

ENDORSERS

FLAVORS **HOOK** OREGON **KIDS**



**END THE SALE OF ALL
FLAVORED TOBACCO PRODUCTS**

SUPPORT HB 3090

Ending the sale of all flavored tobacco products **protects our children** from preventable illnesses like lung disease, heart disease, and cancer.



CONTACT: JESSICA ADAMSON, jessicaa@cfmpdx.com,
503-381-8362

The Flavors Hook Oregon Kids campaign is a growing statewide movement to protect our children from the dangerous traps set by Big Tobacco. Our broad, diverse coalition includes more than 50 community-based organizations focused on ending the sale of flavored tobacco products. Our sponsors and supporters include the **Campaign for Tobacco-Free Kids, The American Heart Association, the American Cancer Society Cancer Action Network, and The American Lung Association.**

Youth e-cigarette use is a serious public health concern. Smoking is the leading cause of preventable death and disease in Oregon – **killing more than 8,000 Oregonians a year** and costing us well over \$5 billion¹ annually in medical costs and lost productivity. HB 3090 will improve the health of our youth, who have been relentlessly and ruthlessly targeted by tobacco companies for decades.

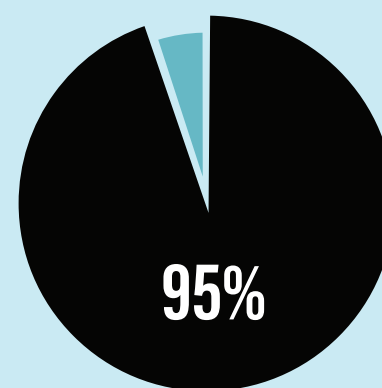
Tobacco companies knowingly market harmful products to young users, spending \$115 million a year² in Oregon on advertising and promotion. **Flavored products like Cool Mint, Watermelon Ice, and Cotton Candy attract and hook new young users.** Their tactics are working. Nearly all tobacco use begins during youth and young adulthood and begins with flavored tobacco.

Other frequent targets of the tobacco industry include **communities of color, the LGBTQ+ community, women, low-income Oregonians, and people with mental health conditions.**

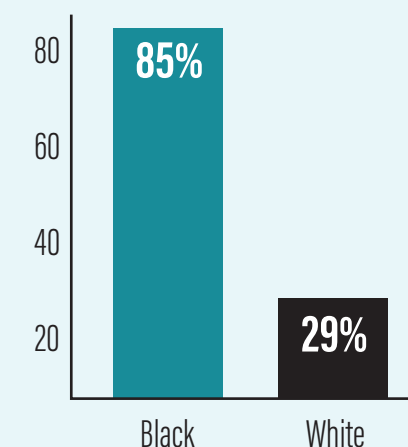


It's time to end the sale of all flavored tobacco products

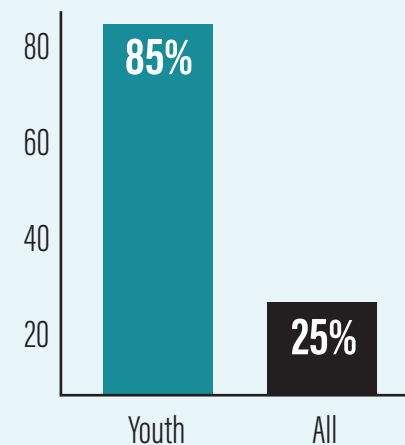
Join us in supporting HB 3090



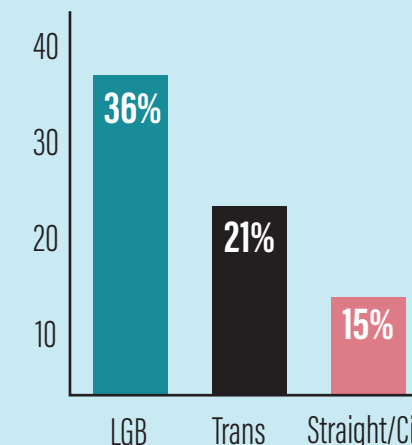
95% OF ADULTS WHO SMOKE report they started before they could legally purchase tobacco.¹



85% OF BLACK SMOKERS use menthol cigarettes⁴, compared to only **29% OF WHITE SMOKERS** who use menthols.



85% OF YOUTH E-CIGARETTE users started with a flavored product³, but fewer than **25% OF ALL SMOKERS** report using flavored products.



21% OF LGB adults and **36% OF TRANSGENDER** adults smoke cigarettes, compared to **15% OF STRAIGHT, CISGENDER ADULTS.**⁵

1. Oregon Health Authority Public Health Division, Health Promotion and Chronic Disease Prevention Section. Oregon tobacco facts. Available at <https://www.oregon.gov/oha/ph/preventionwellness/tobaccoprevention/pages/oregon-tobacco-facts.aspx>.
 2. Tobacco Free Kids STATE-SPECIFIC ESTIMATES OF TOBACCO COMPANY MARKETING EXPENDITURES 1998 to 2020 0271.pdf (tobaccofreekids.org)

3. Results from the Annual National Youth Tobacco Survey | FDA
 4. 2018 National Survey of Drug Use and Health <https://www.samhsa.gov/data/release/2018-national-survey-drug-use-and-healthnsduh-releases>
 5. https://truthinitiative.org/sites/default/files/media/files/2021/06/Truth_LGBT%20FactSheet2021_FINAL_062221.pdf