

Flavors Hook Oregon Kids HB 3090 Testimony Letter

March 17, 2023

Dear Chair Nosse, Vice-Chairs Nelson and Goodwein, and members of the House Committee On Behavioral Health and Health Care:

I am writing in support of HB 3090, the Preventing Nicotine Addiction bill, which will protect our kids and our communities by ending the sale of all flavored tobacco products in Oregon.

I am the Director of Tigard Turns the Tide Coalition, but more importantly, I am a mother and grandmother.

I support this bill because our kids are being targeted by Big Tobacco. I work in the schools and see firsthand, students using nicotine and flavored products on a daily basis.

Our younger kids are also using flavored tobacco. While product names like Cotton Candy and Tutti Fruitti sound harmless, they are very dangerous.

Consider the facts:

- More than 3 million middle and high school students use tobacco and e-cigarettes.
- 85% of youth e-cigarette users use flavored products.
- Tobacco is the leading cause of preventable death and disease in Oregon, killing over 8,000 Oregonians a year.

Nicotine is highly addictive and can harm adolescent brain development. Taking action now will help protect our kids, prevent serious health impacts and avoid a lifetime of addiction.

Why is this bill necessary, when retailers are already prohibited from selling flavored tobacco to young people under age 21? Because it's not working.

- The Oregon Health Authority recently reported that 25% of Oregon businesses sold tobacco to underage buyers.

Passage of HB 3090, the Preventing Nicotine Addiction Act, will go a long way to protect youth across Oregon from falling into the trap of nicotine addiction and tobacco and e-cigarette use, as well as the host of serious health consequences associated with their use.

Sincerely,
Connie Ramaekers
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