

Submitter: Jennifer McCall
On Behalf Of:
Committee: House Committee On Rules
Measure, Appointment or Topic: SB1571

Chair and Members of the Committee,

My name is Dr. Jennifer McCall. I am a pediatrician practicing in Oregon and an assistant professor of pediatrics. I am writing in strong support of Senate Bill 1571 (A-Engrossed).

Tobacco and nicotine exposure remain among the most significant preventable threats to child and adolescent health. While traditional cigarettes have declined in use among youth, we have seen a dramatic rise in newer nicotine products — including e-cigarettes, nicotine pouches, and synthetic nicotine products — that are often marketed in ways that appeal to adolescents.

SB 1571 provides important regulatory clarity by adding a comprehensive definition of “nicotine,” including synthetically derived nicotine, and expanding the definition of “tobacco products” to include products that contain or are derived from nicotine in any form. This update is essential. As product innovation has accelerated, gaps in statutory language have allowed certain nicotine products to avoid consistent regulation. Clear definitions ensure that emerging products do not evade safeguards simply because they are synthetically produced rather than tobacco-derived.

The bill also reinforces requirements related to labeling, child-resistant packaging, and restrictions on packaging that is attractive to minors. These measures are not abstract policy decisions — they are practical interventions. In pediatric practice, we see firsthand how product design and marketing influence youth behavior. Flavored products, sleek devices, and candy-like packaging normalize nicotine use and increase experimentation among teens.

Nicotine exposure during adolescence is particularly concerning because of its effects on the developing brain, including impacts on attention, learning, mood regulation, and addiction vulnerability. Early exposure significantly increases the likelihood of long-term dependence.

SB 1571 does not prohibit adult access to lawful products. Rather, it strengthens guardrails that protect minors and promotes consistency with federal regulatory standards. Ensuring that all nicotine-containing products are treated with the same level of oversight is both logical and necessary from a public health perspective.

As a pediatrician, my priority is preventing harm before it occurs. Updating Oregon’s

statutory framework to reflect the current nicotine marketplace is a responsible and timely step.

I respectfully urge your support of Senate Bill 1571.

Thank you for your time and your commitment to protecting the health of Oregon's children and adolescents.

Sincerely,
Jennifer McCall, DO FAAP