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Executive Director

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Senior Director,
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TO: The Honorable Nancy Nathanson, Co-Chair
The Honorable Mark Hass, Co-Chair
Members of the Joint Committee on Tax Expenditures

FROM: Carrie Nyssen
American Lung Association in Oregon

SUBJECT: HB 2270, Raising Tobacco and Vaping Taxes

The American Lung Association in Oregon works to accomplish our mission of saving lives by improving lung health and preventing lung disease through education, advocacy and research. For more than 115 years, we have led the fight for healthy lungs and healthy air. Working to keep our youth away from tobacco is central to meeting our mission and vision of having a world free of lung disease, and raising our first ever tobacco-free generation.

Each year, the American Lung Association releases its State of Tobacco Control Report which evaluates states on the proven and effective tobacco control laws and policies needed to save lives. This report can serve as a blueprint for what states can do to eliminate the death and disease caused by tobacco use.

The report grades five policy areas: smokefree air laws, tobacco 21 laws, high tobacco taxes, tobacco prevention funding and access to quit smoking treatments. The report highlights that Oregon can, and should, do more to keep our youth tobacco free.

The American Lung Association strongly supports HB 2270. We see this policy as a win in the impact it will have on reducing youth initiation to tobacco products, and the impact it will have on reducing consumption for youth and adults alike. It also provides a revenue source for addition funding for tobacco prevention and cessation programs.

Raising tobacco taxes is one of the most effective policies to impact tobacco consumption. It's a win for Oregon, our youth, and the health of our communities.

Fighting for Air

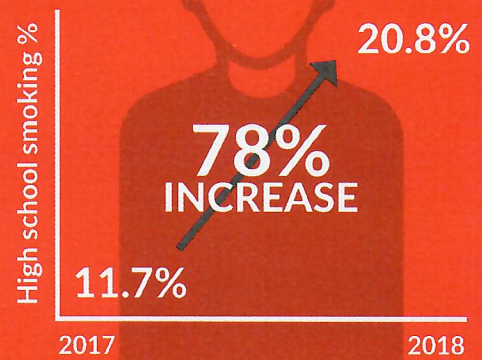
We know how to prevent tobacco use and help current smokers quit, but states and the federal government are not implementing these proven-effective, lifesaving laws and policies. The American Lung Association’s “State of Tobacco Control” 2019 report shows both the progress and failure of states and the federal government to prevent and reduce tobacco use. To learn more go to Lung.org/sotc.



 **State Goals:**

1. Increasing funding for Oregon’s Tobacco Prevention and Education program;
2. Defending Oregon’s Indoor Clean Air Act; and
3. Increasing tobacco taxes by a significant amount.

INCREASE IN HIGH SCHOOL E-CIGARETTE USE FROM 2017 TO 2018



 **State Facts:**

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|-----------------------------------|-----------------|
| Health Care Costs Due to Smoking: | \$1,547,762,592 |
| Adult Smoking Rate: | 16.1% |
| Adult Tobacco Use Rate: | 20.9% |
| High School Smoking Rate: | 7.7% |
| High School Tobacco Use Rate: | 18.9% |
| Middle School Smoking Rate: | 3.0% |
| Smoking Attributable Deaths: | 5,470 |

StateOfTobaccoControl.org

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