



of the Pacific Northwest

Senate Committee on Early Childhood and Behavioral Health

Support for Senate Bill 702

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

Girls Inc. of the Pacific Northwest strongly supports Senate Bill 702, as ending the sale of flavored tobacco products is a reasonable step to take to protect the health of Oregon youth.

Girls Inc. of the Pacific Northwest is dedicated to inspiring all girls to be strong, smart, and bold.

One thing that can pose a risk to the bright futures of all girls is nicotine addiction. These dangerous products, including menthol and candy-flavored cigarettes, are designed to attract young people and non-smokers. Flavored tobacco masks the harshness of nicotine, making it more palatable and easier to start using. As a result, the rate of tobacco use among youth is alarming – and girls are harmed the most. According to the CDC, more females than males reported current e-cigarette usage in 2023.

Evidence from public health research finds that flavored tobacco products are a significant driver of smoking among teenagers. Tobacco use remains a leading cause of preventable disease and death, and curbing access to these enticing products aligns with our commitment to public health and safety. Other states that have implemented similar bans have seen significant declines in youth smoking rates, underscoring the effectiveness of such measures.

By ending the sale of flavored tobacco products, Oregon can foster a healthier environment for our youth and for future generations. I urge you to support SB 702.

Thank you for your time and consideration.

Sincerely,

Hailey Hardcastle

Advocacy Program Manager

Girls Inc. of the Pacific Northwest