75th OREGON LEGISLATIVE ASSEMBLY - 2009 Regular Session **MEASURE:** **HB 2358**
STAFF MEASURE SUMMARY **CARRIER:** **Rep. Tomei**
House Committee on Human Services

REVENUE: No revenue impact
FISCAL: No fiscal impact

Action:	Do Pass
Vote:	7 - 2 - 0
Yeas:	Boone, Cowan, Dembrow, Maurer, Olson, VanOrman, Tomei
Nays:	Freeman, Huffman
Exc.:	0
Prepared By:	Keely West, Administrator
Meeting Dates:	1/26, 4/22

WHAT THE MEASURE DOES: In the public interest of the health and well-being of Oregonians the distribution of free samples of non-cigarette tobacco products is prohibited. Defines non-cigarette tobacco products as any product containing tobacco and intended for human consumption except those items defined by statute as cigarettes. Imposes a civil penalty for violations. Designates method and agency to impose penalties.

ISSUES DISCUSSED:
   •   Youth targeted marketing
   •   Effects of tobacco use

EFFECT OF COMMITTEE AMENDMENT: No amendment.

BACKGROUND: A 2007 Federal Trade Commission report indicated that in 2005 major tobacco companies spent more than $13 billion to promote tobacco products; many marketing efforts directly reach children. Currently the Centers for Disease Control and Prevention states that at least 26 percent of high school students use some form of non-cigarette tobacco product. Comprehensive tobacco prevention and control programs have been shown to decrease smoking initiation. Effective state programs include paid television advertisements, community-based programs and policy interventions.

Proponents of HB 2358 assert that providing free samples of tobacco products recruits new and younger tobacco users. According to the Department of Human Services, free tobacco products are often handed out at family events such as rodeos and fairs in rural Oregon where one in three 11th grade males are regular users of smokeless tobacco. Flavored mini-cigars are heavily marketed to girls and women.

HB 2358 would eliminate free sampling of smokeless tobacco, mini-cigars and all other non-cigarette tobacco products.

This summary has not been adopted or officially endorsed by action of the committee.
Committee Services Form – 2009 Regular Session