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Prevention Advocate
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To Whom It May Concern:

I am writing to express my strong support for legislation SB 702 that **prohibits the distribution, sale, attempted sale, or offering for sale of flavored inhalant delivery system products and flavored tobacco products in Oregon**, except from premises that are established as a store by the Oregon Liquor and Cannabis Commission (OLCC) and are duly licensed by the Department of Revenue or authorized by local governments.

Flavored tobacco and nicotine products—particularly e-cigarettes and vape devices—are disproportionately marketed to and consumed by youth. The availability of sweet, minty, and candy-like flavors greatly enhances the appeal of these products to adolescents, who might not otherwise start using nicotine. Once addicted, these products can lead to long-term dependence and a higher risk of future substance use.

There is now **a substantial and consistent body of research** showing that flavored tobacco products drive youth initiation, undermine cessation efforts, and contribute to lifelong addiction. The question of whether these products should continue to be sold is no longer debatable—the evidence is clear. Allowing their widespread sale continues to pose a direct and preventable threat to public health, particularly for young people.

Oregon has made progress in protecting public health, yet youth vaping rates remain alarming. Restricting access to flavored products is a key, evidence-based strategy to prevent youth initiation and reduce health disparities associated with tobacco use. This legislation carefully balances the need for stricter regulation while allowing authorized and licensed establishments to remain compliant.

I applaud this legislative effort as a crucial step in advancing youth prevention, enhancing community health, and holding the tobacco industry accountable for practices that jeopardize our youngest populations. I urge your full support and the swift passage of this measure.

Sincerely,

A handwritten signature in black ink that reads "Pam Pearce". The signature is written in a cursive, flowing style with a large initial "P".

Pam Pearce