

**Written testimony in support of HB 2136  
before the House Health Care Committee  
April 15, 2013**

American Cancer Society Cancer Action Network

American Diabetes Association

American Heart Association & American Stroke Association

American Lung Association in Oregon

Campaign for Tobacco-Free Kids

Coalition of Local Health Officials

Elders in Action

Leukemia & Lymphoma Society

Northwest Health Foundation

Oregon Latino Health Coalition

Oregon Medical Association

Oregon Nurses Association

Oregon Primary Care Association

Oregon Public Health Association

Oregon Public Health Institute

Oregon School Based Health Care Network

Physical Education for All Kids (PEAK)

Tobacco Free Coalition of Oregon, Inc (TOFCO, Inc)

Upstream Public Health

On behalf of the thousands of individuals our organizations represent who are committed to improving the lives of Oregonians by investing in health initiatives and tobacco prevention efforts, we thank you for the opportunity to share our support for HB 2136.

Dedicating 10% of available Tobacco Master Settlement Agreement funds toward tobacco prevention efforts through the Tobacco Use Reduction Account is a critical step toward improving Oregon's health. In addition to improving the lives of our citizens, investment in tobacco prevention initiatives also delivers significant long-term savings for the State of Oregon. For every \$1 spent on tobacco interventions, the State of Oregon realizes a \$5 return on investment from reduced tobacco-related health care costs (American Journal of Public Health, Dec. 2011).

Since the signing of the monumental Tobacco Master Settlement Agreement between 46 states and tobacco companies in 1998, not one penny of the \$1 billion Oregon has received in settlement funds has gone towards tobacco prevention.

Your support for HB 2136 today demonstrates leadership by recommitting the State of Oregon, for the first time in a decade, to a promise made to protect Oregonians, and especially our children, from the harms of tobacco use.

We thank you for your support for HB 2136.

## Tobacco settlement allocation, 1999-2013

\$1.142 billion  
received (2012-  
2013 expected  
receipts)

