



TO: House Committee on Rules

RE: Pass SB 1571A and Protect Oregon's Kids

FR: David Wieland, Policy and Advocacy Director, Our Children Oregon

DT: February 28, 2026

Dear Chair Bowman, Vice-Chairs Elmer and Pham, and members of the Committee,

My name is David Wieland and I am the Policy and Advocacy Director with Our Children Oregon. We write to urge your support of common-sense regulation of nicotine pouches in Oregon by passing SB 1507A

We have seen the impact of flavored tobacco on kids, and now the tobacco industry has found a new loophole: nicotine pouches. These products are flavored and easy to conceal—the same two features that drove youth e-cigarette use to crisis levels a few years ago.

Right now, Oregon law doesn't treat nicotine pouches the same way we treat other tobacco and nicotine products. Nicotine pouches can be sold anywhere without a state license and purchased online with no age verification required under state law. Meanwhile, cigarettes, e-cigarettes, cigars, and chewing tobacco all face licensing requirements and sales restrictions.

SB 1571A closes this gap by adding nicotine pouches to Oregon's existing tobacco retail licensing requirements. The bill would require retailers who sell nicotine pouches to obtain the same license required for selling other tobacco products. It would also establish penalties consistent with current law for other tobacco products.

These are not new or experimental regulations—they're the same standards we already apply to cigarettes, vapes, and other nicotine products. SB 1571 simply ensures nicotine pouches are held to the same standard.

Nicotine pouches come in flavors like berry, mint, and citrus, and national sales have increased dramatically in recent years. The tobacco industry has a long track record of using flavors and marketing to attract young users, and nicotine pouches fit that pattern perfectly.

At Our Children Oregon, we work every day to support policies that protect children's health. We know nicotine is highly addictive, especially for young people whose brains are still developing. Kids who start using nicotine face higher risks of academic struggles, mental health challenges, and continued tobacco use. SB 1571A is a straightforward fix to a clear problem. Oregon should not have different rules for different nicotine products when they pose the same risks to young people. By voting yes on SB 1571A, you can protect Oregon kids and ensure our tobacco laws keep pace with the industry's latest products.

Thank you for your time and consideration.

Sincerely,

David Wieland  
Policy and Advocacy Director  
Our Children Oregon