



February 28, 2025

Senate Committee On Early Childhood and Behavioral Health

**RE: Support for Senate Bill 702**

Dear Chair Reynolds, Vice Chair Anderson, and members of the Committee:

On behalf of Northwest Family Services (NWFS), I am writing in support of SB 702 to end the sale of flavored tobacco and nicotine products.

Since 1983, NWFS has supported family stability, child well-being, and victims of crime by addressing social determinants of health. We are a culturally responsive organization with a wide array of programs that address basic needs, behavioral health, health navigation, housing stability, and youth empowerment in the Portland and Salem metro areas.

E-cigarettes are a major threat to the physical and mental well-being of our community. In Oregon, smoking is the leading cause of preventable death and disease, and nearly all tobacco use begins during youth and young adulthood. *E-cigarettes are the most popular tobacco product among Oregon teens, with over 10% of 11th graders having used them in the past month.*<sup>1</sup> This trend is especially concerning considering the addictive nature of these products. E-cigarette use is relatively inconspicuous due to their fruity scents, allowing for more frequent use and allowing youth to use these products at home and school without detection from parents and teachers. In addition, e-cigarettes can deliver massive doses of nicotine, which puts youth at greater risk for addiction.

Tobacco companies knowingly market harmful products to young users. Flavored products like cool mint, watermelon ice, and cotton candy attract and hook new young users. These tactics are working: *nearly 90% of youth e-cigarette users use flavored products.*<sup>2</sup>

Ending the sale of flavored tobacco is necessary to reduce preventable death and disease, and it will protect young people against the tobacco industry's efforts to create lifelong tobacco users. We urge you to prioritize the health and safety of Oregon's youth by supporting SB 702. We appreciate your commitment to protecting youth.

Sincerely Yours,

A handwritten signature in black ink that reads 'Rose Fuller'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Rose Fuller  
Executive Director

*Additional Statistics*

- 5,500 Oregonians die from smoking every year.<sup>3</sup>
- 95% of adults who smoke report they started before age 21.<sup>4</sup>
- 88% of youth e-cigarette users use flavored products.<sup>5</sup>

---

<sup>1</sup> Oregon Health Authority, Oregon Student Health Survey.

<sup>2</sup> Results from the 2024 Annual National Youth Tobacco Survey

<sup>3</sup> Toll of Tobacco in Oregon, Campaign for Tobacco-Free Kids

<sup>4</sup> Substance Abuse and Mental Health Services Administration. National Survey on Drug Use and Health, 2014

<sup>5</sup> Results from the 2024 Annual National Youth Tobacco Survey | FDA