



March 6, 2025

To: Senate Committee on Early Childhood and Behavioral Health

Re: Support for SB 702, End the Sale of All Flavored Tobacco Products

Dear Chair Reynolds, Vice-Chair Anderson, and members of the Senate Committee on Early Childhood and Behavioral Health:

My name is Alex Riedlinger, and I am the Advocacy Manager at the Coalition of Communities of Color (CCC). I am writing **in support of SB 702, the End the Sale of All Flavored Tobacco Products bill**, to protect children and youth from flavored tobacco and e-cigarette products.

As part of our mission to advance the wellbeing of communities of color, CCC has formally endorsed ending the sale of flavored tobacco. For decades, the tobacco industry has targeted youth, BIPOC, and LGBTQ2SIA+ communities with flavored products and misleading advertising about their safety, putting profits over young people's health. Flavored tobacco and e-cigarette products are the current lure to hook young users, and it is working, with 88 percent of youth e-cigarette users using flavored products.

We know that this exploitation of young people will only stop with new laws to protect public health by eliminating this market in Oregon. E-cigarettes are the most popular tobacco product among Oregon teens, with over 10 percent of 11th graders using them in the past month. Bans on sale to youth and young people under the age of 21 are not working: the Oregon Health Authority reported that in 2022, 25 percent of tobacco retailers in Oregon illegally sold products to underage buyers.

We thank you for your steadfast work to protect Oregonians' health through your service on this committee, and urge you to take action to prevent youth from tobacco addiction and the lifelong health consequences of tobacco use by passing SB 702.

Sincerely,

Alex Riedlinger, Advocacy Manager
Coalition of Communities of Color