

LD 1550: An Act To End the Sale of Flavored Tobacco Products

Testimony of Lynn D'Agostino, Elementary PE Teacher in Brunswick, VP PE of MAHPERD. I reside in Freeport Me.

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Senator Claxton, Representative Meyer, and honorable members of the Joint Standing Committee on Health

and Human Services: my name is Lynn D'Agostino and I live in Freeport, and I am here today to testify in favor of LD

1550, An Act To End the Sale of Flavored Tobacco Products.

As a Physical Educator for over 30 yrs., I have seen the impact of advertising, *targeting* the elementary school students who I educate and teach life skills to. Many of my students share stories of their siblings and how they experiment or try tobacco because of the *cotton candy* kind of flavors. It is my job, along with teaching the importance of a healthy heart and wellbeing, to explain on a level they can understand, just because it tastes good, doesn't mean it is good for you.

I am of the generation where there were cigarette ads on TV, remember those folks? I bet you find yourselves smiling, as they have been done away with for many years so this type of impact is not targeting the younger population of Maine or our nation; flavored tobacco products are like what the ol' TV ads used to be for kids, teens and even adults. They are hard to ignore.

Now, it's 2021, add the social media piece to it, and kids do not stand a chance regarding influences beyond what we can imagine. It is no longer TV ads but the peer pressure with social media and the flavors themselves in each product. PLEASE, Maine's future depends on healthy kids, teens and adults. Flavored tobacco products are like those TV ads we fought so hard to get rid of. Let's stop this modern persuasiveness by the flavor in a product we all know is addictive and not good for our kids or anyone striving to live a happy, healthy life. It is time to stop flavored tobacco sales. Please VOYTE YES on LD 1550.

Thank you Senator Claxton, Representative Meyer, and honorable members of the Joint Standing Committee on Health and Human Services.