



To: Oregon House Health Care Committee  
Date: March 23, 2021  
Re: House Bill 2261

Good afternoon Chair Prusak and members of the committee. For the record, my name is Christina Bodamer, I am the Oregon Government Relations Director for the American Heart Association, here today in support of House Bill 2261. The AHA supports public policies that regulate and tax e-cigarettes in the same way as all other tobacco products. HB 2261 would further codify that electronic cigarettes should be held to the same standards of combustible tobacco products by prohibit the remote sales of inhalant delivery systems.

E-cigarettes have been falsely marketed as a safe alternative to traditional cigarettes and as a tool to help adult smokers quit. Tobacco companies are targeting youth and addicting a new generation to tobacco and nicotine, reversing the decades-long progress that has been made in reducing youth tobacco use.

Many adolescents falsely believe these products are safe, and many teens do not even realize they contain nicotine. When asked about what is in their e-cigarette, 66% said just flavoring. While E-cigarettes may not produce tobacco smoke, they do produce an aerosol, often mistaken for water vapor, that consists of fine particles. Many of these particles have varying amounts of toxic chemicals, which have been linked to heart disease, respiratory diseases, and cancer.

Celebrity endorsements and promotion on social media are especially appealing to youth. The candy-flavors of e-cigarettes are particularly enticing. More than 80% of teens report that their first e-cigarette product was flavored.

Over 70% of 8th and 11th graders who have ever use tobacco report E-cigarettes as the first product used. Non-cigarette tobacco products such, electronic cigarettes a are less regulated than cigarettes. Laws in the United States limit flavors, labeling and marketing of cigarettes. Cigarettes can no longer contain flavors other than menthol. Accordingly, cigarette use has declined. Non-cigarette tobacco products by comparison are cheap, available in flavors and come in packaging that appeals to young people that can currently be delivered right to their front door!

I urge your support of HB 2261.