

AMERICAN LUNG ASSOCIATION®

OF THE MOUNTAIN PACIFIC

Serving Alaska, Hawaii, Idaho, Montana, Oregon, Washington and Wyoming

MEASURE: HB 2110
EXHIBIT: S
HOUSE REVENUE COMMITTEE
DATE: 3/24/2011 PAGES: 1
SUBMITTED BY: CHUCK TAUMAN

7420 SW Bridgeport Road
Suite 200
Tigard, OR 97224-7790

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Renée Klein
President and CEO

March 24, 2011

To: Rep. Phil Barnhart and Rep. Vicki Berger, Co-Chairs
House Revenue Committee

From: Renée Klein, President & CEO
American Lung Association of the Mountain Pacific

Re: HB 2110, 2231, 2533 – Increase cigarette taxes.

The American Lung Association in Oregon is proud to support HB 2110, 2231, and 2533. The Lung Association is the oldest, non-profit, voluntary public health organization in Oregon. Our mission is to save lives by improving lung health and preventing lung disease.

The American Lung Association in Oregon strongly supports increasing the state's cigarette tax for two reasons: first, it will help prevent youth from beginning to smoke, and secondly, it will create an opportunity to raise much needed funds for tobacco prevention and education programs.

Our state's cigarette tax of \$1.18 per pack is extremely low and the number of youth who smoke is too high. Currently, 15% of Oregon's high school students and 10% of middle school students smoke. Studies show that when the price of cigarettes goes up, youth smoking goes down. In fact, for every 10 percent increase in price, youth consumption will drop by about 7 percent.

Additionally, we strongly encourage the state to use a portion of the revenue from tobacco taxes to fund tobacco prevention and education efforts, including smoking cessation programs. This will make the impact of the tobacco tax increase even stronger. In a 2010 statewide poll, voters indicated the strongest support (71%) for a \$1.00 per pack cigarette tax increase when they are told that the additional revenue would go towards funding health services and programs that keep children and teens from smoking and helping current smokers to quit.

Each year, 7,000 Oregonians die from tobacco-related deaths and Oregon spends nearly \$2.4 billion in tobacco-related healthcare costs. States that fund and implement comprehensive tobacco control programs have achieved significant reductions in tobacco use among both adults and youth. Reductions in tobacco use save thousands of lives and produce enormous declines in state health care costs and other tobacco-related expenditures.

Please support HB 2110, 2231 and 2533 to decrease the burden of tobacco on our state and help create a healthier Oregon.

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MEASURE: HB 2231
EXHIBIT: S
HOUSE REVENUE COMMITTEE
DATE: 2/27/2011 PAGES: 1
SUBMITTED BY: CHUCK TAUMAN

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MEASURE: HB 2533
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