

DATE: January 29, 2026

Senate Committee on Judiciary
Oregon State Senate
900 Court St. NE
Salem, Oregon 97301

RE: Support SB 1571 – Protecting Oregon’s Youth from Unregulated Nicotine Pouches

Dear Chair Prozanski, Vice Chair Thatcher, and members of the Committee:

My name is Deborah Dedrickson, and I serve as the Senior Advisor for Substance Use Prevention Services at **Lines for Life**. Our organization operates the state’s 24/7 **Alcohol and Drug Helpline** and **YouthLine**, a peer-to-peer crisis line.

I am writing today to urge your support for **SB 1571**. At Lines for Life, we see firsthand the evolving tactics used to target Oregon’s youth. While e-cigarette use has garnered significant attention, Big Tobacco has shifted its strategy toward a new, discreet, and highly addictive product: **nicotine pouches**.

Why SB 1571 is Critical for Oregon:

- **The Regulatory Gap:** Currently, nicotine pouches exist in a legal loophole. Unlike cigarettes or vapes, they can be sold without a state license and purchased online with minimal age verification. **SB 1571 closes this loophole.**
- **Aggressive Youth Marketing:** These products are sold in flavors like berry, mint, and citrus, and are heavily promoted by "influencers" on social media platforms frequented by teens.
- **Surging Sales:** Nationally, nicotine pouch sales increased by **250.8%** between January 2023 and August 2025. Oregon is not immune to this trend.
- **Impact on Developing Brains:** Nicotine is neurotoxic to the developing adolescent brain. Use during these formative years can permanently disrupt circuits that control attention, learning, and susceptibility to future addiction.

We have an obligation to treat these pouches with the same safety measures and common-sense regulations we apply to other tobacco products. By voting **YES on SB 1571**, you are choosing to prioritize the health of Oregon’s children over the profits of the tobacco industry.

Thank you for your leadership and for your commitment to the behavioral health of our youngest Oregonians.

Sincerely,

Deborah Dedrickson, MA, QMHP