

Submitter: BENJAMIN SANFORD
On Behalf Of:
Committee: Senate Committee On Judiciary
Measure, Appointment or Topic: SB1571

February 4, 2026

Oregon State Senate
900 Court St. NE
Salem, Oregon 97301

RE: Pass SB 1571 and Protect Oregon's Kids

Dear Chair [to be named] and members of the Committee:

My name is Ben Sanford, and I am a Tobacco Treatment Specialist and Commercial Tobacco Prevention Coordinator working with the Urban Native American community in Portland Oregon. Within my role with the Native American Youth and Family Center I have concerns about SB 1571 and am writing in in support of SB 1571.

Native American Youth in the Portland Metro Area face the continued onslaught of Native Imagery and products aimed specifically at them based on heritage and the origins of tobacco. Brightly colored packaging and harm free messaging make these products tempting and are readily available. Any amount of nicotine for adolescents is harmful to their cognitive development and permanently alters the reward centers of their brains. These products are relatively new and don't have long-term testing that would assure users of their long-term effects. Existing products are known to contribute to deterioration of every major system in the body, and lead to many of the existing health issues in Native Americans in our country.

Nicotine pouches come in a variety of flavors including berry, mint and citrus, and are sold by all major tobacco companies. These new products are poised to be the next money maker, setting up young people for a lifetime of addiction while the tobacco industry profits. Total monthly nicotine pouch sales increased by 250.8% nationally between January 2023 and August 2025.

Nicotine pouches must be properly regulated just like other smokeless tobacco products, cigarettes, e-cigarettes and vapes, and cigars. It's time for Oregon to protect kids and close the loophole that leaves nicotine pouches unregulated.

Thank you,
Ben Sanford

Commercial Tobacco Prevention Coordinator