



February 10th, 2026

RE: Pass SB 1571 and Protect Oregon's Kids

Dear Chair Prozanski, Vice-Chair Thatcher, and members of the Committee:

The Oregon Council for Behavioral Health (OCBH), is State's largest integrated behavioral health association. Our members operate the full continuum of care from youth and family services, outpatient, and residential care. We applaud the legislature's recent investments in treatment and hope that you continue to support the behavioral health system by passing this prevention effort in SB 1571.

This common sense regulation of nicotine pouches will improve health long term health outcomes of Oregon youth.

We have seen firsthand the impact of flavored tobacco on kids, and now Big Tobacco is onto its next trick: nicotine pouches. Nicotine pouches are flavored and easy to conceal—two features that drove youth e-cigarette use to crisis levels.

Right now, Oregon doesn't have a state law that restricts the sale of these products—even to kids. The rules around nicotine pouches don't match the safety measures and regulations we have around cigarettes, e-cigarettes and vape products, cigars & chewing tobacco. In Oregon, nicotine pouches can be sold anywhere without a state license and can be purchased online; there is no age restriction required under Oregon law.

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.<sup>1</sup>

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.

By voting yes on SB 1571, you can help protect Oregon kids from Big Tobacco and nicotine addiction.

Thank you,

Adam Kane  
Oregon Council for Behavioral Health  
Member Engagement and Policy Outreach Coordinator

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<sup>1</sup> CDC Foundation, "Monitoring Sales: Nicotine Pouch Trends" Published October 2025