

**Flavors Hook Oregon Kids**  
**HB 3090 Testimony Letter**  
**3/20/23**

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 the School Social Worker at Tualatin High School in the Tigard-Tualatin School District.

I support this bill because I am witnessing nicotine addiction ravage the students I serve at Tualatin High School on a daily basis. The high school students I work with do not understand the dangers of tobacco products in the same way they understand the dangers of hard drugs. Some of my students cannot make it through an entire class period without vaping. They spend passing periods hiding in the bathroom, vaping as fast as possible to get a “nicotine high”, causing them to feel ill, unable to focus, and subsequently miss class. Some students of mine have made plans to quit vaping, only to pick up smoking cigarettes, because they view it as a “healthier choice”. No matter how much education and motivational interviewing I can provide and facilitate, nicotine addiction has gotten out of control for adolescents. We are setting them up to fail.

Our students are being targeted by Big Tobacco. Our students 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 and
- Young people experiencing nicotine addiction will go to lengths to get their hands on flavored nicotine products through adults, theft, and fake IDs

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. We have to act now.

Sincerely,  
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