



**Public Health**  
Prevent. Promote. Protect.

*Lincoln County*

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[www.co.lincoln.or.us/1005/Public-Health](http://www.co.lincoln.or.us/1005/Public-Health)

April 3 2025

Re: HB 3197 -2 Support

Dear Co-Chairs Kropf and Prozanski and committee members,

Lincoln County Public Health writes in support of HB 3197-2 which will add a new point-of-sale tax on beer, wine, and cider products in Oregon.

First and foremost, this proposal strikes a balance—it imposes only a small cost on consumers while generating significant revenue to address Oregon’s addiction crisis. It is a small tax on the consumer -- at the register – starting at 2 percent and gradually increasing to 8 percent. This is miniscule, but it will raise a meaningful amount of money to pay for critical programs to reverse our addiction crisis in Oregon. The data provided by the Legislative Fiscal Office estimates that the 2 percent tax would raise \$77 million per biennium, 4 percent will raise \$144 million, and 8 percent will raise \$222 million. Furthermore, the -2 amendment exempts small breweries from the tax, protecting Oregon’s beloved establishments.

At Lincoln County Public Health, we are passionate about primary prevention – which seeks to delay or prevent youth from using substances like alcohol, cannabis, opioids, fentanyl, tobacco, and other drugs – all of which can cause serious harm to a developing brain.

We would ask that a portion of these funds be used to fund primary prevention programs through local public health per HB 2954. If you invested in this way, we would implement evidence-based programs in partnership with schools that gives kids the tools and skills they need to build their self-esteem, establish healthy coping mechanisms and good decision making, reduce substance use, absenteeism, bullying, violence, depression, anxiety, and suicide ideation. Primary Prevention provides a strong return on investment, especially when the investment is 2 percent of the alcohol cost. On a \$10 purchase, that’s a mere 20 cents to improve health outcomes.



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The funds would also be used to fund youth treatment and recovery, of which our state is in very short supply. This is not our area of expertise, but we know it is sorely needed.

According to the 2024 Oregon Health Matters survey, 87% of Oregonians believe that alcohol is a serious problem to society and 45% of Oregonians say that drinking has been a cause of trouble in their family.

We need you to step up and do this difficult thing to improve health outcomes for our children. Thank you.



**Florence Pourtal**

Lincoln County Public Health Division Director



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