



February 26, 2026

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

My name is Zahra Janoowalla and I am submitting written testimony on behalf of Parents Against Vaping (PAVe), a national organization of parent volunteers including here in Oregon. We represent the countless families across Oregon whose lives have been upended by the rise of youth nicotine addiction and the evolving products that fuel it, and are here to express our full support SB 1571A.

For years, parents have raised the alarm about flavored vaping products and the harm they cause to young people. Now, nicotine pouches are emerging as a growing concern in conversations with families. While these products may be newer and less visible than vapes, parents are increasingly worried about how addictive they are and how quickly they're gaining popularity among youth.

Nicotine pouches are particularly troubling because they are discreet, easy to use, and heavily marketed in appealing flavors. Many parents report that their children perceive these products as harmless simply because they are smokeless. This false sense of safety is dangerous. Nicotine is highly addictive and can harm adolescent brain development, affecting attention, mood, and impulse control.

Flavors play a central role in youth initiation. They lower the barrier to trying nicotine and make addictive products more appealing to kids who would otherwise avoid them. Parents across the country tell us the same thing: these products attract kids by design.

SB 1571A takes a thoughtful and necessary approach by addressing flavored nicotine pouches and establishing clear rules for how these products can be sold. This bill will help curb youth access, prevent addiction before it starts, and support parents, schools, and communities that are already stretched thin responding to the youth nicotine crisis.

Parents wanting to protect their children cannot compete with an industry that continues to introduce new, youth-appealing nicotine products faster than families can respond. SB 1571A is a critical step toward closing that gap and prioritizing the health and well-being of Oregon's youth. We urge you to pass SB 1571A and stand with parents across Oregon and the nation who are calling for stronger protections for our kids.

Thank you for your time and consideration.

Sincerely,

Zahra Janoowalla
Associate Director of Advocacy and Volunteers
Parents Against Vaping