

Submitter: Jenee Henderson

On Behalf Of:

Committee: House Committee On Behavioral Health and Health Care

Measure: HB3090

Flavors Hook Oregon Kids

Sample: HB 3090 Testimony Letter (Short)

03/23/2023

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 a Community Health Systems Developer, with Umatilla County Public Health, working in tobacco & nicotine prevention.

I support this bill because, in part, 30% of tobacco retailers in Umatilla County recently sold to minors during compliance checks (including specialty 21 and over shops).

Our kids are being targeted by Big Tobacco. Our kids are using flavored tobacco. While product names like Cotton Candy and Tutti Fruitti 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 the age of 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,
Jeneé Henderson

Jeneé Henderson
Community Health Systems Developer
Tobacco Prevention and Education Coordinator
Umatilla County Public Health
200 SE 3rd St. Pendleton, OR 97801
541-278-6350
jenee.henderson@umatillacounty.gov