

PROCLAMATION

WHEREAS, Big Tobacco's use of candy flavors like bubblegum, blue raspberry, root beer, and minty menthol hooks generations of consumers – especially kids, students and communities of color – on the massive hits of nicotine their tobacco products can deliver; and

WHEREAS, the millions Big Tobacco spends on lobbying so retailers can continue selling their predatory, candy-flavored products has triggered what the Surgeon General and the FDA have called an “epidemic” of e-cigarette use across the nation; and

WHEREAS, big Tobacco spends \$115 million for marketing in Oregon each year; and

WHEREAS, 10.8% of Oregon 11th grade students use e-cigarettes, and 5,000 Oregon kids under 18 try cigarettes for the first time each year; and

WHEREAS, tobacco companies are creating a cycle of addiction that puts taxpayers – whether they smoke or not – on the hook for \$373.6 million in annual Medicaid costs caused by smoking in Oregon; and

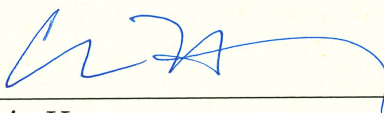
WHEREAS, each year, tobacco use kills over 8,000 Oregonians and costs almost \$5.7 billion in medical expenses and lost productivity; and

NOW, THEREFORE, I, Chris Hoy, Mayor of the City of Salem, do hereby support:

Ending the Sale of Flavored Tobacco Products

And encourage the legislature to act immediately to protect kids and targeted communities from Big Tobacco's candy-flavored and minty-menthol tobacco used to lure young people into a lifetime of addiction.

DATED this eighth day of April 2024.



Chris Hoy
Mayor

