

Submitter: Jaanya Chadha

On Behalf Of:

Committee: House Committee On Behavioral Health and Health Care

Measure: HB3090

Dear Chair Nosse, Vice Chairs Nelson and Goodwin, and members of the committee,

My name is Jaanya Chadha and I'm a volunteer with the American Cancer Society Cancer Action Network. We urge your support of HB 3090 to end the sale of menthol cigarettes and all other flavored tobacco products in Oregon. All products, all flavors, all locations, no exceptions.

Prevention is the greatest tool we have in public health. Tobacco-related illness remains the number one cause of preventable death in Oregon. Over 8,000 Oregonians will die of smoking-related illness this year. According to the CDC and the Oregon Health Authority, 95% of adults who smoke first started before the age of 21, but fewer than 25% of these same adults use any form of flavored product, while 85% of youth who smoke started use a flavored product, and 80% exclusively use a flavored product.

By removing these flavored tobacco products, fewer children will be tempted to try them for the first time, avoiding a lifetime of addiction, illness, and death.

I support improving tobacco control in Oregon because as a high schooler, these products are extremely popular among teenagers and they are contributing to the rising number of youth smokers.

Flavored tobacco products are marketed in a way that makes them appealing to young people. The fruity and sweet flavors mask the harsh taste of tobacco and make it easier for teens to start using these products. This is especially concerning because nicotine is highly addictive and can have long-term effects on brain development.

Ending the sale of flavored tobacco products would be a step in the right direction to protect young people from the harmful effects of nicotine addiction. It would also send a clear message that these products are not safe for anyone to use.

I urge lawmakers and public health officials to take action to end the sale of flavored tobacco products. We need to protect young people from these harmful products and ensure that they have a healthy and bright future. Please vote yes on HB 3090 and end the sale of all flavored tobacco products with no exemptions in Oregon. Your leadership will save lives.

Thank you,
Jaanya Chadha