council**

Joseph M. Buck, Mayor  
Rachel Verdick, Council President  
Ali Afghan, Councilor  
Trudy Corrigan, Councilor  
Massene Mboup, Councilor  
Aaron Rapf, Councilor  
John Wendland, Councilor

**Members of the Lake Oswego School Board**

Brian Bills, Board Chair  
John Wallin, Board Vice Chair  
Kirsten Aird, Director  
Neelam Gupta, Director  
Liz Hartman, Director  
Ayse Bakircioglu, Student Representative  
Abby Flaa, Student Representative

---

Respect. Excellence. Trust. Service.