



YES ON SENATE BILL 702

END THE SALE OF ALL FLAVORED TOBACCO PRODUCTS

Smoking is the leading cause of preventable death and disease in Oregon, and nearly all tobacco use begins during youth and young adulthood. According to pediatricians, cigarette smoking sets kids up for a lifetime of nicotine addiction and serious health conditions like heart disease and lung disease. Tobacco companies knowingly market harmful products to young users.

E-cigarettes are the most popular tobacco product among Oregon teens, with over 10% of 11th graders using them in the past month.¹

E-cigarettes can deliver massive doses of nicotine, which put youth users at greater risk for addiction. 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.²

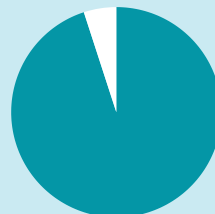
For decades, Big Tobacco has targeted Black Americans with campaigns to promote menthol cigarettes. Menthol cigarettes make it easier for young people to start smoking, are more addictive and harder to quit. Other frequent targets of the tobacco industry include communities of color, the LGBTQ+ community, women, low-income Oregonians, and people with mental health conditions.

The Flavors Hook Oregon Kids campaign is a growing statewide movement to protect our children from the dangerous traps set by Big Tobacco. Our broad, diverse coalition includes more than 60 community-based organizations and 20 cities, counties, and school boards across that state have passed ordinances, resolutions, and letters, urging the legislature to end the sale of flavored tobacco.



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

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

FLAVORS HOOK OREGON KIDS



OUR COALITION AGREES:

Pass SB 702 and end the sale of all flavored tobacco products in Oregon



Catholic Community Services

