



February 3, 2014

Dear Chair Kafoury and Multnomah County Board of Health,

On behalf of the American Cancer Society Cancer Action Network (ACS CAN), I would like to thank the Multnomah County Board of Health (Board) for working with our friends at Upstream Public Health and the Board's leadership regarding the threats of nicotine and tobacco use among Multnomah County youth.

The American Cancer Society Cancer Action Network (ACS CAN) is the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society. We support evidence based policy and legislative solutions designed to minimize the causes of nicotine and tobacco addiction and to eliminate cancer as a major health problem.

Evidence shows the tobacco industry is developing and marketing new tactics to attract youth. These marketing strategies lure youth in causing them to develop an addictive habit to the new product, thus producing long term consumers with a probability to escalate their addiction to other forms of nicotine and tobacco products.

Through greater awareness and strong leadership these types of schemes can be minimized and maybe someday stopped. ACS CAN appreciates everything the Board is doing to increase awareness and provide another layer of public official leadership to the important issues around nicotine and tobacco use among our youth.

Once again, thank you for your leadership and working with our allies at Upstream Public Health.

Best regards,

Troy Rayburn, Oregon Director
American Cancer Society Cancer Action Network
Great West Division