



Together, we can reduce youth smoking and vaping for a healthy future.

Vaping companies like Big Tobacco-owned Juul are hooking a new generation of kids on nicotine, with vaping among Oregon youth reaching epidemic levels. And we all pay the cost, whether we smoke or not.

E-cigarette use among high schoolers increased 80% last year and our state saw people die from vaping-related lung illnesses.

The single best way to reduce youth access to tobacco and deter them from a lifetime of addiction is to increase the cost. But Oregon has one of the lowest tobacco taxes in the country and no tax on e-cigarettes at all. It's time for us to take a stand.

In Oregon, 23% of 11th graders (1 in 4) and 12% of 8th graders (1 in 8) report using e-cigarettes/vapes over the past 30 days.

The increase in the cost of a pack of cigarettes would dramatically reduce youth smoking rates, preventing more than **19,000 young people** from facing this deadly addiction.

Smoking is the number one cause of preventable death in Oregon and **smoking related illnesses cost the state \$1.5 billion in health care costs a year while Big Tobacco profits**. When people want to quit, the resources should be there to help them. This measure triples smoking prevention and cessation programs in Oregon.

That's why groups like the American Cancer Society, the American Lung Association, the Oregon Nurses Association are joining with the state's care providers, unions, small businesses and other organizations to support a ballot measure in November

2020 to increase the state's tobacco tax on cigarettes, other tobacco products and pass the very first tax on vape products.

In addition to this important deterrent, the ballot measure will generate new revenue dedicated to health care, including programs to prevent kids from using tobacco and help smokers quit.

What the measure will do:

- Increases cigarette taxes by \$2 a pack to reduce youth access to cigarettes
- Establishes a 65% wholesale tax on nicotine vaping for the first time to reduce youth access to tobacco addiction.
- Increases cap on cigar taxes to \$1.00.
- All tax revenue collected as a result of the measure will go directly to the Oregon Health Plan serving 1 in 4 Oregonians including children, seniors and low income communities as well as to smoking prevention and cessation programs to prevent youth from starting smoking and help adults that want to quit, quit for good.