



March 31, 2023

Senate Health and Human Services

RE: SF2995

Dear Chair Wiklund and Committee Members:

Minnesotans for a Smoke-Free Generation (MSFG) is a coalition of more than 50 organizations that share a common goal of advancing justice by striving toward a future where every person is free from commercial tobacco's harms and can reach their full health potential.

MSFG strongly supports the inclusion of SF2520 (Morrison) in SF2995. This language (Article 4, Sections 3 and 33) would dedicate any potential funds from the JUUL Lawsuit to youth tobacco prevention, help those addicted to commercial tobacco quit, and address tobacco-related health disparities. JUUL developed sleek-looking products with menthol and candy flavors designed to appeal to kids, with sky-high nicotine levels to addict users. Investigations found that JUUL used several pages from Big Tobacco's playbook and targeted kids as young as eight with a marketing program including summer camp, school programs and hundreds of social media influencers.

The 2022 Minnesota Student Survey found fourteen percent of 11th-graders and seven percent of 8th-graders reported currently using e-cigarettes. Especially concerning is the use of these products by youth reporting mental health challenges including stress, anxiety, and depression. The JUUL Lawsuit presents an opportunity to invest more state funds in tobacco prevention and treatment.

On behalf of Minnesotans for a Smoke-Free Generation, thank you for including this important health policy in your omnibus bill. We look forward to supporting your efforts in the weeks ahead to ensure this language is included in any final health omnibus bill.

Sincerely,

Emily Myatt

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Regional Government Relations Director, American Cancer Society Cancer Action Network*

LaTrisha Vetaw

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Janelle Waldock

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