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**Testimony of Julia MacDonald, American Cancer Society Cancer Action Network  
In Support of LD 1938: An Act Regarding the Regulation of Tobacco**

May 13, 2025

Good afternoon, Senator Ingwersen, Representative Meyer, and members of the Joint Standing Committee on Health and Human Services. My name is Julia MacDonald, and I am testifying on behalf of the American Cancer Society Cancer Action Network (ACS CAN) in support of LD 1938. ACS CAN is the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society. We advocate for evidence-based policies that reduce the cancer burden for everyone.

We thank Representative Moonen for bringing this legislation forward. LD 1938 is an important cleanup bill that strengthens Maine's tobacco control framework by modernizing and clarifying existing language around some tobacco product regulations. This bill includes several important changes that help reduce the tobacco burden in Maine. Notably, the penalties for cigarette distributor licensing violations have not been raised in 20 years. LD 1938 also adopts a modernized definition of electronic smoking devices. This definition was developed by the Public Health Law Center and is designed to close loopholes and provide clearer enforcement standards.

In 2020, tobacco use caused 784 deaths in Maine<sup>1</sup>. Smoking harms nearly every organ in the body and remains the nation's leading cause of preventable death. Approximately 30% of all cancer deaths and 81% of lung cancer deaths are attributable to smoking<sup>2</sup>. Tobacco also imposes significant economic costs. Nationally, tobacco use contributes to over \$240 billion in health care spending and \$185 billion in lost productivity annually<sup>3</sup>.

LD 1938 takes steps to strengthen tobacco regulation. These updates help reinforce Maine's commitment to reducing the toll of tobacco on individuals and communities.

Thank you for your time and consideration of this important legislation.

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<sup>1</sup> Maine Center for Disease Control and Prevention. Tobacco and Chronic Disease Data Portal. Accessed 2024.

<sup>2</sup> U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress. A Report of the Surgeon General. 2014.

<sup>3</sup> U.S. Department of Health and Human Services. Smoking Cessation: A Report of the Surgeon General. 2020.