

Submitter: Emily Rosenthal

On Behalf Of:

Committee: Senate Committee On Early Childhood and Behavioral Health

Measure, Appointment or Topic: SB702

Support for Senate Bill 702 – Restricting the Sale of Flavored Tobacco Products

Dear Chair Reynolds and Members of the Committee,

As a pediatrician practicing in Portland, OR, I strongly urge you to support Senate Bill 702, which seeks to prohibit the sale of all flavored tobacco products. This legislation is a critical step in protecting the health and well-being of Oregon's children and adolescents.

Flavored tobacco products, such as menthol cigarettes and flavored e-cigarettes, are deliberately marketed to young people. This encourages early nicotine addiction among youth and young adults. 80% of adolescents report flavored tobacco was the first ever nicotine product they used. As a physician, I have seen firsthand the devastating impact of early tobacco use, from respiratory issues to long-term addiction. The developing brains of children and teenagers are particularly vulnerable to nicotine, which can impair cognitive function, increase susceptibility to addiction, and set the stage for lifelong health complications.

Restrictions on the sale of flavored tobacco have been enacted in other states with amazing results. Not only has e-cigarette use dramatically declined, but combustible cigarette use also declines.

By passing SB 702, Oregon can take a meaningful stand against youth tobacco use and safeguard public health. I urge you to prioritize the well-being of our children over the interests of the tobacco industry and vote in favor of this bill.

Thank you for your time and commitment to protecting Oregon's youth.

Sincerely,

Emily Rosenthal, MD