



March 3, 2025

Senate Committee On Early Childhood and Behavioral Health

RE: Impact of flavored tobacco and nicotine on youth

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

On behalf of the East Multnomah Youth Substance Prevention Coalition (EMYSPC), I am writing to educate on the harms of tobacco and nicotine products.

East Multnomah Youth Substance Prevention Coalition (EMYSPC) empowers and educates community members to promote resiliency among youth. We prevent substance use among youth in East Multnomah County through advocacy and engagement with community partners. We have determined that flavored tobacco/nicotine use is highly prevalent among youth in our community through conducting environmental scans, interviews with community partners, youth, and parents, and reviewed Student Health Service data. For instance, E-cigarettes are the most popular tobacco product among Oregon teens, with over 10% of 11th graders using them in the past month¹.

E-cigarettes threaten the physical and emotional health of youth due to their addictive and harmful ingredients. E-cigarettes are highly addictive because they deliver massive doses of nicotine, which puts youth users 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 users². Clearly, from what we see and hear in our community, these tactics are working.

We suggest limiting the availability and accessibility of flavored e-cigarettes in our community to protect youth from further harm. We appreciate your commitment to protecting youth.

Additional Statistics

- 5,500 Oregonians die from smoking every year.³
- 95% of adults who smoke report they started before age 21.⁴
- 88% of youth e-cigarette users use flavored products.⁵

Thank you,



1 Oregon Health Authority, Oregon Student Health Survey.

2 Results from the 2024 Annual National Youth Tobacco Survey

3 Toll of Tobacco in Oregon, Campaign for Tobacco-Free Kids

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

5 Results from the 2024 Annual National Youth Tobacco Survey | FDA