

FLAVORS HOOK OREGON KIDS

End the Sale of All Flavored Tobacco Products

Support LC 1731.

Ending the sale of all flavored tobacco products protects our children from preventable illnesses like lung disease, heart disease, and cancer.

The Flavors Hook Oregon Kids campaign is a growing statewide movement to protect our children from the dangerous traps set by Big Tobacco. Our broad, diverse coalition includes more than 35 community-based organizations focused on ending the sale of flavored tobacco products. Our sponsors and supporters include the **Campaign for Tobacco-Free Kids, The American Heart Association, the American Cancer Society Cancer Action Network, and The American Lung Association.**

Youth e-cigarette use is a serious public health concern. Smoking is the leading cause of preventable death and disease in Oregon – killing more than 8,000 Oregonians a year and costing us well over \$5 billion annually in medical costs and lost productivity. LC 1731 will improve the health of our youth, who have been relentlessly and ruthlessly targeted by tobacco companies for decades.

Tobacco companies knowingly market harmful products to young users, spending \$115 million a year in Oregon on advertising and promotion. Flavored products like Cool Mint, Watermelon Ice, and Cotton Candy attract and hook new young users. Their tactics are working. Nearly all tobacco use begins during youth and young adulthood and begins with flavored tobacco.

Other frequent targets of the tobacco industry include communities of color, the LGBTQ+ community, women, low-income Oregonians, and people with mental health conditions.

It's time to end the sale of all flavored tobacco products

Join us in supporting LC 1731

- **95%** of adults who smoke report they started before they could legally purchase tobacco. *
- **85%** of youth e-cigarette users started with a flavored product, but fewer than **25%** of all smokers report using flavored products.
- **85%** of Black smokers use menthol cigarettes, compared to only 29% of white smokers who use menthols.
- **21%** of LGB adults and **36%** of transgender adults smoke cigarettes, compared to **15%** of straight, cisgender adults.

FlavorsHookOregonKids.org

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*Research from Tobacco Use Insights, FDA, OHA, CDC, and American Journal of Preventative Medicine