

February 17, 2020

TO: Minnesota House Commerce Committee

On behalf of the American Lung Association in Minnesota, I would like to offer our support for HF3032 (Halverson) Prohibit the Sale of Flavored Tobacco Products. We can and must do more to prevent kids from a lifetime of addiction. The current epidemic we are in calls for strong action and leadership. Flavored tobacco products are key reason why this epidemic has taken hold.

For decades, the tobacco industry has profiled youth, African Americans, and other specific populations in their marketing of menthol. Flavored products numb the airways and make the “poison” go down easier and deeper into the lungs. The result has been tremendous tobacco-related health disparities.

The science is clear, candy-and fruit flavored products attract youth to e-cigarettes and other tobacco products. The weak Federal rules continue to allow the tobacco industry to use kid-friendly menthol, candy and fruit flavors in their quest to lure the next generation of tobacco users. Restricting the sales of flavored tobacco products can reduce availability and reduce tobacco use.

A tobacco-free society is the goal of the American Lung Association. The Lung Association strongly supports measures like HF3032 to eliminate tobacco use by youth.

Sincerely,



Pat McKone, Senior Director

Health Promotion and Policy

424 W Superior St, Ste 202 | Duluth, MN 55802

Ph: 218-726-4721 F: 218-726-4722

490 Concordia Ave | St. Paul, MN 55103

1-800-LUNGUSA | Lung.org

Ph: 651-227-8014 F: 651-227-5459 Info@LungMN.org