

March 3, 2025

TO: Senate Committee On Early Childhood and Behavioral Health  
FROM: Ali King on behalf of Our Children Oregon's 2025 Children's Agenda  
SUBJECT: Support for SB 702

Chair Reynolds, Vice Chair Anderson, and Members of the Committee:

My name is Ali King and I am the Policy and Advocacy Director for Our Children Oregon (OCO). I am writing on behalf of The Children's Agenda, convened by OCO, which brings together a coalition of more than 135 organizations statewide dedicated to improving child wellbeing in Oregon.

**SB 702 is a top priority of the 2025 Children's Agenda and has strong and broad support from our partner organizations across Oregon.**

As advocates for children and families in Oregon, we have seen firsthand how the tobacco industry knowingly markets harmful products to young users, spending \$115 million a year in Oregon on advertising and promotion. Flavored products like Cool Mint, Watermelon Ice, and Cotton Candy attract and hook new young users. Their tactics are working. **Nearly all tobacco use begins during youth and young adulthood and begins with flavored tobacco.**

In fact, according to the CDC, 81% of kids who use tobacco start with flavored products. Additionally, nearly 90% of youth e-cigarette users use flavored e-cigarettes and more than 6,500 Oregon kids try cigarettes for the first time each year. 10.8% of Oregon's 11th graders use e-cigarettes, and 5,500 Oregonians die each year from smoking-related illnesses.

**It is well past time to end the sale of flavored tobacco products in Oregon by passing SB 702.**

We appreciate the work you do every day to support Oregon's children and families and **we strongly urge you to continue to help protect our kids and communities by ending the sale of all flavored tobacco products in Oregon by voting YES on SB 702.**

Sincerely,

Our Children Oregon  
American Heart Association  
Beyond Toxics  
Coalition of Local Health Officials  
Latino Network  
Next Up Action Fund  
Oregon Association of Relief Nurseries  
Oregon Association of Student Councils  
Oregon Environmental Council  
Oregon Primary Care Association  
Oregon PTA  
Oregon School Nurses' Association  
Oregon Sexual Assault Task Force  
Partners for a Hunger-Free Oregon  
Prevent Child Abuse Oregon  
Southern Oregon Success  
Urban League of Portland  
Washington County Kids

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