



Oregon Latino Health Coalition
245 SW Bancroft Street, Suite E, Portland, OR 97239

April 9, 2019

Dear Chair Nathanson and Members of the Committee:

Thank you for the opportunity to submit written testimony in support of HB 2270. The Oregon Latino Health Coalition (OLHC) is proud to support the \$2 increase in Oregon cigarette tax. As shown in several studies (see reference listed), raising tobacco taxes is an effective measure to reduce smoking.

OLHC is a statewide health advocacy organization working to eliminate health disparities in the Latino community. We envision an Oregon where all have equitable opportunities and resources, leading to optimal health. Tobacco is the single most preventable cause of death and disease in our society and a major contributor to health care costs. Furthermore, the burden falls disproportionately on some of our most vulnerable populations. While cigarette smoking has decreased overall, American Indian/Alaskan Natives, Black/African Americans, Native Hawaiian/Pacific Islanders, lesbian, gay or transgender people, and low-income communities haven't experienced the same decreases (see references listed).

In Oregon the Latino population is significantly younger than white Oregonians. And since the young are particularly price-sensitive, it is vital that an Oregon tax increase is imposed on all tobacco and vaping products, including e-cigarettes, as a measure to try to prevent Latinos from becoming the next big wave of tobacco consumers.

HB 2270, supports an investment in culturally responsive cessation and prevention programs. OLHC is a culturally-specific community partner, dedicated to delivering information to the Latino community. We urge you to invest in the well-being of all our communities and support HB 2270.

Thank you for your time and consideration.

Olivia Quiroz
Olivia Quiroz,
Executive Director

Footnote

1. Multnomah County Health Department, The Selling of Tobacco in Multnomah County--June 2015. <https://multco.us/file/42999/download>
2. Oregon Health Authority, Current tobacco use and related topics among 8th and 11th graders by race and ethnicity, Oregon 2017--November 2017, https://www.oregon.gov/oha/PH/BIRTHDEATHCERTIFICATES/SURVEYS/OREGONHEALTHYTEENS/Documents/2017/RaceEthnicityOHT_Tobacco.pdf
3. The Oregon Community Foundation (OCF), Latinos in Oregon: Trends and Opportunities in a Changing State--August 2016.
4. U.S. Centers for Disease Control and Prevention (CDC), Best Practices for Comprehensive Tobacco Control Programs—2014, http://www.cdc.gov/tobacco/stateandcommunity/best_practices/.
5. U.S. Centers for Disease Control and Prevention (CDC), Smoking & Tobacco Use: Hispanics/Latinos and Tobacco Use--March 2018, <https://www.cdc.gov/tobacco/disparities/hispanics-latinos/index.htm>
6. U.S. Centers for Disease Control and Prevention (CDC), Vital Signs: Tobacco Product Use Among Middle and High School Students--United States, 2011-2018, https://www.cdc.gov/mmwr/volumes/68/wr/mm6806e1.htm?s_cid=mm6806e1_w