



Oregon Latino Health Coalition
245 SW Bancroft Street, Suite E
Portland, OR 97239

March 20, 2023

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

Thank you for the opportunity to put in a letter of support for HB 3090, the Preventing Nicotine Addiction bill. We are pleased to provide the following letter.

The Oregon Latino Health Coalition supports the passage of bill HB 3090 as tobacco continues to be the leading cause of preventable death in Oregon. According to the CDC, among the top five leading causes of death in the Latinx community, cancer, heart disease, stroke, and diabetes, can all be caused by smoking cigarettes. These serious health consequences associated with the use of addictive nicotine products affect families across the US and target youth with flavored tobacco products such as menthol cigarettes and cotton candy e-cigarettes. Consider that 81% of youth that have tried tobacco products started with a flavored product. The Latinx community faces the impact of tobacco use among students, where 7.4% of middle and high school Latinx students identify using any type of tobacco product. The Oregon Health Authority reported that in 2019, 23% of 11th graders vaped and 70% of high schoolers that had ever used tobacco products started with flavored e-cigarettes.

The Oregon Latino Health Coalition is a statewide advocacy organization dedicated to eliminating health disparities impacting one of the fastest growing, young, and diverse populations - Latinx Oregonians. We create change through community based research, participation, and advocacy. In recent focus groups conducted by our tobacco team, a community member expressed that because the smoke of flavored tobacco products smells good, it's easy to assume that the product will not harm the body as much as other tobacco products. While the flavored tobacco products may be appealing, they are highly addictive, they cause harm to adolescent brain development, and have serious long-term health conditions.

At the Oregon Latino Health Coalition, we envision an Oregon where all have equitable opportunities and resources, leading to optimal health and fulfilling lives. HB 3090 will protect our children and communities by ending the sale of flavored tobacco products in Oregon. Multnomah County and Washington County have initiatives to end the sales of flavored tobacco products and now it's time for Oregon as a whole to follow suit.

Respectfully,

A handwritten signature in black ink, appearing to read "Olivia Quiroz", written in a cursive style.

Olivia Quiroz
Executive Director