



**Re:** Support for HB 3090, Preventing Nicotine Addiction

March 20, 2023

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

My name is Jenny Lee, and I am the Deputy Director at the Coalition of Communities of Color. I'm writing in support of HB 3090, the Preventing Nicotine Addiction bill, to protect children and youth from flavored tobacco and e-cigarette products by ending the sale of all flavored tobacco products.

As part of our mission to advance the wellbeing of communities of color, the Coalition of Communities of Color has formally endorsed ending the sale of flavored tobacco. For decades, the tobacco industry has targeted youth, BIPOC, and LGBTQ communities with flavored products and misleading advertising about their safety, putting profits over young people's health. Flavored tobacco and e-cigarette products are the current lure to hook young users, and it is working, with 85 percent of youth e-cigarette users using flavored products.

We know that this exploitation of young people will only stop with new laws to protect public health by eliminating this market in Oregon. Bans on sale to youth and young people under the age of 21 are not working: the Oregon Health Authority reported that 25 percent of tobacco retailers in Oregon illegally sold products to underage buyers.

We thank you for your steadfast work to protect Oregonians' health through your service on this committee, and urge you to take action to prevent youth from tobacco addiction and the lifelong health consequences of tobacco use by passing HB 3090.

Sincerely,

Jenny Lee, Deputy Director  
Coalition of Communities of Color