



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

My name is Cynthia Branger Muñoz, and I am submitting this testimony on behalf of the Oregon Education Association (OEA), which represents more than 41,000 educators across the state. Our members include teachers, school staff, and education professionals who are deeply invested in the well-being and success of Oregon's students.

Today, I write in strong support of **Senate Bill 702**, which would prohibit the distribution and sale of flavored tobacco products, including flavored e-cigarettes.

This bill is a significant step forward in protecting our kids from the harmful effects of nicotine addiction. As educators, we have seen firsthand how the widespread availability of flavored e-cigarettes has impacted students. These products are highly addictive and deliver massive doses of nicotine, which is especially harmful to developing brains. Nicotine exposure in young people has been linked to impaired attention, memory, and learning ability, increased mood instability and impulse control issues, and greater susceptibility to long-term substance addiction.

The rise of e-cigarette use among students has also contributed to a concerning increase in classroom disruptions. Teachers and school staff report frequent incidents of students using these products during school hours, sometimes even in classrooms or restrooms. This creates unnecessary distractions and takes valuable instructional time away from all students.

The tobacco industry has a long history of targeting young users, and flavored products are a key part of that strategy. These products—often marketed with flavors like “cotton candy,” “watermelon ice,” and “cool mint”—are designed to appeal to kids, not adults. Research shows that nearly **90% of youth who use e-cigarettes prefer flavored options**. The goal is clear: hook young people early and create lifelong customers. This is an unacceptable practice that we must take action to stop. By banning the sale of flavored tobacco products, SB 702 would help prevent more students from falling into nicotine addiction and reduce disruptions in our schools.

While this legislation is a crucial step, we believe it should go further. **Flavored cannabis products** are also widely available and pose similar risks in terms of addiction and school disruption. The rise in youth cannabis use—particularly in highly potent, flavored vape products—raises serious concerns about long-term health effects, academic performance, and student behavior in school settings. Future policy efforts should include stronger measures to limit the accessibility of flavored cannabis products to young people.

We urge this committee to vote **yes** on SB 702. Protecting the health and well-being of Oregon's students should be a priority, and this bill is a critical step toward reducing youth nicotine addiction and maintaining a healthier, more focused learning environment. We also encourage further discussion on addressing flavored cannabis products to ensure that all aspects of youth-targeted substance marketing are eliminated.

Thank you for your time and commitment to the students of Oregon.