

Potential Effects of a Ban on the Sale of Flavored Tobacco Products

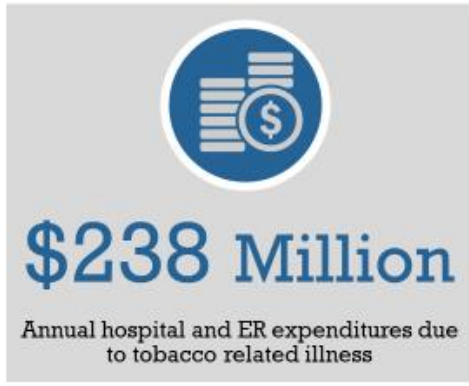
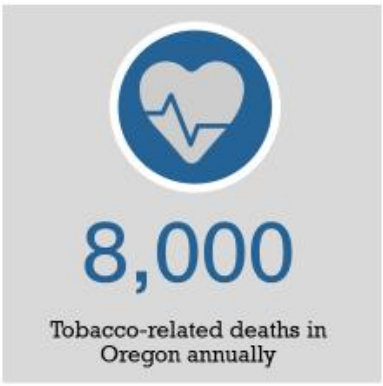
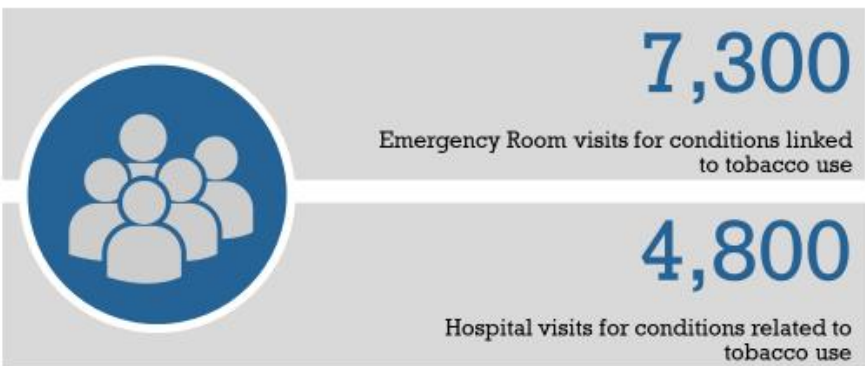
2023 Data Brief



Evidence-based policies, such as comprehensive flavor bans, could reduce the burden of nicotine addiction for Oregon's future generations.

Tobacco use affects all Oregonians. Tobacco use is the number-one cause of preventable death and disease in Oregon. Tobacco causes heart disease, respiratory diseases, cancer, and pregnancy complications among other serious health problems. In addition to tobacco's impact on health and well-being, tobacco use imposes a considerable financial toll on Oregon's economy.

Each year, tobacco use **kills over 8,000 Oregonians** and **costs almost \$5.7 billion** in medical expenses and lost productivity.



Source: Oregon Tobacco Burden Costs Report.
https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/DATAREPORTS/Documents/Evaluations/OHA_Tobacco_Costs_Executive_Summary.pdf

Public Health Impact of a Flavored Tobacco Prohibition

For decades, **tobacco marketing has targeted communities of color, people who identify as LGBTQ+, and youth.** The African American community, in particular, has suffered the consequences to the heavy promotion of menthol products. Use of enticing flavors and colorful packaging is a key strategy by the tobacco industry to encourage youth to use their tobacco products. **In Oregon, four out of five kids who have used tobacco started with a flavored product.**

Estimates from other flavor prohibition policies suggest 5.6% of all Oregon adults who smoke menthol would quit as a result of a statewide flavored tobacco prohibition. This means 4,100 Oregon adults would quit immediately, saving approximately 950 lives each year.

Fiscal Impact

Estimates from other localities that have prohibited flavored products show that **although a similar policy in Oregon would reduce state revenues, this reduction would be more than offset by Oregon Health Plan savings and increased economic activity.** Economic activity may be generated by increased productivity and reduced mortality and morbidity due to tobacco use.

\$40.4 million decline in total tobacco excise task revenue

- ***\$26.7 million decline in cigarette excise tax revenue (4.1% decline)***
- ***\$13.7 million decline in other tobacco products excise tax revenue (7.6% decline)***

Estimates adapted from methods described in: Chaloupka, F.J. & Glantz, S.A. (2021). Potential Effects of a Ban on the Sale of Flavored Tobacco Products in California [Fact Sheet]. Tobacconomics. <https://www.tobacconomics.org/files/research/671/ca-flavor-ban-and-revenues-3-29-21.pdf>

Data: Behavioral Risk Factor Surveillance System (BRFSS) 2020
Student Health Survey (SHS) 2020