

## Flavors Hook Oregon Kids

March 20, 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 an employee of the Tigard-Tualatin School District.

I support this bill because we know how habit forming tobacco is and to market such products to children is absolutely horrible. Kids need their brain development uninhibited to become happy and productive adults. The companies that sell this product already make money off adults, it should be illegal to profit from children this way.

Our kids are being targeted by Big Tobacco. Our kids are using flavored tobacco. While product names like Cotton Candy and Tutti Frutti 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,

Christine Rivas, 20390 SW 70th Ave, Tualatin, OR 97062