



March 21, 2023

TO: House Committee on Behavioral Health and Health Care
FROM: Our Children Oregon, The Children's Agenda
RE: Support for HB 3090

Dear Chair Nosse, Vice-Chairs Goodwin and Nelson, and Members of the Committee,

The Children's Agenda, convened by Our Children Oregon, brings together ~127 organizations statewide to create a holistic legislative agenda dedicated to advancing whole-child advocacy and improving the well-being of Oregon's children, youth, and families. Our collective created a 2023 legislative agenda that focuses on community-driven solutions to provide access and opportunities for all children and families. **We write in support of HB 3090, Preventing Nicotine Addiction Act.**

According to the Oregon Tobacco Prevention and Education Program, tobacco continues to be the leading cause of preventable death in Oregon, and young people are at an increased risk. Tobacco companies continue to target youth by selling flavored tobacco products, which are often available in candy and fruit flavors. As a result, young people have shifted dramatically to disposable and menthol e-cigarettes. In Oregon from 2013 to 2019, e-cigarette use among 11th graders quadrupled from 5% to 23%.¹ Over 75% of youth e-cigarette users use flavored products compared to about 26% of older adults.² This is incredibly concerning because most addictions to nicotine start in adolescence. Nearly 9 out of 10 adults reported that they started smoking before turning 18. Studies show that the younger someone is when they start smoking, the harder it is to quit.

We must reduce the use of tobacco, especially among our youth. To do this, we can pass HB 3090 to implement a statewide ban on the sale of flavored tobacco products in Oregon. HB 3090 will prohibit distributing, selling, attempting to sell, or allowing to be sold flavored inhalant delivery system products or flavored tobacco products in this state. This means all cities and counties in Oregon will be unified in protecting our youth and communities from flavored tobacco products.

¹ <https://www.oregon.gov/oha/ph/preventionwellness/tobaccoprevention/pages/oregon-tobacco-facts.aspx#s1>

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We thank you for your time and efforts to improve child well-being across the state. We urge you to support HB 3090.

From the Our Children Oregon Team,

Ivy Major-McDowall, Policy and Advocacy Director

Jenifer Wagley, Executive Director

View the 2023 Children's Agenda at www.ourchildrenoregon.org/2023-childrens-agenda