

May 20, 2025

TO: Senate Committee on Finance and Revenue

FROM: Ali King on behalf of Our Children Oregon's 2025 Children's Agenda

SUBJECT: Support for SB 702A

Chair Meek, Vice Chair McLane, and members of the Committee:

My name is Ali King and I am the Policy and Advocacy Director for Our Children Oregon (OCO), a statewide organization that champions equitable policies and opportunities for every child by leveraging data and research. [The Children's Agenda](#), convened annually by OCO, brings together more than 135 organizations statewide to create a holistic legislative agenda dedicated to improving the wellbeing of Oregon's children, youth, and families.

SB 702A, which takes important steps to significantly reduce access to flavored tobacco products and ensure that they are not being sold to kids, is part of the 2025 Children's Agenda and has strong and broad support from our partner organizations across Oregon.

As advocates for children and families in Oregon, we have seen firsthand how, with the declining sales of cigarettes, the tobacco industry is desperately trying to find ways to hook a new generation of users. In fact, they spend \$115 million a year in Oregon on advertising and promotion. Flavored products like Cool Mint, Watermelon Ice, and Cotton Candy attract and hook new young users. Their tactics are working. **Nearly all tobacco use begins during youth and young adulthood and begins with flavored tobacco.**

According to the CDC, 81% of kids who use tobacco start with flavored products. Additionally, nearly 90% of youth e-cigarette users use flavored e-cigarettes and more than 6,500 Oregon kids try cigarettes for the first time each year. 10.8% of Oregon's 11th graders use e-cigarettes, and 5,500 Oregonians die each year from smoking-related illnesses.

It is well past time to limit the sale of flavored tobacco products in Oregon by passing SB 702A.

We appreciate the work you do every day to support Oregon's children and families and **we strongly urge you to take action now by passing SB 702A to protect the health of Oregon kids.**

Sincerely,

Our Children Oregon

American Heart Association

Beyond Toxics

Coalition of Local Health Officials

Latino Network

Next Up Action Fund

Oregon Association of Relief Nurseries

Oregon Association of Student Councils

Oregon Environmental Council

Oregon Primary Care Association

Oregon PTA

Oregon School Nurses' Association

Oregon Sexual Assault Task Force

Partners for a Hunger-Free Oregon

Prevent Child Abuse Oregon

Southern Oregon Success

Urban League of Portland

Washington County Kids

Learn more at:

www.OurChildrenOregon.org/2025-childrens-agenda

For questions, contact Ali King, Policy & Advocacy Director

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