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On Behalf Of:

Committee: House Committee On Economic Development, Small Business, and Trade

Measure, Appointment or Topic: HB3724

The approach outlined in SB 702 mirrors a familiar and troubling tactic previously employed by the tobacco industry. For decades, tobacco companies advocated for regulatory language requiring proof of a direct causal link between advertising and youth smoking, intentionally shifting the focus away from whether their advertising inherently appealed to minors.

By emphasizing causation, these industries created barriers that delayed effective regulatory action, since demonstrating direct causation is complex and easily contested. This approach effectively shifted the burden onto regulators, creating loopholes that delay accountability while protecting industry profits.

Now, Oregon risks falling into the same trap set by the cannabis industry. The consequences of inadequate regulation are already evident, and our children bear the cost today—a cost that will persist well into the future. Claims suggesting that SB 702 would lead to more effective regulation or reduce cannabis use among youth would be laughable if the stakes were not so serious.

Research on cannabis use among minors is becoming increasingly clear and increasingly alarming. Recognizing the inevitability of stricter future regulation, the cannabis industry is preemptively pushing SB 702 to safeguard their marketing freedoms.

I urge you to approach this bill with skepticism and rigor. Conduct your own research and apply common sense when assessing its merits. Extensive, high-quality, peer-reviewed research on cannabis's impact and effectiveness is readily available at <https://www.thehonestcampaign.org/>. Our children's health depends on responsible, informed decision-making.